



OPENDORSE



INTRODUCTION

INTRODUCTION

INTRODUCTION

INTRODUCTION

INTRODUCTION





GENERAL COUNSEL

Katie
Hoffman

✉ Katie.hoffman@opendorse.com





NIL

WHAT IS IT?





9.30.19



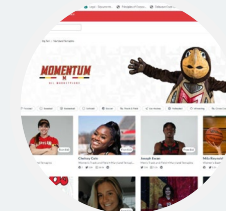
6.21.21



6.30.21



7.1.21



8.1.22

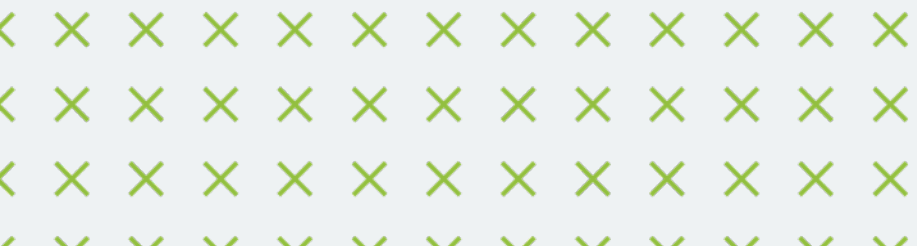




NCAA POLICY

A student-athlete may profit off his/her Name, Image and Likeness if:

- That student athlete does some work in exchange for payment
- That student athlete does not accept compensation that is contingent upon enrollment at a certain institution
- That student athlete cannot accept payment for specific participation or achievement
- That student athlete cannot accept compensation from their institution in exchange for the use of their NIL





STUDENT-ATHLETES CAN NOW...

- **Sell merchandise**
- **Host camps**
- **Give private lessons**
- **Launch podcasts / businesses**
- **Endorse products**
- **Sell autographs**
- **Monetize streaming**

and much more



Alumni Hall

NEBRASKA VOLLEYBALL
MEET & GREET AT ALUMNI HALL

#8 LEXI RODRIGUEZ
#1 NICKLIN HAMES

SUNDAY, SEPT 11
1120 P STREET | 2PM -4PM





December 2022

88,500 

December 2023

400,000





NIL

NCAA POLICY CHANGE?





PROPOSED NCAA POLICY

Updated Policies Proposed by Charlie Baker January 2024 – *approved by Division I council*

- **Voluntary Registration** – NCAA will establish a voluntary registration process for NIL providers (i.e., agents, financial advisors)
- **Disclosure Requirements** – Student-Athletes will be required to disclose all NIL deals over \$600 to their schools – schools are required to provide, in aggregated fashion, the same to NCAA
- **Standardized Contracts** – NCAA will work with schools to provide student-athletes robust education on contractual obligations, including developing a template contract and recommending contract terms
- **Comprehensive NIL Education** – NCAA will develop comprehensive plan to provide ongoing education and resources to student-athletes

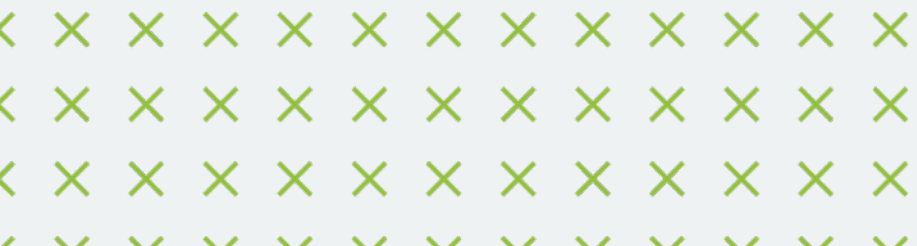




PROPOSED NCAA POLICY

Updated Policies Proposed by Charlie Baker January 2024 – ***NOT YET approved by Division I council***

- **School Support of NIL Activities** – as it is currently, schools can have no involvement in obtaining or directing NIL deals to Student-athletes (there are current state laws either in place or pending that challenge this)
- Define NIL Entity – new proposals would eliminate regulations governing communications between schools and NIL entities regarding enrolled student-athletes but would continue to prohibit a school from directly or indirectly providing financial support or assets to NIL entities
- Prospects – prohibits NIL entity from engaging in any contact, correspondence or other communication with or providing benefits to a prospect, potential transfer or individual associated with that athlete until prospect signs LOI, participates in summer activities, practices with team or enrolls and attends classes





NIL

WHY IS NCAA PROPOSING POLICY CHANGE?





