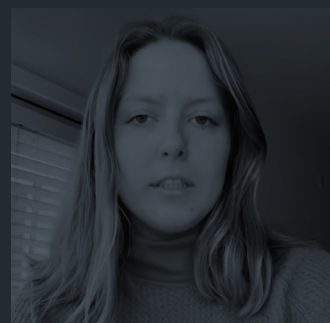




 opendorse®

# GAME ON:

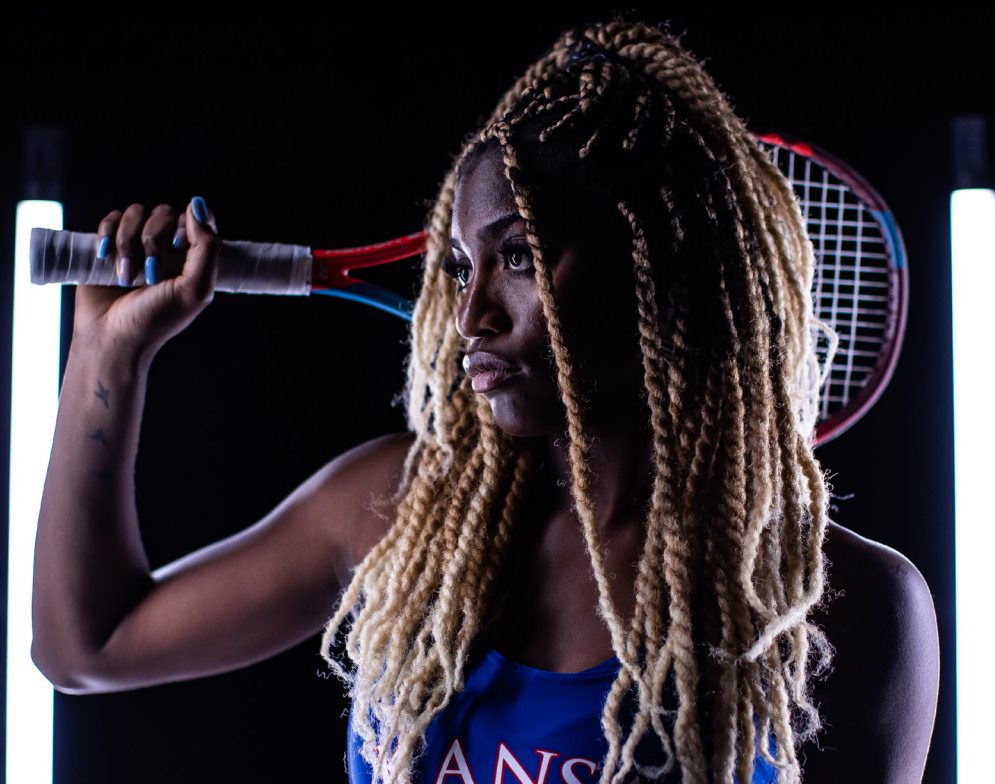
HOW BRANDS ARE LEVERAGING NIL IN 2023



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Malkia Ngounoue, Kansas

# NIL IS BREAKING RECORDS EVERY DAY

Brands, national and local, are realizing NIL as a results-driver for their business. The success of these college athlete influencer campaigns has quickly earned the attention of advertisers everywhere. Now, more dollars, more deals, and more participating brands are flowing to college athletes than ever before – and there’s no sign of slowing down.

## BRAND COMPENSATION TO ATHLETES IS UP OVER 300%\*

Athletes and brands at every level are benefiting. From Fortune 500 behemoths to local SMBs, companies are increasingly turning to athletes to deliver powerful results.

## 100,000+ DEALS AND COUNTING

Opendorse has powered more than 100,000 deals for athletes and brands since NIL’s inception on July 1, 2021. 29 of the top 50 Fortune 500 companies have used the athlete marketplace and campaign services to execute campaigns from pitch to payment.

## WHAT BRANDS ARE ACTIVE?

NIL has become a core tactic that leading brands trust. From Meta to Twitter; SoFi to Capital One; Toyota to Nissan; Champs to EA Sports; American Cancer Society to the FDA – participating brands span categories and approach NIL campaigns with a myriad of goals, activation styles, and levels of scale.

## NIL Benefits:

- + Reach target audience
- + Increase brand awareness
- + Drive sales results
- + Develop fan connection
- + Multiply earned media
- + Enhance DEI marketing

100K+  
DEALS

300%  
GROWTH  
IN BRAND SPEND

29 OF TOP 50  
FORTUNE 500 BRANDS

\*Data includes all deals completed by Brands on Opendorse through 3/31/2023







Robert Amaro, Briar Cliff University

# ATHLETES ARE THE ANSWER

## A NEW CLASS OF ATHLETE - AND INFLUENCER

College athletes are now some of the most sought-after influencers in advertising – and for good reason.

