



NIL Engagement Do's and Don'ts

FOR BUSINESSES

DO

- ✓ Hire an athlete for the use of their NIL to endorse and/or market your business
- ✓ Engage with athletes for social media endorsements, autographs, and appearances that align with Tulane policy and/or Louisiana state law
- ✓ Promote your business' current/past deals with athletes to the public or through social media
- ✓ Reach out to Nik Shah (Nik.Shah@altiussp.com) on NIL related or Tulane policy questions
- ✓ Connect directly with Tulane athletes you'd like to work with

DON'T

- ✗ Offer deals that serve as "pay-for-play" or compensation for athletics performance
- ✗ Engage in conversations with Tulane coaches to earmark specific deals or dollar amounts for athletes or teams
- ✗ Provide agreements without quid pro quo (payments for work not performed)
- ✗ Use any Tulane logos or trademarks without receiving approval through Tulane's Trademarks & Licensing Office
- ✗ Engage in any recruiting conversations with a prospective high school or transfer student to Tulane

Tulane Athlete NIL Opportunities

EXAMPLES

Traditional Endorsements + Social Media

Compensating an athlete to endorse a product in any medium.

- Pet store pays a volleyball athlete to post a photo with her dog promoting the store
- Running store engages with track athletes to create a social campaign with the company's shoes

In-Kind Deals (Free shoes, meals, etc.)

Providing "free" product for a photo, autograph, social post, etc.

- Salon offers a tennis athlete a free haircut in exchange for taking a photo in the lobby
- Electronics store offers a football athlete a PlayStation in exchange for social media posts

Appearances, Autographs, + Camps/Clinics

Receiving a service and compensating an athlete for their time

- Local business host fan fest where athletes take pictures, sign autographs, and interact with fans
- Car dealership pays a basketball athlete to sign autographs at its grand opening

Unique Deals

Complex deals, including giving equity in companies in exchange for product endorsement

- Tech company gives golfer equity in its company in exchange for social media promotion
- Baseball athlete creates his own menu item at a restaurant and receives a % of each sale



STEP ONE



Determine the Best Fit for Your Business

- Determine your target audience
- Identify the impact of engaging with athletes that align with your brand
- Make sure the endorsement aligns with the brand of the business and the athlete
- Identify how many and which athletes you want to work with

STEP THREE



Create an NIL Contract

- Determine the compensation structure
 - How, when, & how often will the athlete get paid?
- Determine the term length and services/deliverables that will be performed (i.e., three social posts and an appearance over a three-month period)

STEP FIVE



Deal Activation

- Business provides any content, copy, or merchandise to athlete necessary for deliverables
- Athlete performs NIL deliverable(s) by agreed upon date
- Athletes and businesses should follow guidelines on use of logos/marks

STEP TWO



Categorize the Opportunity

- What type of engagement will be most impactful for your business and the athlete?
 - Compensating an athlete to endorse a product in any medium
 - Providing “free” products for a photo, autograph, social post, etc.
 - Compensating an athlete for a service (i.e., appearance)
 - Creating a unique opportunity

STEP FOUR



Inform Athlete and Disclose

- How will you contact the athlete?
 - Reach out to Nik Shah (contact info below)
 - Tulane NIL Exchange (QR code below)
 - Social Media/Athlete Directly
- After all parties sign the NIL deal contract, athlete(s) to disclose to NIL Go for approval
- Business to complete the NIL Go attestation form (one-time requirement)

STEP SIX



Payment and Promotion

- After confirmation that all deliverables have been accomplished, business pays athlete via agreed upon method
- **Congrats, the NIL deal is done!** Promote the deal via your business social channels and thank you for supporting the Green Wave!



Tulane Wave Exchange

NIL exchange that connects businesses and Tulane athletes.

SCAN QR CODE TO REGISTER.



QUESTIONS?

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NIL GO: Information for Deal Sponsors



- NCAA Division I student-athletes must use NIL Go to report third-party Name, Image and Likeness (NIL) deals.
- NIL Go is an online platform created by the College Sports Commission, with assistance from Deloitte, to evaluate whether third-party NIL deals are made with the purpose of using a student-athlete's NIL for a valid business purpose and do not exceed a reasonable range of compensation. This document provides information for Deal Sponsors & Facilitators.



WHAT TO KNOW

Student-athlete third-Party NIL Deals will be evaluated based on:

Association – The relationship between a Sponsor / Facilitator and the Student-Athlete's school. This is determined according to criteria outlined in the *House vs. NCAA* class action settlement.

Valid Business Purpose (VBP) – Whether the Sponsor / Facilitator is seeking the use of the student-athlete's NIL for a valid business purpose, meaning to sell a good or service to the public for profit.

Range of Compensation (RoC) – Whether the deal is above the calculated range of compensation paid to similarly situated individuals for similar terms.

NOTE: Payors will not have access to NIL Go. NIL Go Institution Users will have visibility into all reported student-athlete third-party NIL deals at their school only.



WHAT TO EXPECT

In reporting deals, Student-Athletes will:

- 1) Upload a copy of their contract or deal documentation.
- 2) Enter their compensation and deal obligations.
- 3) Provide the name and contact details of (i) the Deal Sponsor, and, if applicable, (ii) the Deal Facilitator.

Institution Users will:

Designate payors as “Associated” or “non-Associated” with their institution.

What is a Deal Sponsor? The entity that (i) ultimately benefits from use of the Student-Athlete's NIL and (ii) serves as the originating source of compensation.

What is a Deal Facilitator? An entity that (i) helps coordinate a deal between the Student-Athlete and Deal Sponsor and (ii) actually makes payments to the Student-Athlete on behalf of the Deal Sponsor.



WHAT TO DO

Provide Student-Athletes With Information

- Provide contracts or deal documentation to student-athletes.
- Be prepared to answer questions if they reach out for information.

Respond to NIL Go Attestation Requests

If a student-athlete reports a deal and your/your organization's association status with the student-athlete's institution has not already been verified by the school, you will be e-mailed a link to an Attestation Form. You must complete this form for the deal to proceed to review. You will only have to do this once per institution.