Ongoing Legal Issues

- House v. NCAA (In Re College Athlete NIL Litigation)
- Dartmouth NLRB Decision
- Carter et al v. NCAA
- State Attorneys General of OH, CO, IL, NY, NC, TN, WV v. NCAA
- State Attorneys General of TN and VA v. NCAA





NIL

WHY IS IT SUCH A BIG DEAL?





JuJu Smith-Schuster

@TeamJuJu

Mood 🤔 😊



9:20 PM · Sep 14, 2020 · Twitter for iPhone

8.3K Retweets 597 Quote Tweets 76.4K Likes

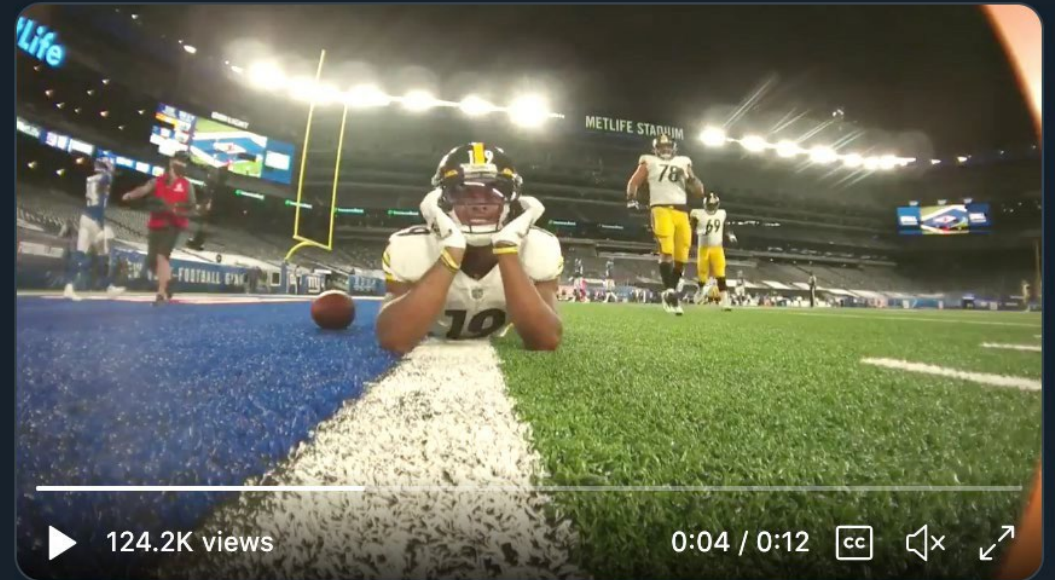


Pittsburgh Steelers

@steelers

All smiles here 😊

@TeamJuJu | #BudLightCelly 🏆 | @budlight



8:45 PM · Sep 14, 2020 · Twitter Media Studio - LiveCut

1.4K Retweets 162 Quote Tweets 5.8K Likes

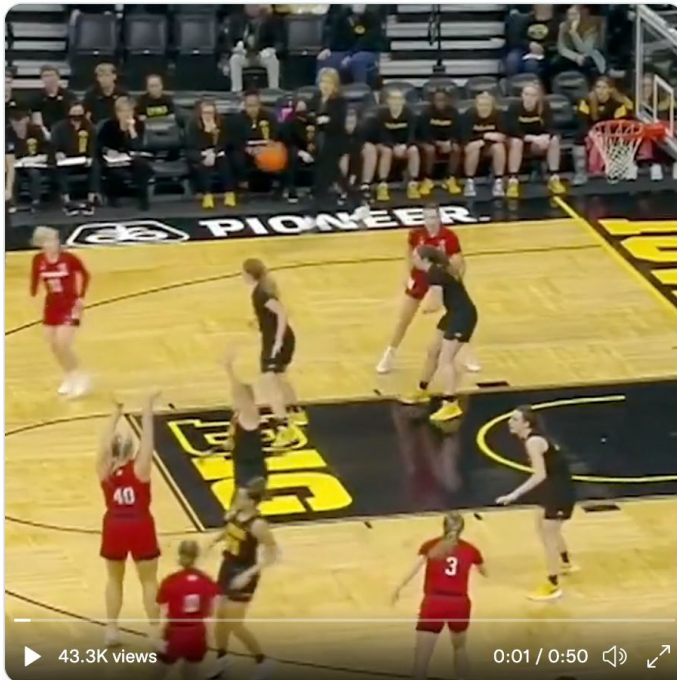
105,000+ IMPRESSIONS

REACHED AN AUDIENCE 58X+ LARGER THAN
HER FOLLOWING



Alexis Markowski
@lexannmakowski

another one 😊



5:47 PM · Jan 18, 2022 · opendorse

47 Retweets 7 Quote Tweets 1,032 Likes

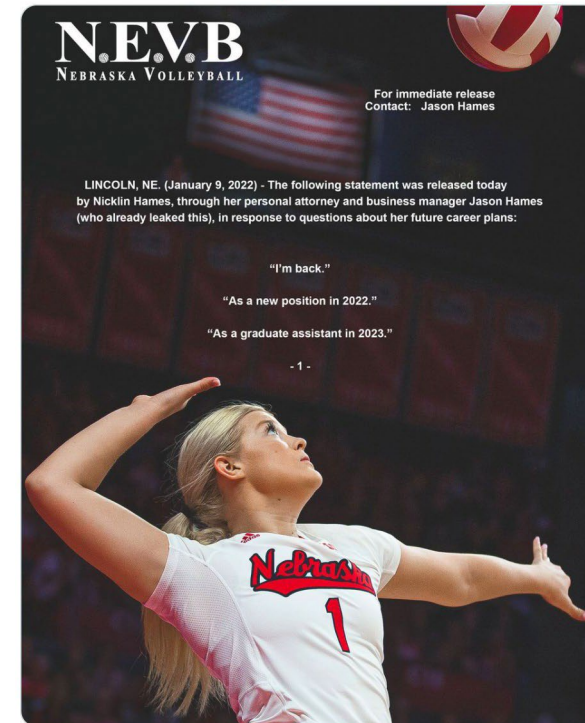
460,000+ IMPRESSIONS

REACHED AN AUDIENCE 50X+ LARGER THAN
HER FOLLOWING



nicklin hames
@HamesNicklin

For immediate release. 🗞️



11:35 AM · Jan 9, 2022 · opendorse

279 Retweets 69 Quote Tweets 5,314 Likes



☆ NATIONAL FOOTBALL LEAGUE

SHARE 

How NIL has led to a glaring lack of depth in the 2024 NFL Draft





WHAT DO WE DO?

The screenshot displays the Opendorse interface. On the left, an 'Open Network' grid shows various athlete profiles, including Adrian Martinez, Lauren Stivins, and Omar Manning. An arrow points from the profile card in the grid to the main profile view on the right.

Open Network

Adrian Martinez
Student-Athlete
Football • Quarterback
Identity Verified

Book a deal
Starting at \$100

- Twitter Post
- Instagram Post
- Twitter Fleet
- Instagram Story
- Facebook Post
- Instagram IGTV
- Facebook Story
- Instagram Reels
- Facebook Live
- YouTube Post
- Tik Tok Post
- Podcast Appearance
- Appearance/Meet-and-Greet
- Production Shoot (Photo/Video)
- Autograph Signing
- Sports Demonstration

Identifiers / Interests

56 I am a proud student-athlete at the University Nebraska. During my time at the University, I have graduated in 3.5 years with a business management degree as well as starting all 3 years at the quarterback position. I have had the honor of becoming a two-time captain of the football team and an ambassador for the great state of Nebraska. I am open to all opportunities and connecting with new people, businesses, and brands.