Once NIL rules were relaxed by the NCAA in 2021, businesses of all sizes jumped at the chance to partner with this new class of athlete.

And from day-one college athletes have delivered. These on-campus stars have met, and more often, surpassed the performance of their peers – pro athletes and traditional influencers.

College athletes offer brands enhanced social engagement, unrivaled fan-connection, increased affordability and flexibility, and a greater talent pool to choose from than any other category of athlete or influencer.

## WHY STUDENT-ATHLETES?

Student-athletes offer a unique appeal to brands – in more ways than just the novelty and newness of NIL. Partnering with athletes on campus can help brands reach diverse and engaged consumers, create authentic and positive brand awareness and ultimately drive sales in a cost-effective way.

## ACCESS TO A HIGHLY ENGAGED MARKET

Student-athletes have a strong following among their peers, fans, and communities. By partnering with student-athletes, brands can tap into this audience and engage with them in a more meaningful way than many professional athletes.

## AUTHENTICITY

Consumers want authenticity and ingenuity from a brand. NIL campaigns that give student-athletes the freedom to promote a product in their own voice and style create that authentic connection.

## COST-EFFECTIVENESS

Between the NCAA, NAIA and NJCAA, there is no shortage of athletes to choose from. In cities all across the nation, brands big and small, national and local can tap into the student-athlete market at any budget. Whether running a national campaign or a local business, with over a half million eager student-athletes to choose from, a budget of any size can benefit from the student-athlete reach.

## REACHING A DIVERSE AUDIENCE

Student-athletes come from diverse backgrounds and have a wide range of interests and passions. Partnering with student-athletes from various sports and backgrounds allows brands to reach a wider target audience.



# STATE OF PLAY IN SPRING 2023

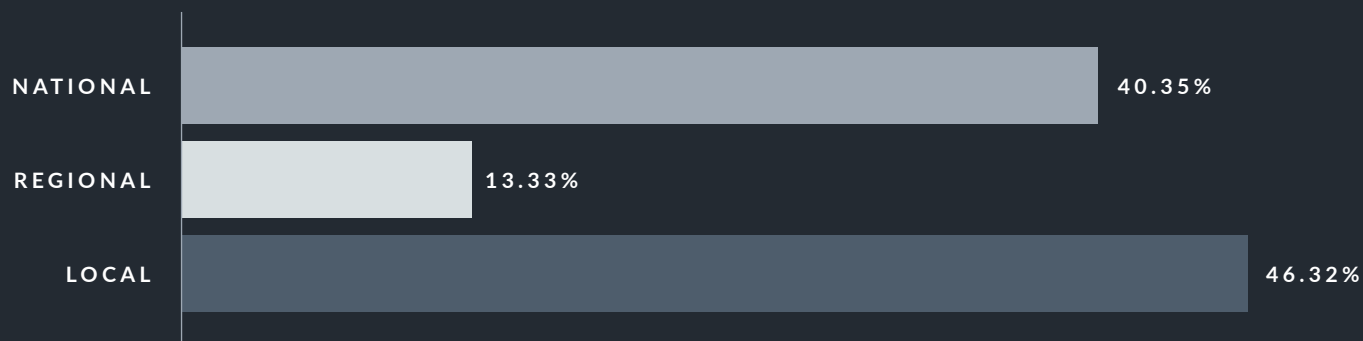
WHO are the brands in the NIL game?

## BRAND TYPES

### NATIONAL BRAND SPENDING BY INDUSTRY

Ranking	Category	% Spend	Examples
1	Media	13%	AT&T, Verizon
2	Sports Entity	12%	LA28, PBR
3	Fashion/Apparel	9%	Reebok, Rhoback
4	Insurance/Finance/Legal	7%	Bank of America, Allstate
5	Other	7%	
6	Medical Services	5%	Blue Cross Blue Shield, Kugler Vision
7	Restaurant	5%	Dunkin' Donuts, McDonald's
8	Food	5%	Cheez-it, Pringles
9	App	4%	META, Snapchat
10	Sports Equipment	4%	Dick's Sporting Goods, Champs Sports
11	Empowerment Movements	4%	All Vote No Play, Boys & Girls Club
12	Consumer Tech	3%	Theragun, Intel
13	Construction/Investment	3%	Cleveland Cliffs, J-Tech Construction
14	Home Services	3%	U-Haul, College Hunks
15	Auto/Travel	3%	GM, Mercedes-Benz
16	Entertainment	3%	B&B Theatres, Altitude Trampoline
17	E-Commerce	3%	Amazon, StockX
18	Sports Nutrition	2%	Gatorade, BioSteel
19	Personal Care	2%	Degree, Hally Hair
20	Beverage	1%	Pepsi, Red Bull

