



# NAME IMAGE LIKENESS | NIL BLUEPRINT



## Marketability

### Are you an established brand?

Focus on protecting your brand and strategically monetizing NIL opportunities.

- Secure Intellectual Property (Trademarks, Copyright, etc)
- Verify legitimacy of brands
- Diversify your NIL opportunities

### Are you starting your brand?

Take time to develop your story and create your personal brand. Leverage apps and resources.

- Fan Engagement
- Authentic connection
- Consistent posting

## Monetization

### Personal Brand = Business Brand

Don't rush! Boost your NIL Fair Market Value by signing deals with legitimate business that will mutually benefit and promote your brand positively. Win-Win.

### Terms

Understand and negotiate all terms! Work with a professional to help you read the details and market your value in exchange for reasonable compensation.

### Compensation

Make sure you get paid! Including how and when, consider the implications to earning compensation - cash and merchandise are included.

## Managing NIL

### Eligibility

Before signing an agreement or deal, double check that you are complying with your University or College NIL policies, NCAA policy, and State laws (if any). Report NIL deals to Compliance.

### Entrepreneurship

Setting up a business like an LLC can be beneficial for liability purposes but depending on your situation, consult with a lawyer or find a free legal clinic to help you choose the business entity.

### Resources

Stay hungry to learn! Use your institution's NIL programs, administration/faculty, and professional resources to navigate, grow and succeed in the new NIL era.

## About Us

Shine Sports is a boutique sports and talent marketing agency that helps emerging influencers and athletes establish their personal brand, negotiate favorable contracts, and procure financial opportunities through corporate sponsorships, endorsements and partnerships. We take the time to learn about your story, and we tailor our services to fit your needs. Whether it's starting a brand, leveraging financial opportunities, or becoming an entrepreneur, we provide you with the resources and guidance to achieve your goals.

## Core Services

- Personal Branding & Management
- NIL Representation
- Financial Education
- Entrepreneurship



Disclaimer: Information above is not considered legal advice.

