



BILBRUCK

Bilbruck Agency NIL Playbook

Welcome to the **Bilbruck Agency NIL Playbook**—a comprehensive guide designed to help you navigate and capitalize on your Name, Image, and Likeness (NIL) opportunities. As a premier NIL agency, we are committed to helping you build your brand, secure deals, and achieve long-term financial success while maintaining NCAA compliance.

This playbook covers understanding NIL fundamentals, building and monetizing your brand, securing and negotiating deals, and best practices for compliance and long-term success. We're here to empower athletes to maximize their potential in this exciting new landscape.

Understanding NIL Fundamentals

NIL stands for Name, Image, and Likeness—the rights allowing college and high school athletes to profit from their personal brand through endorsements, sponsorships, appearances, and more.

Your NIL rights mean you own your personal brand and can monetize it. You can hire agents, lawyers, and marketing experts like Bilbruck Agency, and schools cannot prevent you from earning NIL income (with some restrictions).

Eligibility

Varies by state, school, and association (NCAA, NAIA, etc.). Understanding your specific situation is crucial.

Disclosure

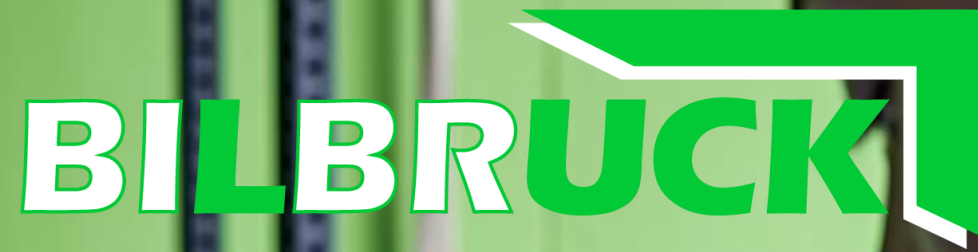
Some schools require reporting NIL deals. Always know your institution's policies.

Prohibited Deals

No pay-for-play, unauthorized school/team logo use, or deals with banned categories (gambling, alcohol, tobacco).



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Building & Monetizing Your Brand

Developing a strong personal brand is the foundation of NIL success. Start by defining who you are as an athlete, student, influencer, or philanthropist. Identify what makes you unique—your skills, personality, story, and values—and determine your target audience.

Define Your Brand Identity

Clarify who you are, what makes you unique, and who your audience is. Your authentic self is your most marketable asset.

Grow Your Social Media Presence

Focus on Instagram, TikTok, Twitter (X), and YouTube. Post consistently, share behind-the-scenes content, and engage with followers.

