

Bilbruck Agency: Pioneering the NIL Revolution

Transforming Athletic Talent into Marketable Influence

We connect rising stars with strategic brand partnerships in the rapidly evolving Name, Image, and Likeness landscape.



Who We Are



Premier NIL Agency

We exclusively serve college and high school athletes, creating strategic partnerships between emerging talent and forward-thinking brands.



Our Mission

We empower athletes to leverage their personal brand while providing brands with authentic sports ambassadors who resonate with their target audiences.



Explosive Market Growth

Following the NCAA's landmark 2021 policy change, the NIL marketplace has surged to over \$1 billion with projections indicating unprecedented expansion opportunities.



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Our Services for Athletes



Personal Brand Development

Comprehensive brand audits, customized content strategies, and intensive media training to maximize your marketability and long-term value.



NIL Deal Negotiation

Expert partnership acquisition, thorough contract analysis, and strategic planning to build diverse, sustainable revenue streams that align with your values.



Financial & Legal Guidance

Interactive financial literacy workshops and personalized legal support to protect your interests and build wealth throughout your athletic career.

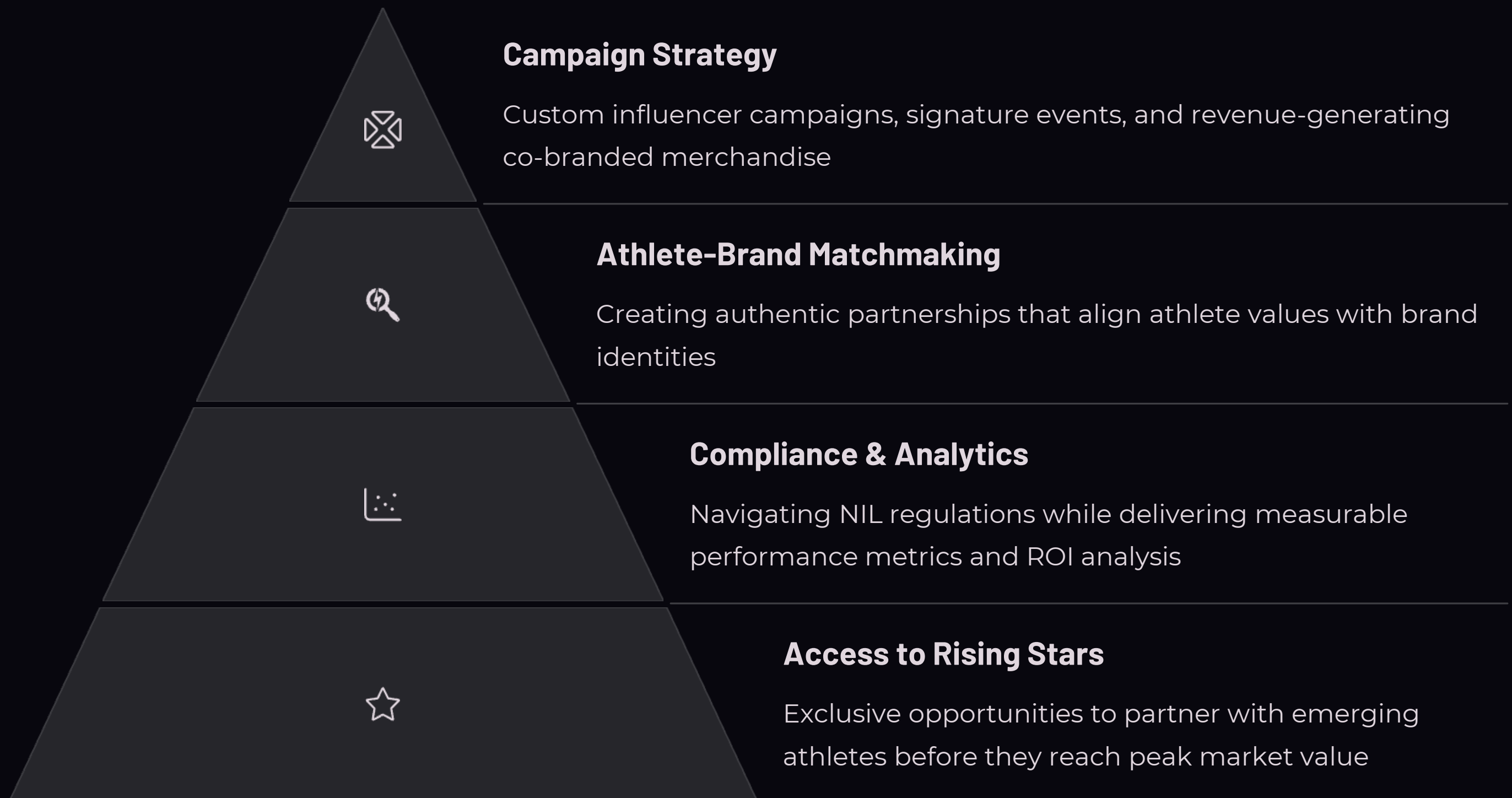


Social Media Growth

Data-driven strategies to expand your authentic digital presence, engage meaningfully with fans, and maximize your sponsored content earning potential.



How We Work with Brands



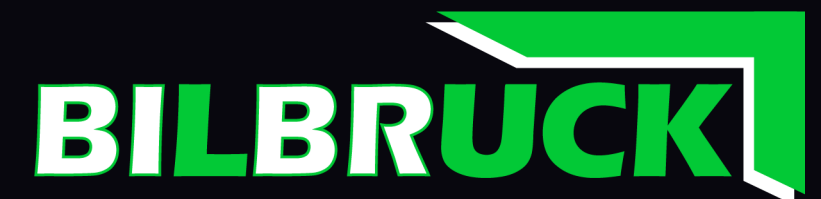
Why Choose Bilbruck Agency?

For Athletes

- Secure premium endorsement opportunities that maximize your earning potential
- Develop a distinctive personal brand that endures beyond your athletic career
- Access our comprehensive team of legal, financial, and marketing specialists

For Brands

- Create genuine connections with coveted Gen Z & Millennial audiences