Football • Quarterback
Male • African American, White, Hispanic • 21 y/o • English
Lincoln, NE, USA
University of Nebraska-Lincoln • Big Ten Conference • Big Ten • NCAA • NFL • NFL
Clovis, CA, USA

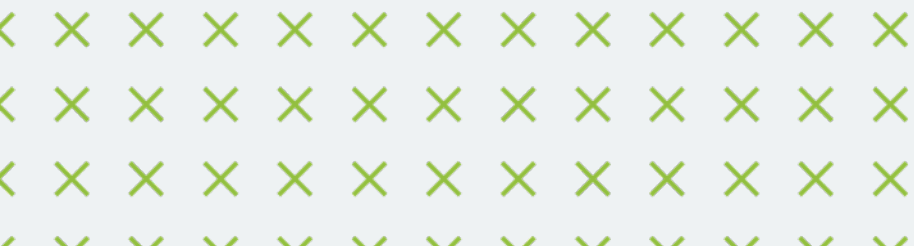
adrianmartinez.2
36.7k followers

MartinezTheQB
45.8k followers

Adrian Martinez

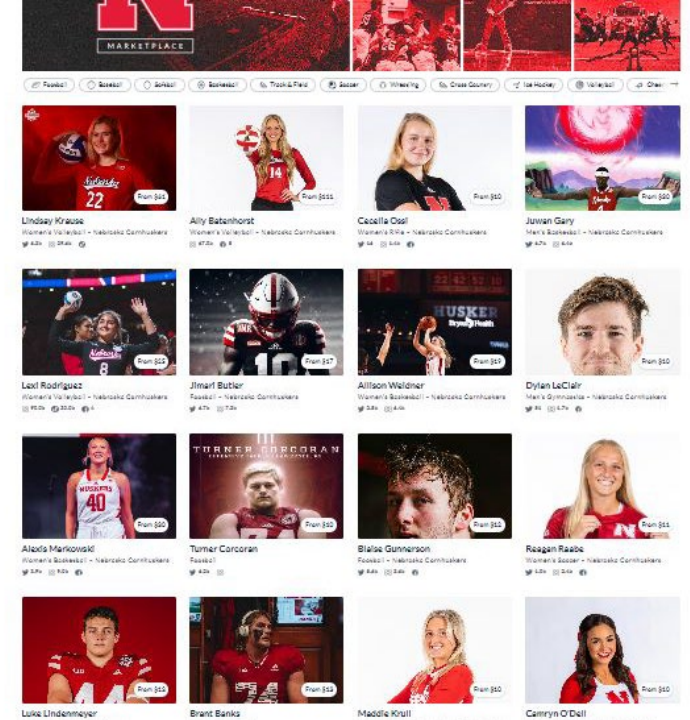
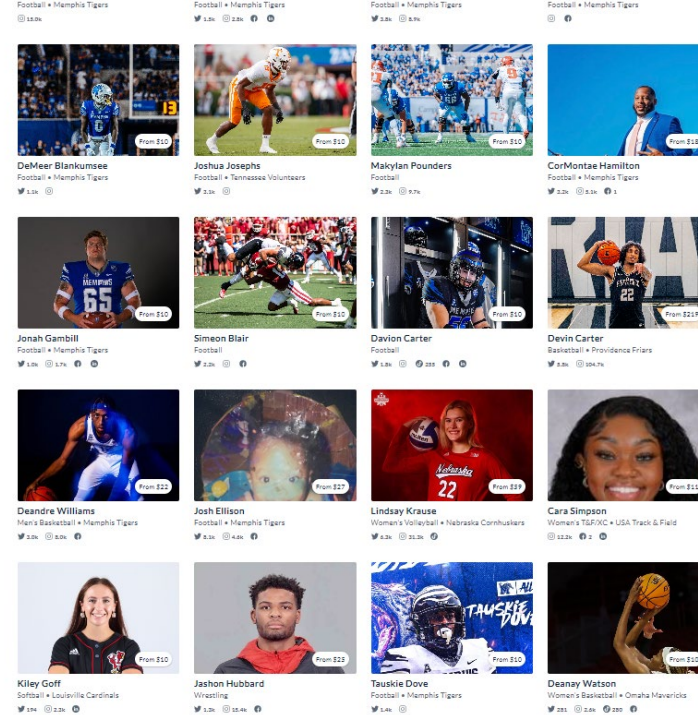
Adrian Martinez

