



# Will Name, Image, and Likeness Rights Be a Game Changer for **Student Athletes?**

Student athletes are **scoring big** on—and off—the field.

U.S. Supreme Court ruling allows

## 450,000+ NCAA

(National Collegiate Athletic Association) student athletes to profit off their own name, image, and likeness (NIL).

### STUDENT ATHLETES CAN NOW PROFIT FROM:

- Autographs • Advertisements
- Endorsements • Licensing & marketing deals
- Merchandise • Personal appearances
- Social media posts • Sponsorships • Sports camps

### PLAYING THE PERCENTAGES

Of all NIL deals signed to date:

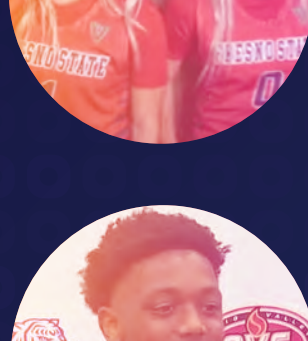
**60.1%** are college football players

**19.1%** are for licensing rights

**12.8%** are for athletes' signatures on products

Only **2%** of student athletes become pro athletes. Most depend on academics to prepare for life after college.

### SHAKE, RATTLE AND BANKROLL!



Twins **Haley and Hanna Cavinder**, Fresno State women's basketball players, with more than 4 million followers on TikTok and Instagram, struck the very first 5-figure endorsement deals.



Tennessee State University basketball player **Hercy Miller** signed a 4-year endorsement deal worth \$2M.



University of Alabama quarterback **Bryce Young** has already earned close to \$1M in endorsement deals.



Oregon football defensive end **Kayvon Thibodeaux** signed a 6-figure memorabilia deal for the 2021 season.

### KEEP YOUR SOCIAL GAME STRONG



College athlete endorsements on social media could become a **\$2B market**.



Social media has generated nearly **50%** of all NIL compensation.



According to advertising estimates, annual gross income for a social media influencer is **80 cents per follower**.



For some perspective on revenue opportunities in college athletics, the NCAA generates **\$1B+** in revenue annually.



### IT'S A TEAM SPORT

Tackling NIL rules could be tough for student athletes without accountants, attorneys, and tax experts handling **broadcast rights** and **tax, licensing, and compliance issues**.

### PUNT OR GO FOR IT?

Will compliance and intellectual property issues related to NIL keep some student athletes on the sidelines, or will potential revenue streams be too enticing to pass up?



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Sources: Chicago Tribune, CBS News, CNBC, ESPN, NPR, Opendorse, Sport Industry Research Center at Temple University, Sports Illustrated, The Advocate, U.S. News & World Report, Exchange of Southern California, Organisation for Economic Co-operation and Development, The Washington Post, Los Angeles Times, Smart Trucking, Time, Wall Street Journal, Zippia

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