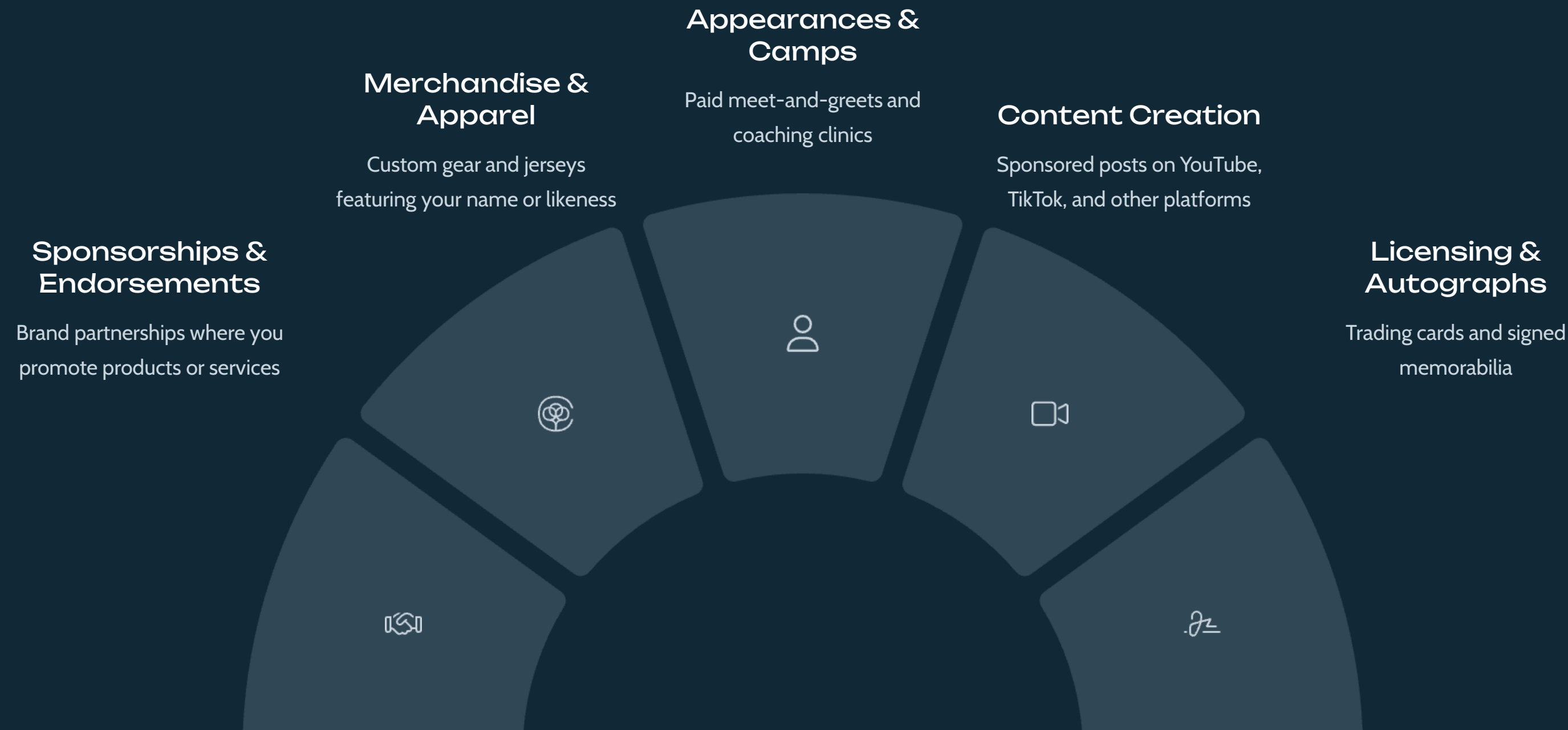
Create a Media Kit

Include your bio, stats, social media analytics, past partnerships, and contact information to present to potential sponsors.

Securing & Negotiating NIL Deals



NIL opportunities come in many forms, from local sponsorships to national brand partnerships. Understanding the landscape helps you target the right opportunities for your brand and audience.





Compliance & Best Practices

Navigating NIL rules requires careful attention to compliance. Violations can jeopardize your eligibility and reputation. Understanding the boundaries helps you maximize opportunities while staying within the rules.



Avoid NIL Violations

- No pay-for-play arrangements
- Don't use school/team logos without permission
- Stay away from prohibited industries



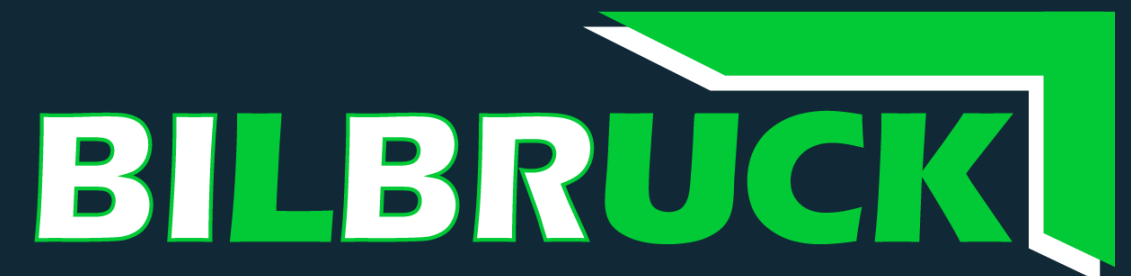
Manage Financial Considerations

- Set aside money for taxes
- Consider forming an LLC
- Work with a financial advisor



Develop Long-Term Strategy

- Build a brand that lasts beyond college
- Incorporate charitable partnerships
- Maintain professionalism in all interactions



Your NIL Game Plan



Success in the NIL space requires a strategic approach. By following these steps and leveraging Bilbruck Agency's expertise, you can build a sustainable brand and maximize your earning potential while focusing on your athletic and academic performance.



Build Your Brand

Develop social media, create a media kit, share your story



Find Opportunities

Pursue local sponsorships and influencer deals



Negotiate Smartly

Secure fair compensation and clear contracts



Stay Compliant

Follow school, state, and NCAA regulations



Grow Long-Term

Invest, network, and think beyond athletics

How Bilbruck Agency Helps You Win

At Bilbruck Agency, we're committed to helping athletes navigate the complex NIL landscape. Our comprehensive services ensure you can focus on your sport while we handle the business side of your personal brand.



Deal Negotiation

We handle contracts so you don't get lowballed, ensuring fair compensation for your brand value.



Brand Strategy

Our experts help you build a lasting personal brand that resonates with fans and sponsors alike.



Compliance Guidance

We ensure all deals follow applicable rules, protecting your eligibility and reputation.



Industry Connections

Gain access to our extensive network of brands and partners looking for athlete ambassadors.

Ready to maximize your NIL potential? Contact Bilbruck Agency today to get started on your journey to NIL success!