## BRAND SIZE

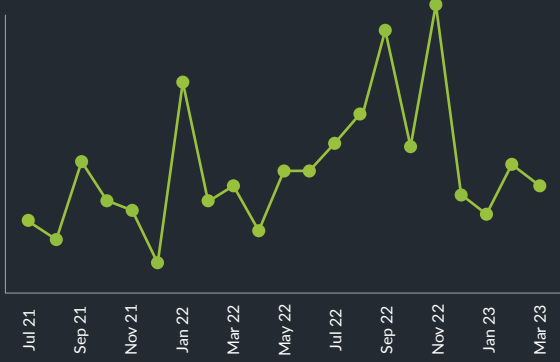


\*Brand attribute data is sourced from compensating party information in anonymized transaction data from student-athletes who received payment from the Brands segment since July 1, 2021.

\*\*Percentages may not sum to 100% due to rounding.

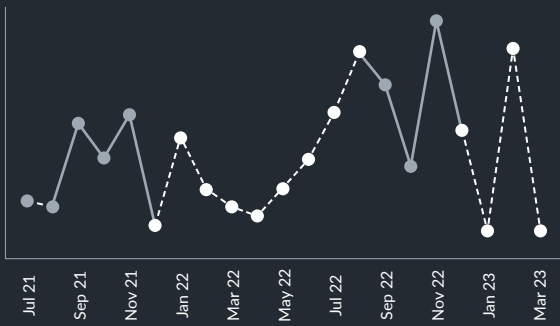
# WHEN are they activating?

## ALL SPORTS



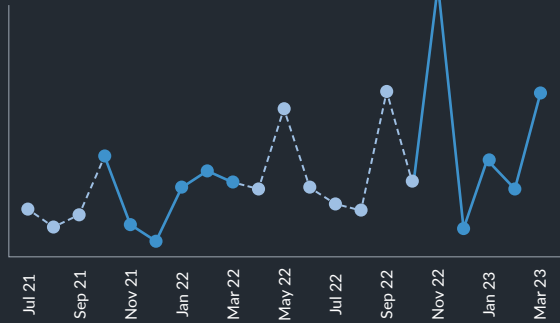
## FOOTBALL

● In-Season    ● Off-Season



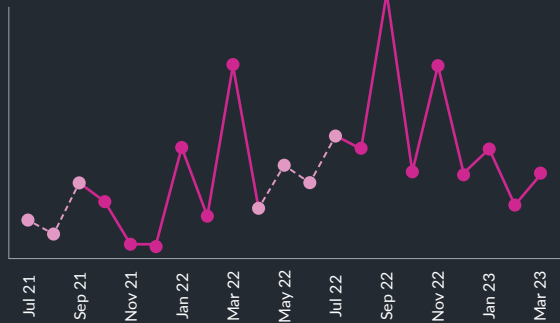
## MEN'S BASKETBALL

● In-Season    ● Off-Season



## WOMEN'S BASKETBALL

● In-Season    ● Off-Season



## THE PROVEN PROCESS

### FULL SERVICE CAMPAIGNS WITH OPENDORSE



#### KICK-OFF

Our Opendorse team works with your brand to align on goals, lock in campaign strategy, and confirm timing.



#### PLAN

We identify the right athletes to fit your target audience and objectives, draft a brief, and get your approval on deliverables.



#### PITCH & NEGOTIATE

We do the heavy lifting!

Athletes are pitched and contracted through the Opendorse platform.



#### EXECUTION

Opendorse handles logistics, ensuring deliverables are executed correctly and on time. Athletes are paid compliantly through our platform as they complete each deliverable.



#### RECAP

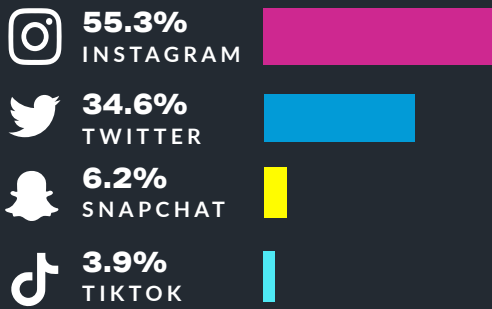
We collect data and summarize results and key learnings with you.

\*Dataset includes anonymized transaction data from student-athletes associated with NCAA Division I institutions who competed in Football, Men's Basketball or Women's Basketball and received payment from the Brands segment since July 1, 2021.

