



Leveling the Playing Field: Scaling NIL Revenue for Mid-Major Success

The “Zero-Friction” Blueprint to Competing in a Revenue-Sharing World

I. The Modern Landscape: A Paradigm Shift

Collegiate athletics is navigating a seismic transition where the “business of sports” is now the primary driver of program sustainability. To thrive in this new era—particularly for **mid-major programs**—universities must recognize that their most vital revenue-generating assets are their **students, fan nation, and athletic programs**. These three pillars form a powerful ecosystem that is increasingly attractive to corporate partners seeking “one-on-one” engagement.

As of the 2024–2025 academic year, student-athlete participation has reached a record high of over 554,000 [1]. However, with the Power Four conferences moving toward a **\$20.5 million annual revenue-sharing cap** per school [3], mid-majors face an existential threat: the “Transfer Portal Tax.” To prevent being treated as a developmental league for larger budgets, mid-majors must pivot from passive broadcasting to active “gamification” that creates a self-sustaining local NIL economy.

The most vital revenue-generating assets are students, fan nation, and athletic programs...

II. The Mid-Major Challenge: Efficiency Over Excess

While elite programs chase multi-million dollar on-field logos, mid-major success depends on **retention and local market saturation**.

- **The “Retention Tax”:** Mid-majors often develop elite talent only to lose it to Power Four programs. Success now depends on providing stable, recurring NIL opportunities that keep proven athletes on campus [2].
- **The Sponsorship Gap:** Major schools carry 60–120+ active sponsors. Mid-majors must find ways to provide these same sponsors with measurable ROI that justifies shifting marketing budgets from traditional media to NIL-centric platforms.
- **The Revenue Reality:** For a Group of Five or Mid-Major program, in-venue advertising typically generates **\$500k to \$1.5M** annually. To compete, these schools need to “squeeze the architecture” of their digital presence to double those figures through high-margin, second-screen interactions.

Economic Pressures:

Category	2024-25 Estimate	2025-26 Projection
Total NIL Market	\$1.67 Billion	\$2.3+ Billion
Direct Rev-Share Cap	N/A	\$20.5 Million /school
Op-Cost Inflation	~5-7%	~8%+

III. The State of Sponsorships: In-Venue Financials

In-venue advertising is no longer just about signage; it’s about valuation tiers.

- **Tier 1 (Premium):** On-field/Court logos (**\$2M - \$4M+**) remain out of reach for many mid-major sponsors.
- **Tier 2/3 (Digital/Rotational):** LED boards and court-side rotations (**\$10k - \$150k**) are the “bread and butter” of the athletic department.
- **The Opportunity:** Mid-majors must create a “**Tier 5**” **Inventory**—interactive digital experiences that allow local businesses (restaurants, dealerships, boutiques) to engage fans one-on-one for as little as \$500 per game, creating a massive, scalable NIL fund.

IV. The Solution: Introducing BigScore™

BigScore™ is the “Equalizer” for mid-major programs. It is a high-impact digital platform that gamifies live sports through a browser-based, Zero-Friction experience.

How BigScore™ Enables Mid-Majors to Compete:

- 1. The NIL Revenue Engine:** BigScore™ creates a dedicated digital “Grid” inventory. By hosting 10–20 or more local/regional/national sponsors in a gamified environment, a mid-major can generate a recurring NIL pool that rivals the donor-heavy collectives of larger schools.
- 2. Monetizing the Distraction:** Approximately 83% of fans use a second screen during games [5]. BigScore captures this attention, turning the mobile phone into a bridge to local sponsors.
- 3. Measurable ROI for Local Partners:** Unlike a static concourse banner, BigScore captures site activity, geographic location, and prize redemption data. This data proves to local sponsors that their NIL investment is driving actual foot traffic to their businesses.
- 4. Zero-Friction Entry:** No app downloads. Fans simply “Play, Watch, Win,” ensuring maximum participation from the core “Fan Nation” at every game, home or away.

The “NIL Revenue Engine” - Converting Engagement into Athlete Support

- Adding another scalable revenue channel
- Sponsors buy digital placements
- Revenue is leveraged for Athletic Department war chests
- Fans feel a direct connection between their “play” and the team’s “win.”