- Enjoy worry-free partnerships with our complete compliance management
- Achieve exceptional ROI through authentic athlete relationships that inspire trust



Success Stories

College Athlete Sneaker Deal

Negotiated a premium \$50K annual endorsement with a leading footwear brand for an emerging basketball phenomenon.

Restaurant Chain Success

Regional dining franchise experienced a dramatic 30% revenue increase after partnering with the university's star quarterback on promotional campaigns.

Social Media Transformation

"Bilbruck transformed my social platforms from hobby accounts into powerful revenue-generating assets." – Division I College Athlete



Next Steps: Begin Your Journey



Book Your Free Consultation

Receive a comprehensive NIL evaluation for athletes or in-depth marketing assessment for brands



Create Your Personalized Strategy

Gain access to tailored brand positioning or strategic athlete partnerships aligned with your goals



Execute and Maximize Results

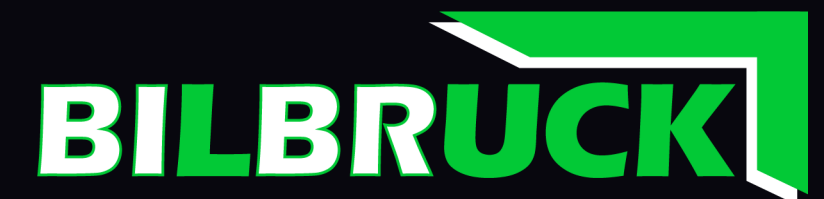
Begin securing lucrative partnerships or implement your high-impact campaign with ongoing optimization



Empowering Athletes. Elevating Brands. Exceeding Expectations.



Bilbruck Agency strategically connects elite collegiate athletes with forward-thinking brands to create authentic partnerships that drive measurable results in the NIL marketplace.



The NIL Revolution

2021

\$1B+

Landmark Legislation

NCAA policy shift empowered athletes to control their personal brand.

Explosive Growth

NIL partnerships have created a thriving billion-dollar ecosystem.

72%

Authentic Influence

Gen Z consumers trust athlete endorsements over traditional celebrity marketing.



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Harnessing the Potential of NIL Partnerships

1

Landmark NCAA Policy Shift

2021 legislation empowers student-athletes to capitalize on their name, image, and likeness rights.

2

Explosive Market Expansion

NIL ecosystem surges beyond \$1 billion valuation with diverse partnership opportunities.