130,000+
professional and student-athletes
use Opendorse today.





HOW DO WE HELP?



opendorse Build Compose Opendorse Admin

Discover Media Reps Teams Opportunities Deals Content Users Compliance Insights

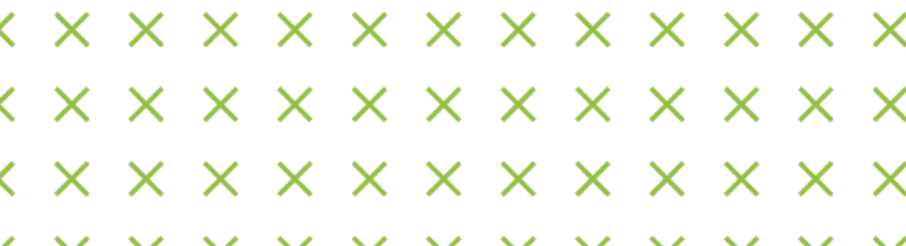
Opportunities Create and manage

Search by brand, title, sport, etc.

My saved list Build opportunity

Status Filters Sort

Florida Citrus Sp... Restricted opportunity Open	Florida Citrus Sp... Restricted opportunity Open	Florida Citrus Sp... Public opportunity Closed	Florida Citrus Sp... Public opportunity Closed	Florida Citrus Sp... Restricted opportunity Open
Get your fans to tune-in for the Po... Who We Are: The Pop-Tarts Bowl is managed by Florida Citrus Sports, a not-...	Non-Football Athletes: Promote y... Who We Are: Florida Citrus Sports is a not-for-profit event management...	Get your fans to tune-in for the Po... Who We Are: Florida Citrus Sports is a not-for-profit event management...	Non-Football Athletes: Promote y... Who We Are: Florida Citrus Sports is a not-for-profit event management...	LIFT Orlando @ Camping World St... You MUST fill out this google form to be considered for the opportunity...
Activities Photo / Video / Audio ... +1 Total \$616.25 Expires 12/22/23	Activities Photo / Video / Audio ... +1 Total \$125.26 Expires 12/22/23	Activities Photo / Video / Audio ... +1 Total \$125.26 Expires 12/22/23	Activities Photo / Video / Audio ... +1 Total \$125.26 Expires 12/21/23	Activities Instagram Post +2 Total \$371.00 Expires 12/21/23
Professional Athlete +3	Professional Athlete +6	Professional Athlete +3	Student-Athlete +6	Student-Athlete +5
View applicants - 42	View applicants - 6	Edit	View applicants - 1	Edit
Edit Details	Edit Details	Details	Edit Details	Details
Florida Citrus Sp... Private opportunity Open	Sebastian Pascal Public opportunity Open	David Bartoo Public opportunity Draft	bogo Dance Camera M... Restricted opportunity Closed	The You Count M... Public opportunity Draft





HOW DOES OPENDORSE HELP?



Opendorse @opendorse · Dec 26, 2023

Capitalizing on the moment, on and off the field.

@UWathletics has nearly doubled their marketplace views in the 2nd half of this year, including a 128% jump in views last month alone.

#PurpleReign **W**

opendorse.com/washington-hus...