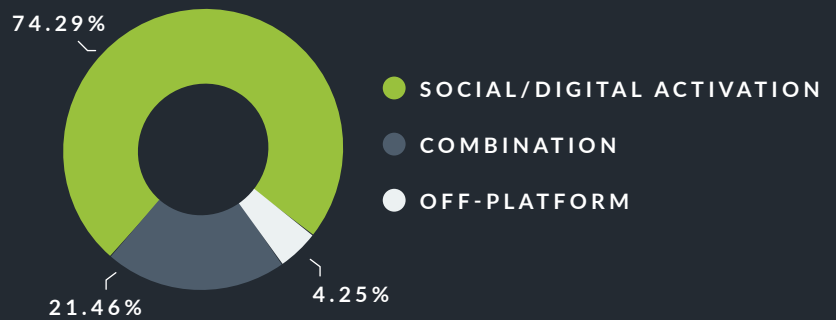


# WHERE are the activations happening?

## TOP ACTIVATION PLATFORMS

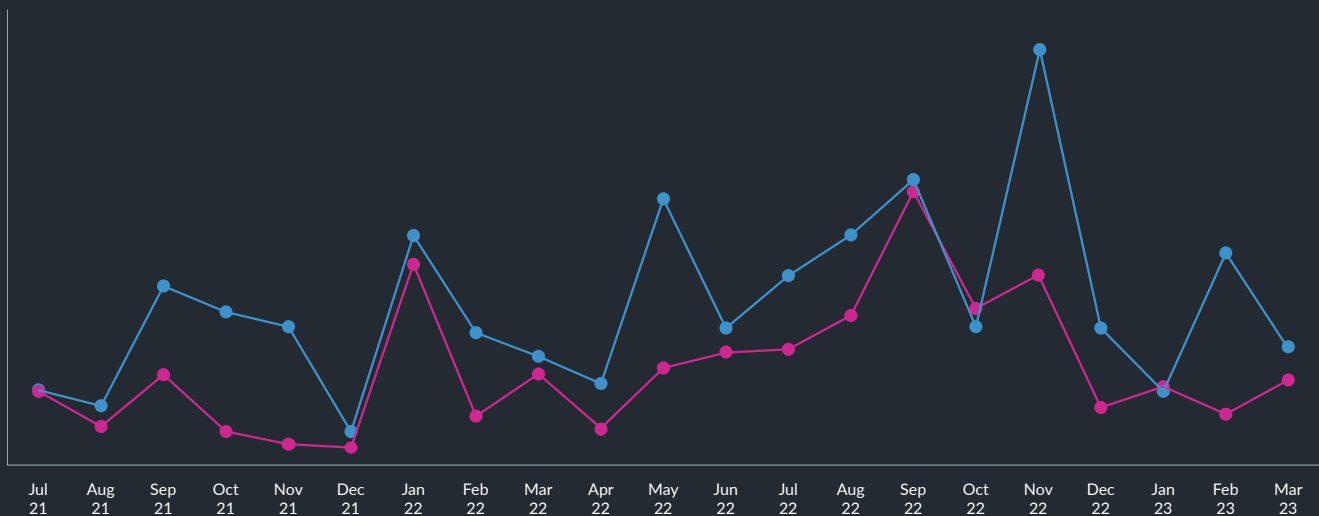


## LOCATION OF NIL ACTIVITIES



# HOW are athletes earning their share?

## EARNINGS PER MONTH BY GENDER



## TOP SPORTS

Rank	Sport	Average Brand Deal
1	Men's Basketball	\$3,837
2	Football	\$2,472
3	Men's Swimming & Diving	\$1,693
4	Women's Basketball	\$1,418
5	Women's Skiing	\$1,063
6	Women's Swimming & Diving	\$1,019
7	Men's Golf	\$1,003
8	Women's Gymnastics	\$926
9	Men's Gymnastics	\$816
10	Men's Tennis	\$740

\*Dataset includes anonymized transaction data from student-athletes associated with NCAA Division I institutions who received payment from the Brands segment since July 1, 2021.

# HOW are athletes earning their share?

## AVERAGE DEAL COMPENSATION BY POSITION



1	Quarterback	\$4,997
2	Running Back	\$3,488
3	Defensive Line	\$1,962
4	Receiver	\$1,755
5	Tight End	\$1,657
6	Linebacker	\$1,374
7	Defensive Back	\$1,143
8	Offensive Line	\$1,108
9	Specialist	\$701