3

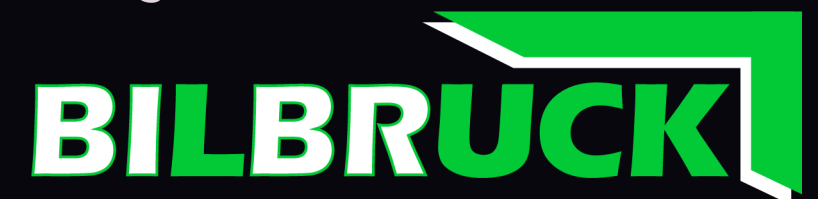
Student-Athletes as Business Innovators

College competitors transform into savvy entrepreneurs and influential content creators.

4

Strategic Brand Advantage

Organizations establish genuine connections with younger demographics through athlete collaborations.



Meet Our Team



NIL Compliance Experts

Former NCAA compliance officials who safeguard your brand with meticulous regulatory oversight and risk-free deal structuring.



Experienced Agents

Elite negotiation specialists who have secured multi-million dollar partnerships across collegiate and professional sports landscapes.



Digital Strategists

Award-winning content creators who transform athlete profiles into powerful digital brands that attract sponsorships and engage audiences.



Our Mission

To empower athletes to maximize their brand potential while creating exceptional value for partners in the evolving NIL landscape.

Athlete Focus

Dedicated representation exclusively for college and high school athletes navigating new opportunities.

Long-Term Growth

Cultivating enduring careers and authentic brand partnerships that evolve over time.



Brand Bridge

Creating seamless connections between rising athletic talent and strategic marketing partners.

Education First

Equipping athletes with vital business knowledge to thrive both on and off the field.





Brand Development Process

Athlete Brand Audit

We conduct a comprehensive analysis of your marketability, digital presence, and distinctive value proposition.

- Analyze engagement metrics and audience demographics for targeting opportunities
- Uncover your authentic narrative and competitive advantages

Content Strategy

We develop compelling content that resonates with fans and attracts sponsorship opportunities.

- Create 3-5 strategic branded posts monthly aligned with your personal brand
- Produce authentic "Day in the Life" content that connects with your audience

Media Training

We empower you with essential communication skills to excel across all platforms.

- Master interview techniques and develop confident public speaking abilities
- Ensure consistent messaging that reinforces your professional brand image





Deal Negotiation & Management

Deal Type	Example	Bilbruck Value-Add
Cash Sponsorships	\$10K/year from premium supplement brands	Strategic negotiation leverage, competitive market rate analysis
Product Trades	Premium gear exchange for strategic social content	Comprehensive value assessment, tailored content guidelines
Equity Stakes	Strategic ownership percentages in emerging brands	Thorough legal review, comprehensive long-term valuation
Appearance Fees	Exclusive brand events, autograph signings	Efficient schedule optimization, competitive fee standardization



