

# Logan Nissley's NIL Media Kit

Midwest Made. Big Ten Proven

Nebraska Women's Basketball | Prepared by Finish Line Sports Group



# Logan's Story

Bismarck, ND » Nebraska Women's Basketball

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Logan Nissley has an incredible story. A Bismarck native, who built her reputation as a two-sport standout in North Dakota is now entering her senior season at Nebraska, being a rare four-year player. Logan represents hard work, faith, family, and consistency.

## Record Holder

### Sharpshooter

Logan is currently 6<sup>th</sup> on the all time 3PT scoring list at Nebraska. Her long distance, efficiency, and loyalty has cemented her as a fan favorite.

## Leader

### Great Reputation

Logan is a faith-centered person who excels in front of a microphone and in the classroom. She is the ideal role model of a college athlete.

## Hardware

### Award Winner

Three-time Gatorade player of the year in basketball, ND "Miss Basketball" two-time Gatorade player of the year in volleyball, Big Ten all freshman team, Big Ten distinguished Scholar.



# Athletic Snapshot

## Her Time at Nebraska so Far

### Senior

#### Team Leader

Logan is a 4<sup>th</sup> year senior guard who has stepped into the leadership role on her team. Expect her to be a top face of Nebraska basketball in 2026.

### Mental Toughness

#### Injuries

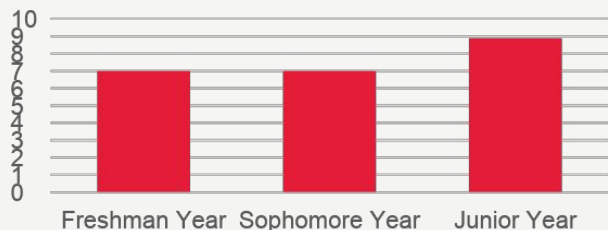
Logan has battled through four career threatening injuries and played on a partially torn Achillies heel. With that, she always stays positive and performs when she is needed the most.

### Statistics

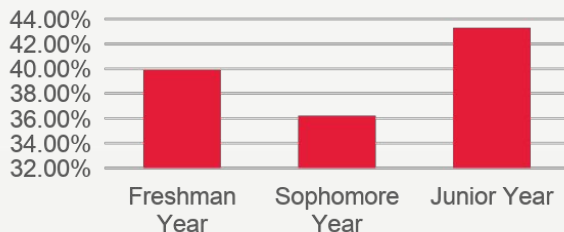
#### On-Court Production

After averaging 7 PPG her first two seasons, she average 9 PPG while injured and in less minutes. She's now primed for a huge bump in production for her final season.

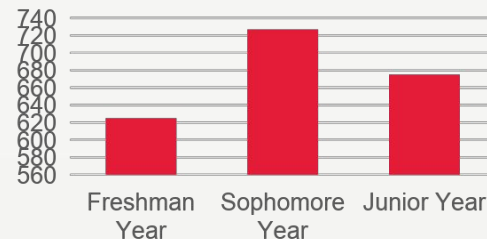
### PPG Year-By-Year



### 3PT FG% Year-By-Year



### Minutes Year-By-Year

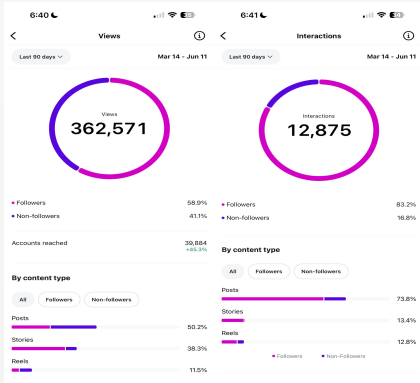


# Engagement Snapshot

## By The Numbers

### Instagram Engagement Rate

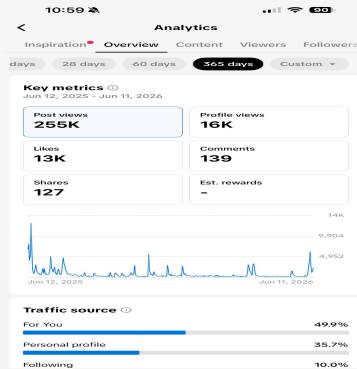
Logan is consistently reaching new accounts with a high interaction rate on her posts, stories, and reels. Making her a valuable asset all around Instagram



### Engagement Numbers

### TikTok Engagement Rate

Logan's TikTok content shows her personality, allowing fans to follow her personally, making it easy for brands to fit into content authentically.