### WOMEN'S BASKETBALL

1	Guard	\$1,552
2	Forward	\$1,216
3	Center	\$924

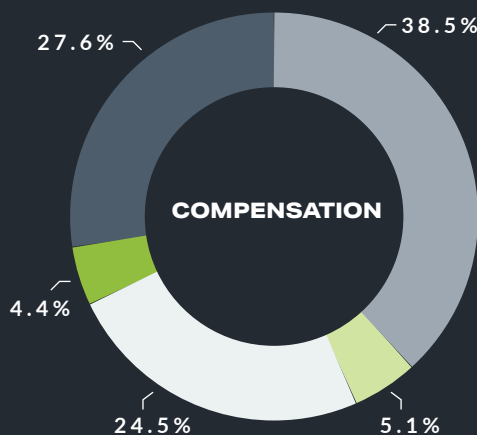


### MEN'S BASKETBALL

1	Forward	\$5,031
2	Guard	\$3,240
3	Center	\$3,058

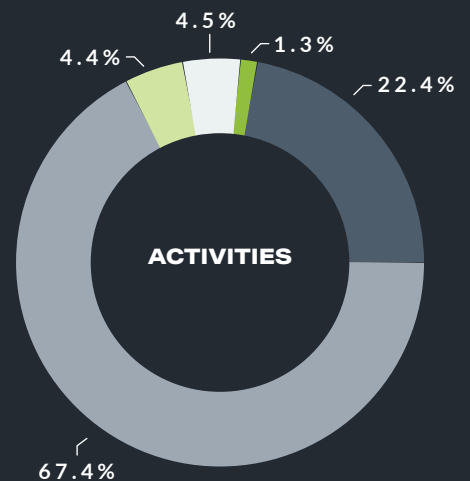
\*Dataset shows average compensation per deal exclusively from the Brands segment and includes anonymized transaction data from student-athletes associated with NCAA Division I institutions since July 1, 2021.

## AVERAGE COMPENSATION



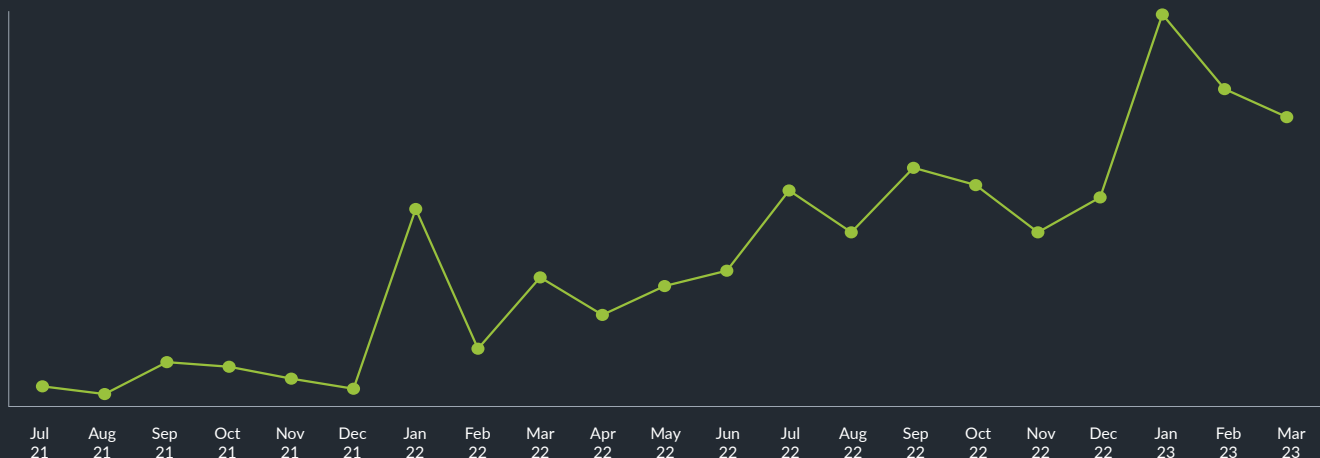
### MEDIAN COMPENSATION

- APPEARANCES **\$2,130**
- AUTOGRAPHS **\$1,301**
- SHOUTOUTS **\$450**
- POSTS **\$224**
- OTHER **\$485**



\*Dataset includes anonymized transaction data from student-athletes associated with NCAA Division I institutions who received payment from the Brands segment since July 1, 2021.

## GROWTH IN NIL ACTIVATION



\*Dataset includes anonymized transaction data from student-athletes associated with NCAA Division I institutions since July 1, 2021.







# ATHLETE INSIGHT WITH ARMANDO BACOT

Armando Bacot is leading by example in the NIL era. Using Opendorse to execute dozens of deals, Bacot has accepted brand partnerships including Champs Sports, Dunkin' Donuts, Rhoback, Topps Trading Cards, and many more, quickly becoming a posterchild for the positive impact and opportunities NIL can provide.

As he prepares for a final season of college basketball, the on-and-off-court star dishes on how brands and athletes can approach deals, align values, and achieve success together.





**ON THE POSITIVE IMPACT OF NIL ON ARMANDO'S COLLEGE EXPERIENCE:**

NIL has been absolutely amazing for me. It has been great from a financial perspective, but it's more than that. It's about education and impact.

I have learned a ton about business and financial literacy. It's allowed me to partner with the MeFine Foundation to use my platform to help my community; to meet some incredible people who have become mentors; and form what I hope will be lifelong partnerships with brands and companies like Opendorse.