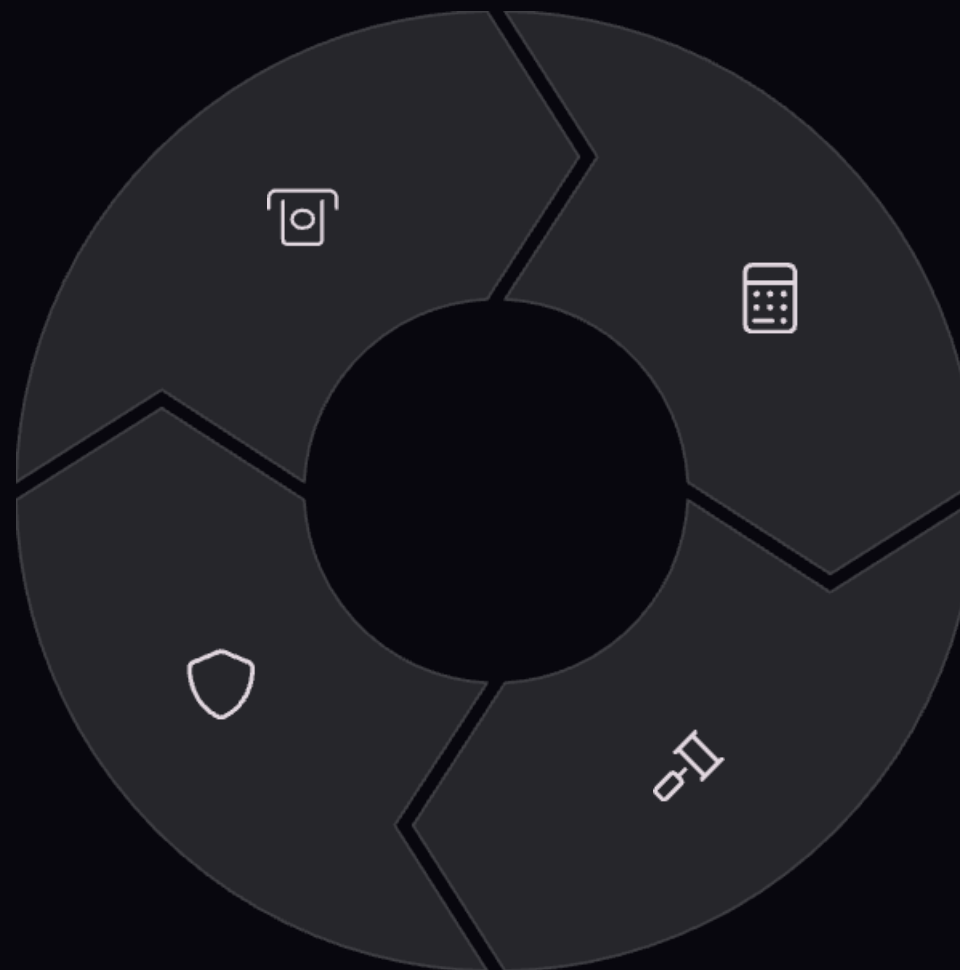
Financial & Legal Support

Financial Literacy

Comprehensive workshops on effective income management, strategic investment opportunities, and personalized long-term financial planning for athletes.

Compliance

Proactive monitoring and guidance to ensure all endorsement deals fully comply with NCAA regulations, state laws, and institution-specific NIL guidelines.



