



# BILBRUCK

## Modernizing Multimedia Rights through NIL Integration

A Strategic Partnership Opportunity with Bilbruck Agency

# The New Age of Collegiate Sponsorship

## Traditional MMR

Multimedia Rights focus on university assets. Limited athlete involvement. Sponsor visibility through traditional channels.

## NIL Integration

Name, Image, Likeness rights create new value. Athletes become active participants. Sponsors gain authentic endorsements.

## Combined Power

MMR + NIL unlocks unprecedented value. More engaging fan experiences. Higher ROI for sponsors.







# About Bilbruck Agency

18+

Years Experience

Deep expertise in emerging  
tech, sports, and marketing

100+

Brand Relationships

Strong connections with  
potential sponsors

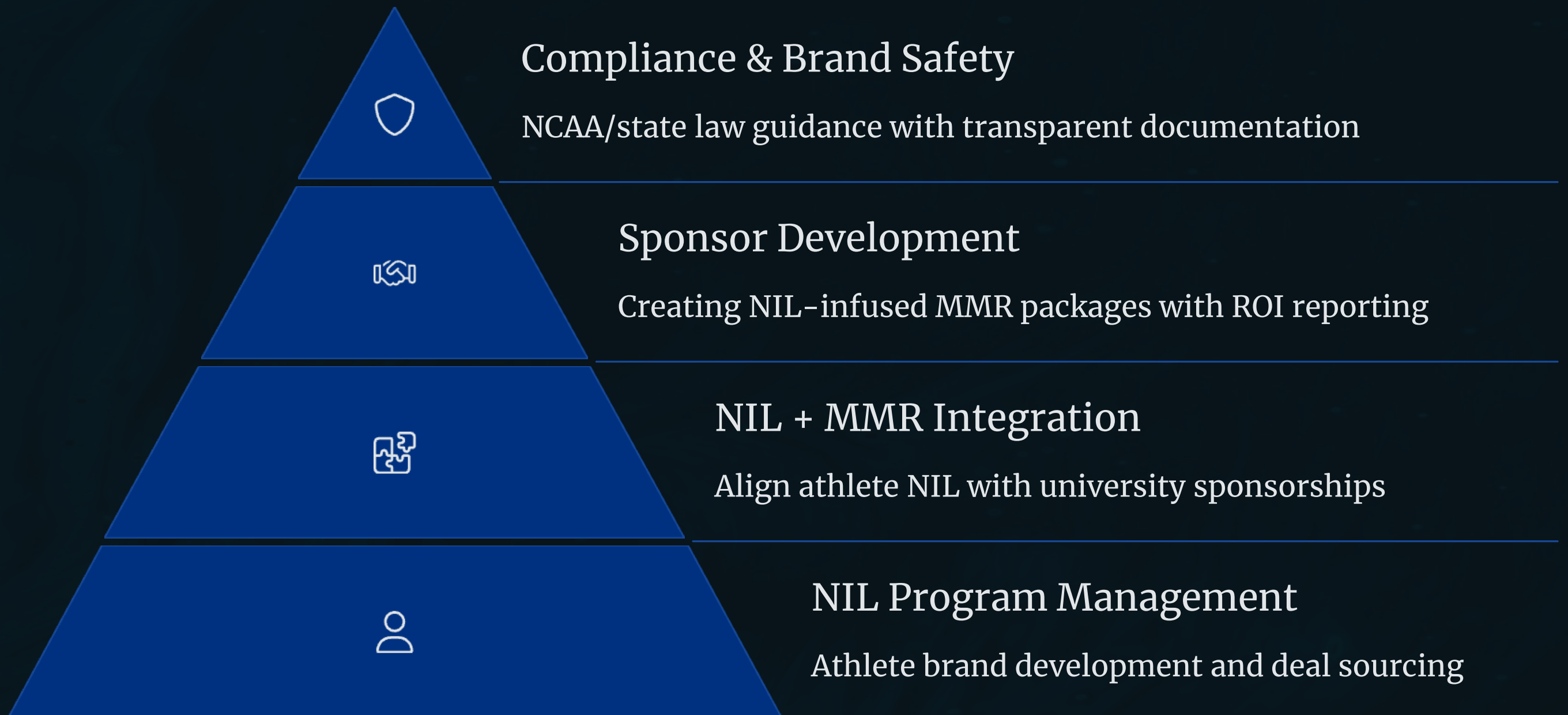
200+

NIL Deals

Proven track record with  
athletes and programs

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# Core Services Offered





# Partnership Coordination Workflow



# Sample Activation Scenario



## Traditional MMR

Stadium signage, jumbotron spots, coach's show presence



## NIL Components

Athlete-led social campaigns, branded appearances, merchandise collaboration



## Enhanced Results

Higher engagement, brand lift, athlete compensation



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# Why Partner with Bilbruck Agency?



## Monetize NIL

No need to build internal infrastructure.  
Immediate revenue potential.



## Connect Athletes to MMR

Direct pipeline to high-value sponsorship deals. Retain top talent.



## Unlock New Revenue

Modern sponsor packages drive higher value.  
Stay competitive with peers.



## Ensure Compliance

Navigate evolving NIL regulations. Mitigate institutional risk.







# Let's Build Together

## Initial Consultation

Schedule a campus visit to assess current MMR structure and NIL opportunities.

## Customize Strategy

Develop a tailored NIL program that complements existing rights partnerships.

## Launch Pilot Program

Implement a focused initiative to demonstrate value and establish processes.