NIL has helped make me a better player as I now have the resources for the best training, nutrition, and recovery tech on top of all the great things UNC provides. NIL has provided me with financial security, knowledge, and relationships that will help set me up for the rest of my life.

**ABOUT NIL GOALS APPROACHING HIS FINAL COLLEGE BASKETBALL SEASON:**

You mean other than more deals with Opendorse? Only kind of kidding.

This year I really want to start forming even deeper partnerships with the brands and companies that have supported me. I've been so lucky to have amazing partners, and want to get even closer to them, learn more about their business, and set myself up as a lifetime partner.

I'd also like to start making some investments in up-and-coming brands and join advisory boards. I also look forward to continuing my work with MeFine and creating positive impact in the community.

**ON WHAT HE LOOKS FOR IN POTENTIAL BRAND DEALS:**

First and foremost, it has to be a brand I authentically like or am interested in. I have found that everyone can feel when a partnership isn't authentic, and it's always been important for me to only align with brands and people I like. My team and I work to answer the following:

- + Is there potential for a long-term partnership?
- + Am I in a position to go above and beyond what the brand expects?
- + Can we tie in a cause-related element?
- + Is the compensation is right?

**FOR BRANDS TO MAXIMIZE NIL DEALS:**

Take advantage of major moments. My engagement is crazy during the tournament and at key points of the season. Take advantage of that for better ROI.

For anything that requires social posts, creative briefs are great, but the most helpful thing is an example video of someone doing a really good job that I can model my content from.

**ON NIL ADVICE FOR FELLOW ATHLETES:**

Play well in your sport. Brands want to associate with people at the top of their game. That should always be the main thing.

Go above and beyond for your brand partners. Get on a call to thank them for partnering with you and ask what you can do to ensure this is a success for both parties. Be creative and bring ideas to the table to show you genuinely care. Finally, be responsive. I always try to respond to my partners as quickly as I can. Your reputation is everything.





# LEADING THE WAY: A LOOK AT HOW BRANDS ARE INVESTING IN NIL, STUDENT-ATHLETES

In the business of standing out, brands have turned to influencer marketing to fit in.

The U.S. influencer marketing industry is set to grow to approximately \$21.1 billion in 2023, according to a study done by Influencer Marketing Hub. And 67% of respondents in the study said they plan to increase their influencer marketing budget throughout 2023.

Student-athletes are a unique type of influencer and offer endless opportunities to brands looking to utilize influencer marketing to reach a target audience, increase exposure and achieve business objectives. Let's explore how various global and national brands are including student-athletes in marketing strategies.

## FASHION BRANDS



### CHAMPS

Champs is all-in on NIL. Led by athlete-driven marketing, the activewear brand executed six campaigns through Opendorse and has engaged over 40 student-athletes in various deals. The brand has been a staunch supporter of women student-athletes, running campaigns celebrating Women's History Month and the Women Win campaign – an effort to celebrate people and organizations advocating for women's sports.



IT'S GAME TIME

We teamed up with Baylor University to get game-day ready!

<p>Meet Caitlin</p> <p>BAYLOR BASKETBALL, FORWARD</p>	<p>Meet Jana</p> <p>BAYLOR BASKETBALL, GUARD</p>	<p>Meet Aijha</p> <p>BAYLOR BASKETBALL, GUARD/FORWARD</p>
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## Hally

### HALLY HAIR

Hair and beauty company Hally signed 100 Baylor student-athletes to NIL deals in early 2023. Student-athletes promoted Hally's temporary hair color product line, Shade Stix, in Baylor Bears yellow and green.



### RHOBACK

Activewear clothing brand Rhoback took a unique approach to NIL. Student-athletes like former Notre Dame safety Kyle Hamilton and former Georgia quarterback JT Daniels headlined the first group of Rhoback U athletes in 2021. Athletes can apply to be a part of the program, with those accepted getting a shareable Rhoback link that rewards them with cash payments for any first-time sales generated.



## PURPOSE

Purpose-driven marketing hasn't dominated the NIL world like the flashy car and apparel deals. But the positive brand awareness these campaigns can bring makes it well worth it for these brands.



### Degree

#### DEGREE DEODORANT

The Degree Walk On campaign recognized five college basketball walk-on student-athletes who pushed through barriers to achieve the collegiate athletic experience they always wanted.

Each walk on received a \$25,000 NIL deal to cover the costs and living expenses for one year of college. A professional mentor from Degree's parent company, Unilever, will serve as a guide to each student-athlete.

The five walk-ons also joined the Degree Breaking Limits team, the brand's first NIL campaign which allowed student-athletes to share their story of overcoming adversity and inspiring others.



## youth on course

#### YOUTH ON COURSE

Youth on Course, a non-profit organization dedicated to transforming the lives of young people through golf, partnered with 18 program alumni as Youth on Course Athletes. The student-athletes, mostly college golfers, used their platforms to encourage kids and teens to sign up for Youth on Course.