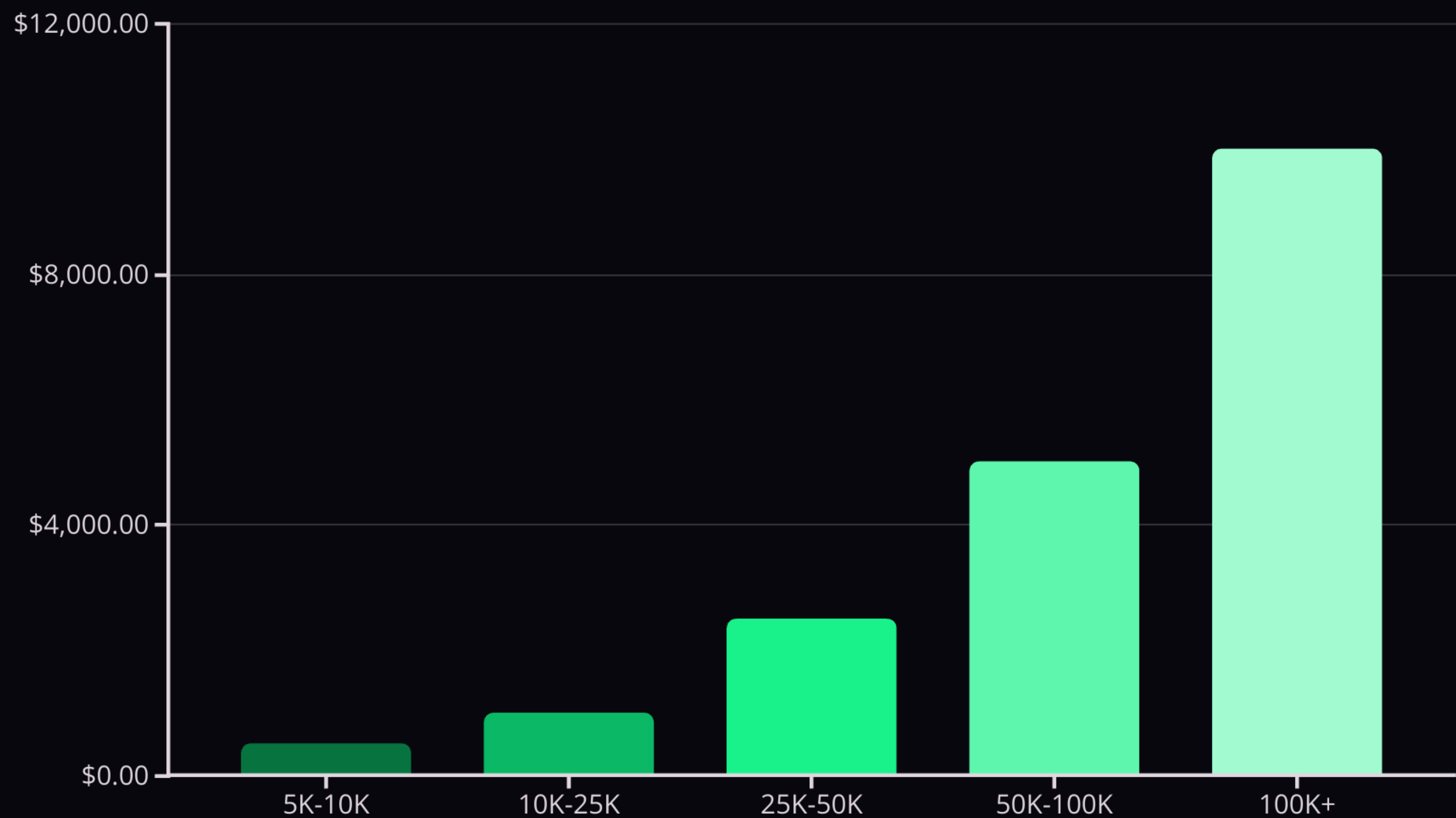
Tax Planning

Access to our specialized CPA network providing expert state-specific tax filing assistance and optimization strategies to maximize after-tax earnings.

Legal Review

Thorough contract analysis from experienced sports attorneys who identify and negotiate exclusivity terms, moral conduct requirements, and essential protection clauses.

Digital Growth Strategies



Our team of digital specialists empowers athletes to strategically expand their social media influence while maximizing revenue potential from sponsored content. As shown above, your earning power grows exponentially with your audience size—we'll help you leverage engagement analytics and platform-specific strategies to accelerate your digital brand value.

Brand Matchmaking Process



Brand Brief

Analyze campaign objectives, demographic targets, and strategic marketing requirements.



Athlete Vetting

Curate talent based on athletic discipline, geographic relevance, personal brand values, and audience alignment.



Match & Propose

Recommend optimal athlete partnerships with customized campaign strategies and creative concepts.



Execute & Measure

Implement campaign deliverables and analyze comprehensive performance metrics for ROI evaluation.



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Campaign Execution

Social Takeovers

Athletes manage brand social channels for 24 hours, delivering authentic engagement and introducing their established following to your brand.

Charity Tie-Ins

Performance-based donations (e.g., "\$1K per touchdown to charity") create meaningful impact stories and positive brand associations with causes.

Long-Term Ambassadors

Strategic 12-month partnerships with scheduled content deliverables ensure consistent brand representation and messaging throughout the year.

Co-Branded Merchandise

Limited-edition athlete-branded products drive premium sales, enhance brand loyalty, and create collector's items for passionate fans.

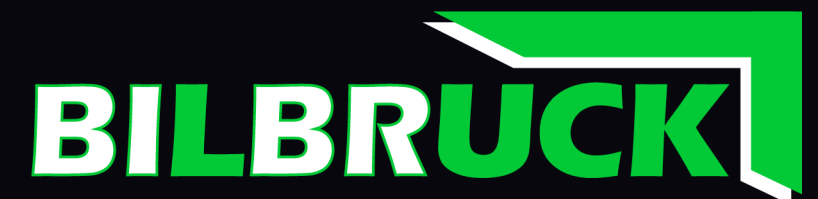
Compliance & ROI Tracking

Compliance Safeguards

- Strict NCAA regulatory adherence protocols
- Comprehensive state law compliance monitoring
- Institution-specific policy verification systems
- Multi-level content approval workflows

Performance Analytics

- Custom UTM parameters for precise traffic attribution
- Unique athlete discount codes for sales tracking
- In-depth engagement rate benchmarking
- End-to-end conversion attribution modeling



