



## New Collegiate Sponsorship Opportunity: Name, Image, Likeness and Influence What Brand Owners Need to Know About Sponsoring Student-Athletes



**NEW YORK, September 16, 2020 (Collegiate Sports Management Group)** - Savvy marketers are learning that the true value in engaging with student-athletes comes from their offline and online influence. In the latest installment of its Sponsorship Accountability series, **MASB**, the Marketing Accountability Standards Board, asserts that national, regional and hyper-local promotional opportunities exist for marketers willing to do the work now to secure relationships with student-athletes and tap into their networks of followers.

Beginning **August 2021**, a new and potentially valuable long-term sponsorship opportunity is scheduled to be afforded to brands – **NIL** (name, image and likeness). In just one year, active college athletes will be allowed to profit commercially, to some degree, from their athletic fame and prowess. The NCAA's new NIL regulations will be an enormous new opportunity for marketers.

***The Future of Sponsorships*** will be the main topic of **MASB Summer Summit Session 2**, a free, online event happening **Sept. 17, 2020; 12:30 PM ET**. To register, visit <https://themasb.org/masb-events/>

Collegiate Sports Management Group is well-positioned to capitalize on NIL through impending strategic partnership building on its relationships with 22 college conferences encompassing over 225 schools, plus the Eastern College Athletic Conference (ECAC) and National Junior College Athletic Association (NJCAA), along with its Digital Advertising Network encompassing over 2,000 college and university websites. CSMG Chief Operating Officer Ray Katz and Dr. Christopher Parker, President and CEO of the NJCAA will be on the panel moderated by MASB CEO Tony Pace.

As you will learn in this webinar, the true value prominent college athletes bring to brands is their *influence*, which likely brings more value than merely their name or visage. Perhaps a more appropriate designation would be **NILI** – Name Image Likeness *and* Influence. Too much of the NIL conversation to date has come solely from a legal perspective. The O'Bannon case has been a major catalyst, but it fails to address the missing "I" for *influence*, more important than ever in the current age of social media prevalence.

As the drumbeat of Fall football postponement grows louder, the power of players as influencers becomes clearer. Trevor Lawrence, the highly decorated Clemson QB, changed the conversation about whether Fall football should be played. Shouldn't he be able to monetize his platform? Power has shifted to the individual due to social media. For athletes, follower counts on social media can be as important of a factor in endorsement deals as good game statistics.

NIL can go beyond individuals to fund sports and teams in a time of the COVID-19 pandemic, cancellation of most of college sports during the 2020 calendar year, dramatic revenue shortfalls, and resulting budget cuts. It also builds a bridge to future employment and provides a good source of internships for student-athletes, who are often handicapped in this regard. In the cash-strapped world of athletic department budgets, revenue sharing between individual players, teams and the athletic department may represent a new and desperately needed source of revenue.

### **ABOUT COLLEGIATE SPORTS MANAGEMENT GROUP**

Founded in 2014, CSMG is a College Sports Properties Group that drives the business performance of college athletic conferences and schools, providing them with a successful growth strategy, and generating revenue to support their athletic department and initiatives. CSMG specializes in Marketing Rights/Revenue Generation, Content Creation & Distribution, Media Rights Strategy & Negotiation, Sponsorship Sales, Name Image and Likeness Solutions, Licensing, Event Production & Management, Ticketing and Esports.