## LAND O' LAKES

#### LAND O' LAKES

Land O' Lakes, an agricultural co-op, entered the NIL space last fall to celebrate the hard work of American farmers. The food company partnered with 10 athletes – two current student-athletes, four current NFL players and four retired football players – to form the All-Ag Team.

Leading up to National Farmer's Day on October 12, 2022, Land O' Lakes highlighted each member of the All-Ag Team on Instagram. Using a mockup of a traditional sports trading card, the athletes shared about their farming background. With the help of paid media behind several posts, the company garnered over two million impressions.





## ORDER UP

Fast-casual restaurants are a staple in college towns. And many have turned to NIL to share news about new store openings and menu items. Smashburger partnered with athletes in various markets to promote the new Double Classic Smash Burger and sweetgreen utilized various student-athletes at TCU, Michigan and Minnesota to promote store openings in those cities.



## sweetgreen



## THE LONG RUN

As the NIL era progresses, brands are turning to long-term activations and partnerships over one-off deals.



### CONTINENTAL TIRE

Continental Tire and NBA shooting coach and influencer Lethal Shooter teamed up with basketball stand outs Gradey Dick, Kansas; Caleb Love, North Carolina and Drew Timme, Gonzaga. Lethal Shooter traveled to the schools and ran drills with each student-athlete. With content created before the season started, this allowed for the partnership to roll out the posts during peak basketball season.



## clearcover

### CLEARCOVER

Clearcover was the first auto insurance company to support student-athletes in the NIL era. The Chicago-based brand kicked off its efforts with the "Inspired Underdog" campaign, offering \$10,000 deals with student-athletes in select states with unique stories and journeys.



### ZIPS CAR WASH

Last November, ZIPS announced "Car Wash Convos," a video series featuring 12 student-athletes from the University of Arkansas, the University of Tennessee and the University of North Carolina. The unique approach to NIL gave fans an inside look at conversations between the student-athlete and a high-profile personality with ties to the university - while going through a ZIPS Car Wash. The series will run through the 2022-23 athletics calendar. With new episodes being released every few weeks, ZIPS is keeping the activation top of mind for fans of college sports and earning positive brand awareness along the way.



# GLOBAL BRANDS



## CHIPOTLE

UConn Women's Basketball player Azzi Fudd joined Team Chipotle as one of the first student-athletes to sign an NIL deal with the fast casual chain. As part of the deal, Fudd created and promoted her own "Azzi Fudd Bowl," available for order in the Chipotle app.



## TWITTER

Prior to the 2022-23 college football season, Twitter and Opendorse announced a first-of-its-kind partnership to provide a pathway for student-athletes to earn NIL compensation by sharing personalized game highlights. Powered by Tempus Ex Machina, PAC-12 Football players published personalized highlight clips following games. 160 athletes shared more than 2,600 tweets.



# WELLS FARGO

## WELLS FARGO

Wells Fargo partnered with three current student-athletes, one retired athlete and social media influencer Scooter Magruder to make the "Wells Fargo Tailgate Team." Magruder and the student-athletes surprised football fans at a home football game during the season and delivered them premium, branded gear to upgrade their tailgate set up.

# Meta

## META

Meta jumped into the NIL scene shortly after the rules changed in 2021, creating "NIL Empower." The initiative helped several women student-athletes increase their earning potential on Meta platforms. The tech company doubled down a year later and launched "NIL Empower 2.0." Thirty female student-athletes from nine sports took part in a nine-month program focused on education, mentorship and career coaching. To demonstrate how athletes can earn money through Meta apps, the program connected student-athletes with brands interested in NIL to further help them maximize earning potential.



# DUNKIN'

## DUNKIN'

Coffee and college students make for an NIL partnership that's meant to be. Late last year, LEARFIELD and Dunkin' announced Team Dunkin', a campaign with 23 student-athletes and the entire Northwestern University Field Hockey team. The assistance of LEARFIELD enables Dunkin' to use university intellectual property in marketing initiatives.







# SCHOOL SPONSORS, LOCAL BUSINESSES JOIN NIL ACTION

Local business and school sponsors are among the most active organizations in the NIL industry. While these deals may not earn national headlines like those featuring global advertisers, local campaigns are delivering powerful results in college markets.

The connection between college athletes and community-based companies is a clear fit. Student-athletes are among the most influential individuals in college towns across the country. By partnering with these local influencers, businesses can better reach fans and deepen their connection to their customers' favorite college team.

- + Athlete social media posts earn **2.2X higher engagement vs. traditional influencers**
- + Influencer marketing delivers **11X ROI vs. other digital media channels**
- + **8/10 consumers** have purchased something following an influencer recommendation
- + College sports fans over-index in the sought-after **35-54 age range**



## POWERFUL COMMUNITY CONNECTION

College fans are among the most passionate in all sports. They buy tickets, wear merchandise, travel across the country for events, and donate money back to their school of choice – all in support of their favorite program.