Athlete Success Story



Rising D2 Volleyball Star

Cultivated 12K engaged followers across Instagram, TikTok and Twitter



Premium Endorsement

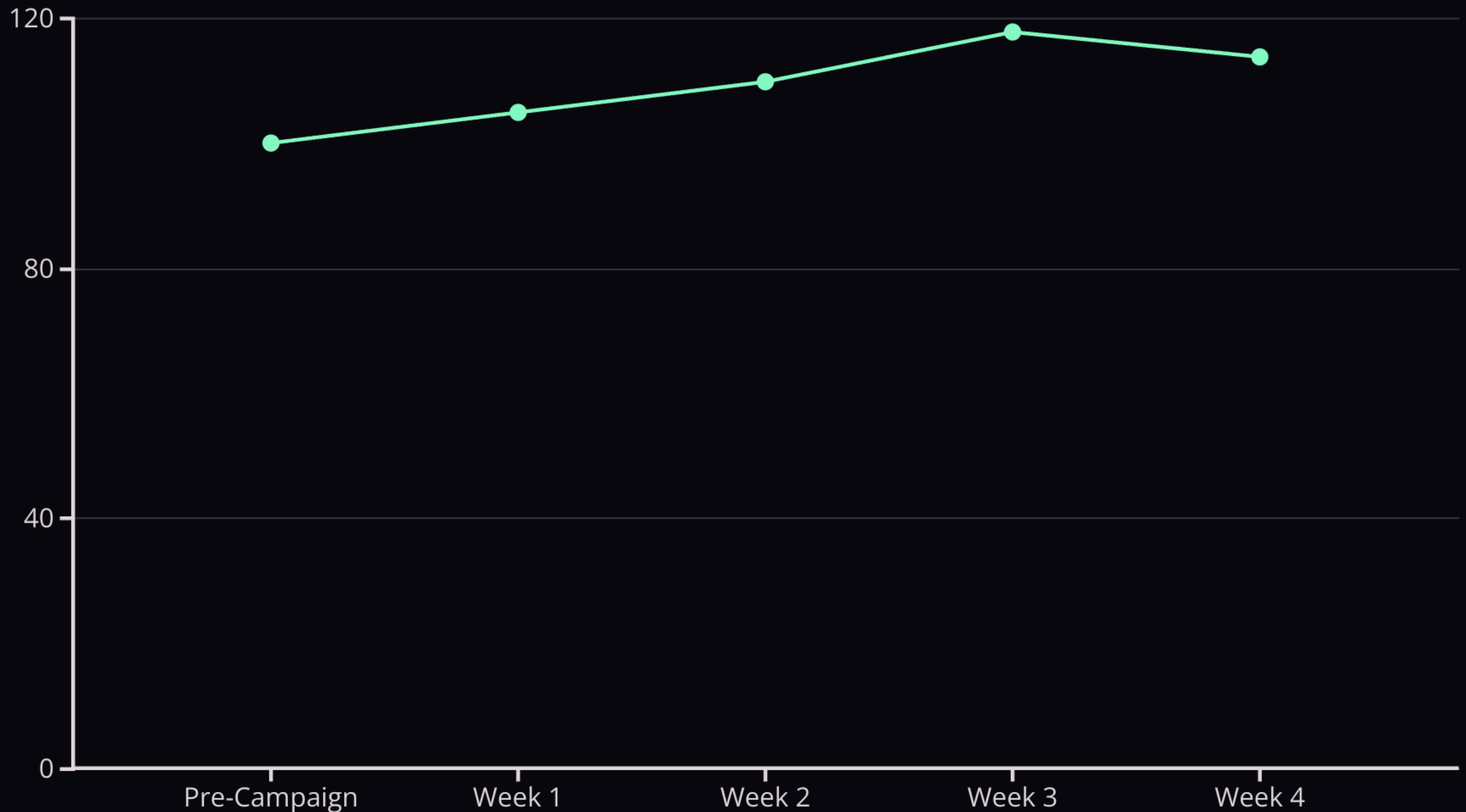
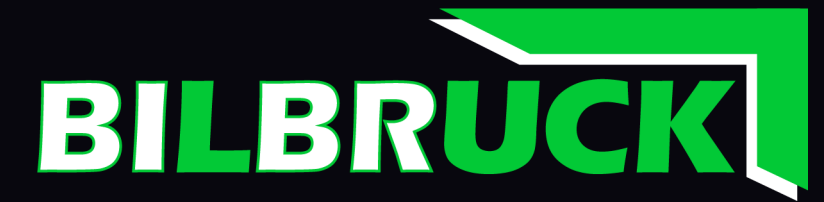
Secured \$8K annual contract with medical equipment brand featuring their performance knee braces (3 strategic posts monthly)



Expanded Partnership Portfolio

Negotiated complementary athletic gear collection plus \$500 per promotional post from boutique local sportswear retailer

Pizza Chain NIL Campaign Success



A regional pizza chain leveraged name, image, and likeness (NIL) partnerships with five collegiate athletes to launch their "Game Day Pizza" campaign. This strategic collaboration generated impressive results: a 14% sales increase specifically in college towns and over 200 trackable UTM link clicks per sponsored post, demonstrating the powerful ROI of targeted athlete marketing.