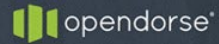
4

42

226

53K





TOP CONFERENCES FOR NIL COMPENSATION

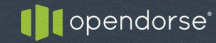
TOTAL COMPENSATION - BY CONFERENCE

THROUGH FEBRUARY 28, 2022

01.	BIG TEN
02.	BIG EAST
03.	BIG 12
04.	ACC ↑
05.	PAC-12
06.	SEC
07.	AAC
08.	MOUNTAIN WEST
09.	C-USA
10.	SUN BELT
11.	MAC
12.	HORIZON LEAGUE ↑
13.	CAA ↑
14.	NORTHEAST CONFERENCE
15.	SOUTHLAND
16.	IVY LEAGUE
17.	NORTHERN SUN INTERCOLLEGIATE CONFERENCE
18.	WCC
19.	AMERICAN SOUTHWEST CONFERENCE
20.	WAC
21.	PACIFIC WEST CONFERENCE
22.	MAAC
23.	MID-AMERICA INTERCOLLEGIATE ATHLETICS ASSOCIATION
24.	LONE STAR CONFERENCE
25.	SWAC

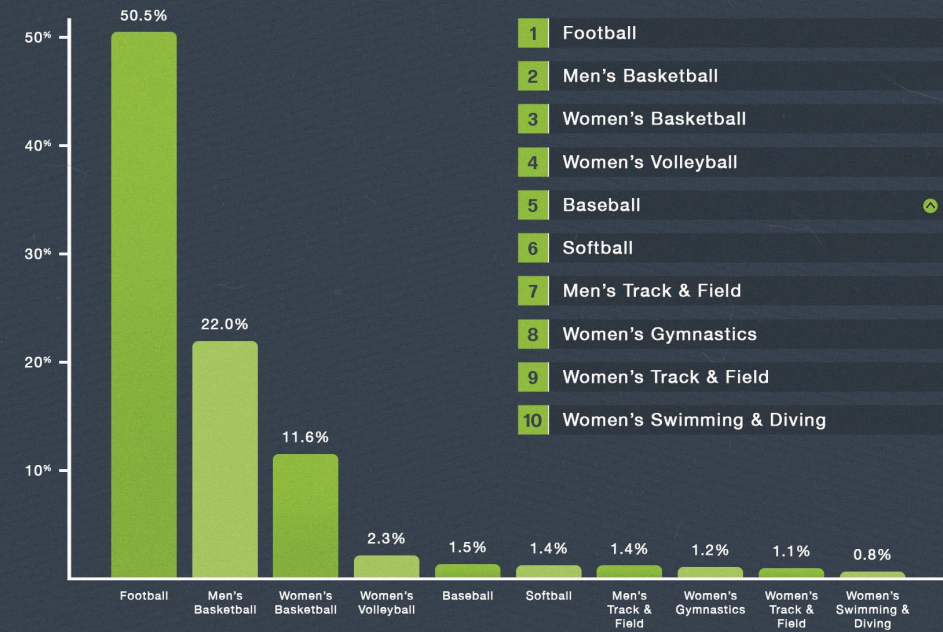
Student-athletes affiliated with these conferences have earned the most compensation from NIL activities since July 1st, 2021, according to anonymized transactions facilitated by Opendorse Deals, the industry-leading NIL marketplace solution, and disclosures submitted via Opendorse Monitor, the industry-leading NIL compliance solution.

Green arrows imply an increase in category ranking from months 1-7 (through January 31, 2022) to months 1-8 (through February 28, 2022)