So it's no wonder brands spend big on college athletics sponsorship. Walk into any stadium and what will you see? Logos. Of course there's the school's logo. But look beyond that. Dozens of marks from national, regional, and local brands – all intent on connecting with the fans of that program.

The association with a fan's favorite team is so strong that these sponsors spend into the millions for placement on their programs, their jumbotrons, and radio coverage.

NIL is a new, powerful avenue for sponsors and non-sponsor businesses to connect with the college sport fan.

By partnering with student-athletes, brands can form that connection to their favorite teams through the people who perform on the field, court, and track.

In the first 1.5 years of NIL, these partnerships have quickly proven their potential; helping brands increase sales, promote events, engage fan bases through social marketing strategy, and earn recognition and goodwill in media.

## SCHOOL SPONSORS, LOCAL BUSINESSES, AND REGIONAL BRANDS



### Pizza King

Regional pizza chain Pizza King has entered into NIL deals with student-athletes around the country. Through a combination of social media posts, autograph signings, and meet-and-greets, the athletes promote the restaurants and help to bring fans in the door.



### Summit Credit Union

Madison-based Summit Credit Union launched an NIL campaign through Wisconsin Badger Sports Property with University of Wisconsin-Madison student-athletes for its new financial wellness ambassador program. The program aims to increase student-athletes' financial wellness education through social media.

### ALLO

ALLO has actively partnered with student-athletes to share how fiber internet can change the way students excel in college.

In November 2022, ALLO collaborated with three University of Nebraska-Lincoln volleyball players, who also were ALLO customers. ALLO hosted a meet & greet event with student athletes, Madi Kubik, Nicklin Hames, and Kennedi Orr. The event, held in Lincoln, NE, promoted ALLO's sponsorship for the Nebraska Greats Foundation and their book - Nebraska Greats & Teammates; Profiles of Husker Volleyball Heroes.







**GrandMarc Seven Corners**

GrandMarc Seven Corners, a student-housing choice at the University of Minnesota, partnered with Minnesota Gymnast Mya Hooten to raise awareness to the complex’s premier offerings. Working with Hooten, the brand was able to create a connection to both UM fans, while informing the student body of a promotional opportunity and highlighting the community’s features.



**UScellular**

UScellular is supporting eight college athletes through NIL deals. The wireless carrier worked with two of its existing collegiate partners – the Iowa Hawkeyes and West Virginia Mountaineers – to collaborate with four student-athletes from each school.

As “America’s Locally Grown Wireless,” UScellular partnered with student-athletes who are also locally grown, meaning those who stayed in their home state for their college athletic careers. To demonstrate its commitment to diversity and inclusion, UScellular partnered with student-athletes from various sports and provided all of them equal compensation.

**BRANDS CONNECT WITH FANS THROUGH LEARFIELD X OPENDORSE PARTNERSHIP**

Opendorse and LEARFIELD partnered in 2021 to help brand partners enhance fan connections. The partnership allows brands to increase reach through the combination of student-athlete influence and the use of school intellectual property (IP) within their campaigns.

Since the partnership’s launch, hundreds of brands have partnered with thousands of athletes to reach fans and build deep connections through NIL campaigns.

LEARFIELD and Opendorse oversee the process to simplify and maximize each campaign. The partnership helps brands by identifying and securing athletes, managing communication, and providing measurement on performance.



# KICK OFF YOUR NIL CAMPAIGN

Thousands of advertisers and agencies use Opendorse to launch NIL campaigns and achieve business goals.

1 CHOOSE	SELF-SERVICE	CONCIERGE	FULL-SERVICE
2 PLAN	YOU FIND ATHLETES ON OUR PLATFORM	WE HELP YOU FIND ATHLETES ON OUR PLATFORM	WE BUILD A CAMPAIGN TO MEET YOUR BUSINESS OBJECTIVES
3 PITCH	YOU SEND DEALS	WE HELP YOU BUILD YOUR FIRST DEAL	WE HANDLE ALL ATHLETE SOURCING, ONBOARDING, PITCHING AND NEGOTIATION
4 EXECUTE	YOU COMMUNICATE WITH ATHLETES & EXECUTE	YOU COMMUNICATE WITH ATHLETES & EXECUTE	WE MANAGE THE ENTIRE DEAL AND ENSURE ACTIVITIES ARE COMPLETED
5 REPORT	NOT INCLUDED	NOT INCLUDED	WE PROVIDE A POST-CAMPAIGN REPORT WITH INSIGHTS AND LEARNINGS



CLICK OR SCAN QR CODE TO GET STARTED.