Competitive Advantage

Feature	Bilbruck Agency	Generic Agencies
Commission Rate	Athlete-friendly 20-30%	Industry standard 30-40%
Athlete Focus	Exclusively College/HS	Diluted attention across levels
Compliance Expertise	Dedicated NCAA Specialists	General knowledge only
Financial Education	Personalized wealth planning	Basic advice only
Crisis Management	24/7 support included	Additional cost service

***COMPARISON OF
PROFESSIONAL SERVICES***



Athlete Onboarding Process



Discovery Call

In-depth 20-minute consultation to assess career objectives, market potential, and establish personalized representation strategy.



Brand Deck Creation

Custom-designed professional portfolio highlighting your unique story, audience demographics, and compelling value proposition for potential sponsors.



Deal Alerts

Real-time notifications via text/email when brand opportunities matching your specific interests, values, and earning potential become available.



Partnership Launch

Comprehensive contract finalization, compliance review, and strategic campaign kickoff to maximize the impact of your brand partnerships.



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Brand Onboarding Process

Campaign Workshop

Establish strategic performance metrics balancing conversion and brand visibility objectives.

- Precise audience segmentation analysis
- Strategic budget optimization
- Comprehensive campaign roadmap

Athlete Shortlist

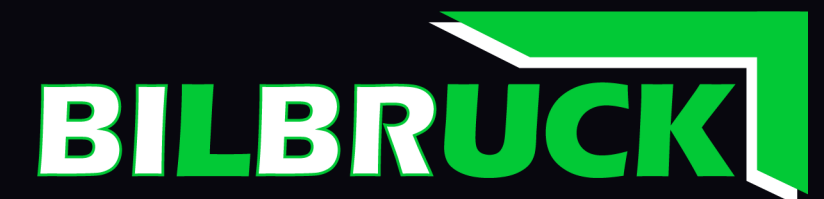
Receive curated selection of 3-5 ideal athlete matches within 48 hours post-workshop.

- Comprehensive talent portfolios
- Granular audience analytics
- Relevant case studies from past collaborations

Contracting & Launch

We manage all legal documentation while ensuring brands maintain creative approval authority.

- Thorough compliance verification
- Structured content deployment schedule
- Advanced performance measurement implementation



NIL Education Hub



Our comprehensive educational platform features live webinars with industry experts covering crucial topics like "Taxes for Teen Influencers" and "Building Your Personal Brand." All clients receive unlimited access to our exclusive library of resources, empowering athletes to maximize their NIL opportunities while developing valuable life skills.

An illustration of a business meeting. A man in a suit stands at the front, gesturing towards a large screen displaying a document. An audience of men in suits sits in rows, some holding papers. The scene is set in a modern office with large windows and a grid ceiling.

Frequently Asked Questions



How do you protect athletes from bad deals?

Our rigorous legal review process and customized "opt-out" clauses provide athletes with essential protection and flexibility to exit unfavorable partnerships.



What if a brand doesn't see ROI?

We guarantee client satisfaction through either a complimentary athlete replacement or a comprehensive content strategy reassessment to maximize campaign performance.



How do you handle athlete transfers?

Our forward-thinking contracts include specific transfer provisions, ensuring continuity and clear guidelines for all stakeholders during school transitions.