### Women's Sports Crazy Growth

As women's basketball viewership grows, athlete's platforms grow with it.



# Dual-Market Influence

## Nebraska & North Dakota

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- **Nebraska Influence**

Lincoln, Omaha, Nebraska Athletics fans, Big Ten audience

- **Women's Basketball Supporters**

Women's basketball is on a record-breaking high, join the wave.

- **Familiar Face**

Logan has been at Nebraska for four years and a top producer since day one. Everyone knows who she is.

- **North Dakota Market**

Logan has won multiple state championships and 5 total Gatorade player of the years in ND, everyone knows the name.

- **Youth Sports Community**

Along with the awards, Logan holds a basketball camp every summer in her hometown, connecting with the youth sports community

# Audience Reach

## Who sees her content?

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- **Women's Basketball Fans**

Logan is playing in a top 2 conference in the country for women's basketball, which is on a massive growth wave.

- **Volleyball Fans**

Logan, being a standout HS volleyball player, has tons of younger, and same-age volleyball fans following her.

- **Families**

Logan is family-friendly and a great role model to look up to with high moral standards.

- **Young Athletes**

Logan's story gives a lot of younger athletes hope that they can be like her and play power 4 basketball

- **College Students**

College students are incredibly invested in sports programs on campus. With women's basketball growing at this rate, most students are following players social medias.

- **Midwest Sports Fans**

For brands that want more than a one-time post.

# Content Pillars

## Core Assets Before Outreach Begins

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### NIL MEDIA KIT

#### Sharpshooter

Logan is chasing the all-time 3-point record at Nebraska, sitting at number six.

### BRAND PITCH

#### Athlete Development

Logan's increased production has increased her social following as well. Logan is primed for a breakout season, which will increase her reach during the season and beyond.

### TRACKING

#### Prospect Tracker

A live list of brands, contacts, pitch angles, status, and follow-up dates.

### CONTENT

#### Husker Life

Non-athletes love seeing student athlete's routine and how they spend their day. VLOGs have become the most popular short-form content in the world.

### PRICING

#### Purpose & Impact

Logan is passionate about mental health for athletes and her faith. These are great things to build content around to improve the brand's image.

# Partnership Opportunities

## Custom Packages

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### 01 Social Media Campaigns

Planned series of posts around one theme or goal.

### 02 Youth Basketball Clinics

Logan helps lead or appear at a basketball skills clinic for younger athletes. Creating community impact, youth engagement, parent attention.

### 03 Speaking Engagements

Logan speaks at an event, sharing her a personal message, answering questions etc. bringing inspiration, credibility, and audience connection.

### 04 Brand Ambassador Partnerships

Logan builds an ongoing relationship with the brand over time, featuring recurring posts, appearances, discount codes. Creating long-term association.

### 05 Content Creation

Logan creates a specific piece of content for the brand.

### 06 Event Appearances

Logan attends an event to draw attention, and interact with fans/customers through signings, photos, and conversations. Bringing foot traffic, and brand excitement

### 07 Community Events

An event built around giving back, awareness, or local impact. Boosting the brand's community trust and positive association.



# Why Women's Basketball?

## Why Now?

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### Nationwide Viewership

Women's basketball viewership is growing nationally, with the last final four being a top 3 most televised women's championship game since 1996.

### Deal Volume NIL

NIL deal volume is increasing year-over-year, with women's athletes taking 52% of that and averaging more deals per athlete than males.

### Growth Brand Value

Women's basketball athletes are driving strong social engagement and brand value everywhere they go.



# Contact

## Finish Line Sports Group Will Handle Communication

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- **Tucker Dunseth**

Tucker is her agent and will be her main point of contact

- **Phone Number**

971-940-9731 (Text or Call)

- **Email**

[Tucker.Dunseth05@gmail.com](mailto:Tucker.Dunseth05@gmail.com)

- **Website**

[FinishLineAgency.com](http://FinishLineAgency.com)