TOP SPORTS BY NIL COMPENSATION

THROUGH JANUARY 2023

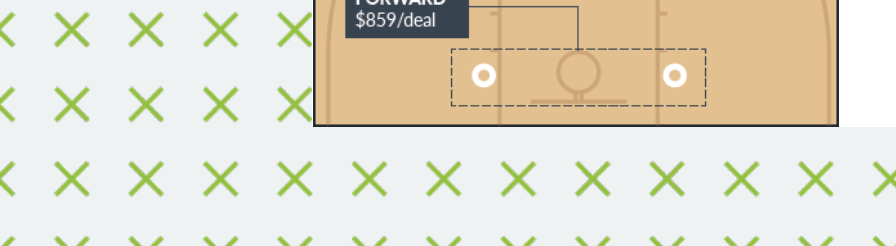
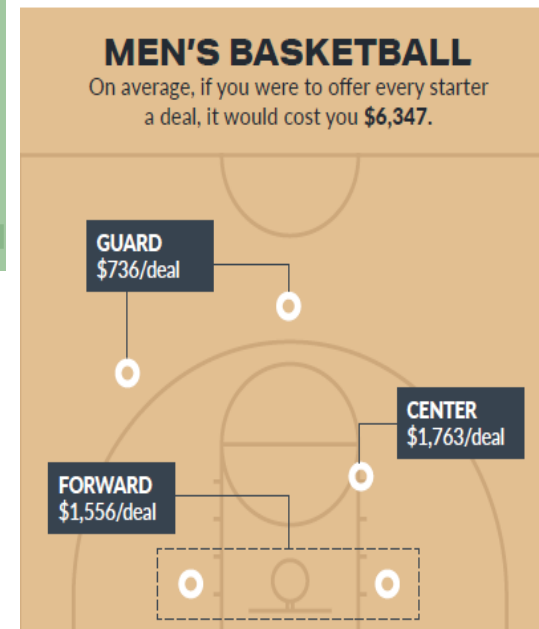
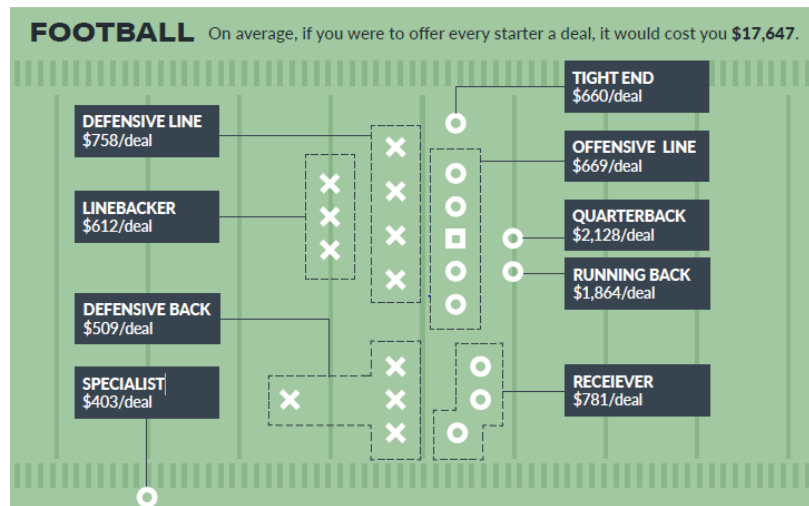
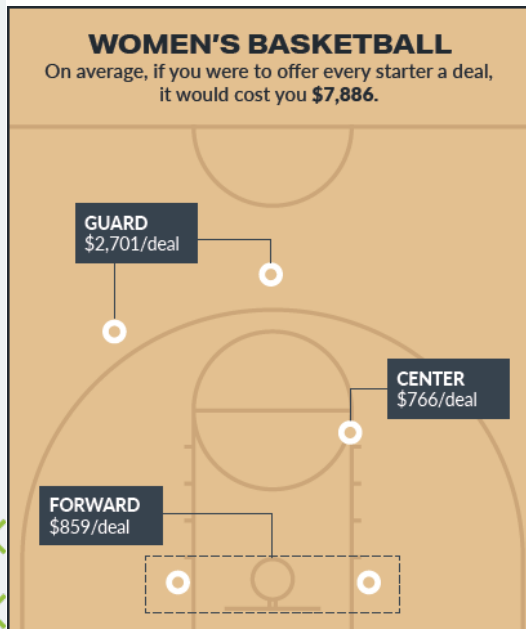


Student-athletes from these sports have the most NIL compensation since July 1, 2021, according to anonymized transactions completed or disclosed through Opendorse.

Green arrows imply an increase in category ranking from months 1-18 (through December 31, 2022) to months 1-19 (through January 31, 2023).



