

The Opendorse NIL Marketing Forum

Thursday, June 12 – [Morrison Stadium](#)

The Opendorse NIL Marketing Forum is a first-of-its-kind event bringing together national, regional, and local brands with college athletics leaders to explore the evolving intersection of marketing, media, and modern college athletics.

Held just four blocks from Charles Schwab Field Omaha during the Men's College World Series, this summit is designed for collaboration, conversation, and connection between those driving the new era of Name, Image, and Likeness (NIL) with college athlete influencers. Make your way to Omaha and the forum is free to attend, until event capacity is reached.

Combined Itinerary

College

Commercial

11:30AM

Registration

● 12:00-1:00PM

Roundtable Block 1: Staffing & Structure

Explore how athletic departments are building and scaling their NIL and rev-share operations. Attendees will discuss the pros and cons of in-house staffing models compared to activating third-party collectives or agencies — with a focus on structure, oversight, and long-term sustainability.

● 1:15-2:15PM

Roundtable Block 2: Budgets, Contracts & Negotiations

Discuss how schools are navigating roster-based NIL budgeting and evolving contractual elements. Topics include allocation strategies by position or performance, legal structures of NIL licensing agreements, and how to navigate athlete representation as agents become more involved in the college athletics landscape.

● 12:00-12:45PM

Panel: "The Most Effective Media Buy in Sports"

This panel brings together marketing leaders to discuss why college athletes have become the most powerful media channels in sports. Panelists will share campaign results, creative approaches, and lessons learned from activating athletes to drive brand performance.

● 1:15-2:00PM

Workshop: "Build The Perfect Athlete Influencer Campaign"

This hands-on session will break down the essential components of a high-impact influencer campaign. Attendees will explore creative strategy, athlete selection, content planning, and ROI measurement, all with live insights from those who have been through the process.

2:30PM

"Opening" Remarks

2:35-3:20PM

Panel: "The New Battleground in College Athletics"

This panel is a convergence of Commercial and Collegiate tracks. Highlighting highlight voices from across the NIL marketing ecosystem — brand, athlete, and administrator — this session will explore how the competitive landscape of college sports is shifting in the NIL and revenue-sharing era. The discussion will cover how schools, athletes, and commercial partners are adapting to new pressures, expectations, and opportunities in athlete compensation and media strategies.

3:30-4:30PM

Roundtable Block 3: Commercial Opportunities

Dive into the importance of third-party commercial NIL opportunities. From brand partnerships and local sponsorships to donor-funded initiatives and new licensing models, attendees will explore creative and compliant ways to unlock additional value for athletes while boosting department-wide revenue.

4:45-5:30PM

Roundtable Block 4: Hot Topics

This session will provide time to discuss the outstanding issues surrounding the NIL and revenue-sharing landscape. Attendees will discuss how institutions are navigating international student-athlete payments, Title IX compliance, preparing for the implications of student-athlete employment status, and more.

3:30-4:15PM

Workshop: "How to Create Winning Branded Content"

This session offers a deep dive into what makes branded content resonate. Learn how athletes and brands can collaborate to produce authentic, engaging campaigns that perform across platforms — from planning to posting to performance metrics.

4:45-5:30PM

Advertiser Spotlight: "2025 NIL Campaigns of the Year"

Introducing the inaugural NIL Campaigns of the Year featuring programs that set the bar for college athlete partnerships in 2025. This is a celebration of what's working — and what's next — in the world of college athlete influencer marketing.

5:45-7:00PM

Dinner & Networking

7:00-10:00PM

The Opendorse NIL Marketing Forum After Party