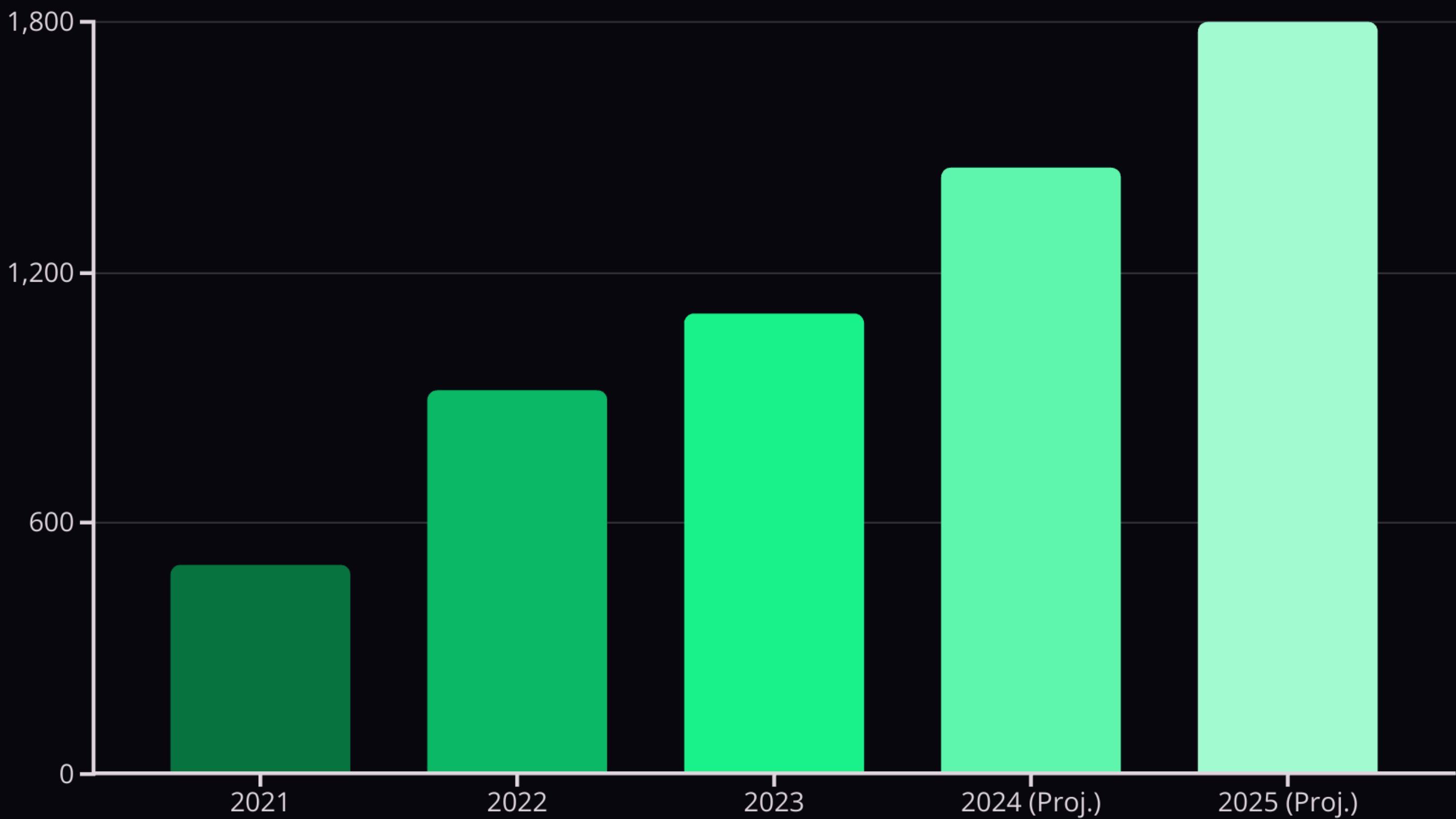
What makes you different from competitors?

Our competitive advantage stems from our exclusive specialization in college/high school athletes and our end-to-end support ecosystem that nurtures long-term relationships.

The logo for BILBRUCK, featuring the word "BILBRUCK" in a bold, sans-serif font. The letters "BIL" are white, and "BRUCK" is blue. A stylized blue and white graphic element is positioned to the right of the text.

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Explosive NIL Market Growth: Opportunity Ahead



The NIL marketplace is experiencing unprecedented growth, with projections showing a 260% increase from 2021 to 2025. Brands that establish authentic partnerships now will gain competitive advantage, build lasting athlete relationships, and secure prime positioning before acquisition costs rise in this rapidly evolving landscape.

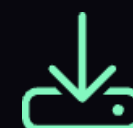
Ready to Transform Your NIL Strategy?



Schedule a Strategy Call

Secure your complimentary consultation today.

www.calendly.com/bilbruck



Expert NIL Playbook

Scan the QR code for your comprehensive guide.



Connect Directly

info@bilbruck.com

"Your athletic excellence deserves exceptional marketing. Are you ready to dominate the NIL landscape?"



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Thank You

20-30%

Industry-Leading Rates

Significantly below the industry
standard of 30-40%

48hrs

Guaranteed Response

Prompt attention to all your
partnership inquiries

100%

Client Success

Our unwavering dedication to
your growth and achievement

Bilbruck Agency: Where athlete potential meets brand
opportunity. Your success is our mission.



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Call Us

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Visit Us Online

www.bilbruck.com

"In the evolving landscape of Name, Image, and Likeness opportunities, we're not just connecting athletes with brands—we're architecting futures and building lasting legacies. Partner with Bilbruck Agency to transform your potential into prosperity."

