

# Will More Brands Jump On The **COLLEGE NAME, IMAGE & LIKENESS (NIL)**

## Bandwagon This Sports Season?



With the spike in NIL deals in college sports this past year, more brands are investing in licensing rights, merchandise deals and social media campaigns to:



Market products and services



Raise brand awareness



Connect with broader audiences



Boost sales

## GAME ON

**\$500 Million**

Current NIL market value

**\$1 Billion**

Expected market value by 2023



**60%** Expected brand deal representation of NIL earnings in the coming year

## SHOW ME THE MONEY!

2 revenue streams are at the forefront of NIL activities.



### 1 Athlete-driven deals

Players are paid for social media promotions, advertising, merchandise sales, sports clinics, appearances and more.

### 2 Collective-driven deals

Wealthy school donors and boosters are pooling their money as a collective to arrange NIL deals or offer additional money to school athletes.

**120+**

The number of booster-led collectives around the U.S. in 2022.

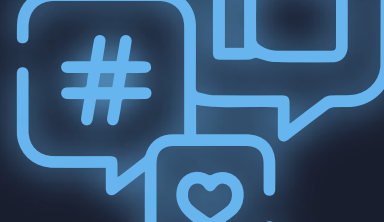


## FOLLOWERS OVER FEATS

Most NIL deals are tied to social media campaigns, where popularity trumps performance.

**70%**

of current NIL deals involve posting content on social media.



**34%**

of total NIL earnings were attributed to social media activities.



## GROWING PAINS

USC and UCLA move to Big Ten Conference in 2024, increasing NIL opportunities for all 16 schools.

**BIG**  
MEDIA RIGHTS AGREEMENTS



**\$7 Billion**

The value of the Big Ten Conference's new 7-year media rights deal with multiple networks, beginning in 2023.

## THE NEW NORM IN COLLEGE SPORTS

As the appetite for NIL deals grows, can participating brands maintain their marketing budgets and return on investment?

READ MORE ABOUT  
BIG PLAYS WITH NIL DEALS

Sources: ESPN, Forbes, INFLCR, Opendorse, Sports Illustrated.