AVERAGE COMPENSATION BY POSITION





NIL

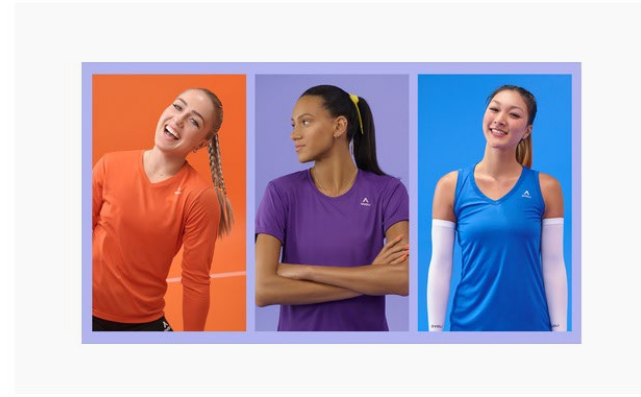
EXAMPLES





Avoli Signs NIL Deals with Trio of Top College Volleyball Players: Harper Murray, Ashley Le and Reilly Heinrich are Company's First Brand Ambassadors

Trio of top college athletes are first to sign with Avoli and will be featured in the brand's upcoming marketing campaign



ADIDAS ▼

As a nod to the 50th anniversary of the passing of Title IX, Adidas signed 15 female student-athletes to NIL deals. In partnership with Billie Jean King and Candace Parker, the athletes gathered in New York last summer to mark the announcement. As part of the partnership, the athletes will wear Adidas gear and be featured in brand marketing campaigns.



PRINGLES ▼

March Madness morphed into 'March Mustache' last season as Pringles sent NIL deals to three men's basketball players known for their own mustaches. The March Mustache collection featured the iconic aluminum chip can with the faces of Gonzaga's Drew Timme, Virginia's Ben Vander Plas, Duke's Dariq Whitehead, and the Pringles mascot. Using #PringlesMarchMustacheEntry, fans could post a picture of themselves with a real or fake mustache to enter to win the limited edition collection.



Drew Timme





Duke's Mayo Bowl Marketplace

Powered by opendorse

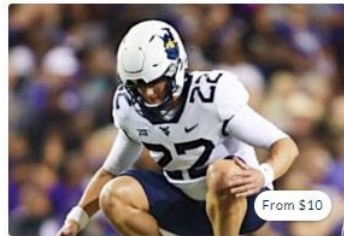


Log in

Filters

Sort: Recommended

Opendorse / Duke's Mayo Bowl



Michael Hayes II
Football • West Virginia Mountaineers
1.7k 1.3k



Anthony Wilson
Football • West Virginia Mountaineers
2.7k



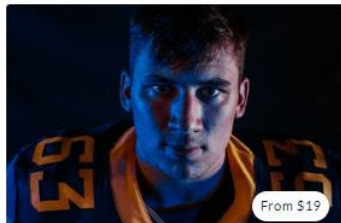
Tirek Austin-Cave
Football • West Virginia Mountaineers
3.4k 5.3k



Jacolbe Cowan
Football • UNC Tar Heels
5.2k 8.1k 1



From \$10



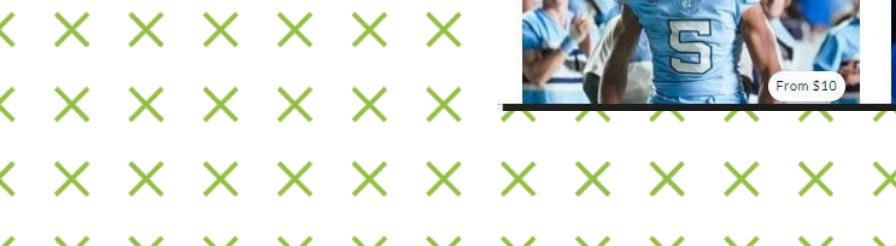
From \$19



From \$10



From \$10



QUESTIONS

QUESTIONS

QUESTIONS

QUESTIONS

QUESTIONS