(CFB Regular Season - 12 Games) *80K to 1M+ impressions per game*

Sponsor Buys	x Price Per Game	= Total Season Revenue
5 Prime Grid Sponsors	\$10,000	\$600,000
10 Basic Grid Sponsors	\$5,000	\$600,000
5 Banner Ad Sponsors	\$10,000	\$600,000
TOTAL NEW REVENUE:		\$1,800,000

(CBB Regular Season - 28 Games) *30K to 1M+ impressions per game*

Sponsor Buys	x Price Per Game	= Total Season Revenue
5 Prime Grid Sponsors	\$5,000	\$700,000
10 Basic Grid Sponsors	\$2,500	\$700,000
5 Banner Ad Sponsors	\$5,000	\$700,000
TOTAL NEW REVENUE:		\$2,100,000

**Estimates only.*

VI. The Solution: Introducing BigScore™

BigScore is the answer to the collegiate engagement crisis. It is a high-impact digital platform that gamifies live sports through a browser-based, “Zero-Friction” experience.



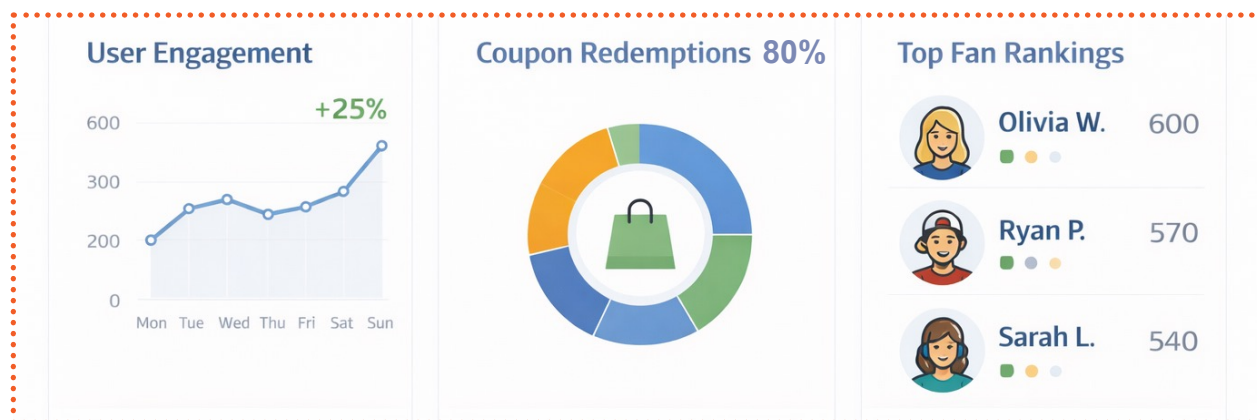
How BigScore Delivers the a WIN, WIN, WIN Solution:

- FOR THE TEAM**
NIL Revenue Engine:
 BigScore creates a new digital inventory for sponsors. By hosting digital “grids” (sports squares) tied to real-time stats, schools can generate significant new revenue specifically designed to fund NIL deals.
- FOR THE SPONSORS**
Direct Fan Connection:
 The platform allows sponsors to reach fans one-on-one with weighted prize outcomes. Gives sponsors the hard data they need to prove the value of their partnership with the school’s most important asset... the fans.
- FOR THE FANS**
More excitement and more ways to win: Unlike a static billboard, BigScore captures fan attention in-venue or remote and focus on the field, court, pitch, rink, etc. where everyone in fan nation can win.

Measurable ROI and One-on-One Connectivity

BigScore Captures:

- Real-time site activity and “dwell time.”
- Geographic location (In-stadium vs. Sports Bar vs. Region/national coverage).
- Redemption Data: QR code tracking for prize fulfillment.
- Gamification to keep fans engaged to the action on the field/court.
- Direct connection from sponsor to fan.



KPI examples

Conclusion: The Revenue Future is Now

The mid-major programs that will survive the next decade are those that stop trying to copy the Power Four's spending and start mastering the Power Four's engagement. By leveraging BigScore™, mid-major athletic departments can bridge the funding gap, protect their rosters from the transfer portal, and create a sustainable "Win-Win-Win" ecosystem for fans, sponsors, and athletic programs alike.



Grow Fan Interest | Build More Revenue | Capture Fan Data

A digital platform that's simple, innovative and scalable

Easy-to-Use and Facilitate

- Digital program with quick startup
- Versatile and customizable
- Easy integration

Engage Fans in Real-Time

- Leverage on-field action and "gamify" for fans (in and out of venue)
- Directly connect to the fan/consumer
- Build social community

Drive Traffic and Revenue

- Optimize fan interest to "Play, Watch and Win!"
- Enhance existing sponsor programs
- Create new sponsor revenue streams

Build Customer Loyalty

- Drive repeated use with sponsor partners
- Target and build fan/consumer retention

Capture Data

- Collect important fan analytics
- Create flash polls and fan input campaigns



Concept Only

Score Revenue and Get Engaged Today!

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Footnotes:

[1] NCAA Media Center, 2025. [2] RallyFuel, "Conference USA NIL Budget Trends: Smart Spending for Mid-Major Programs," May 2026. [3] The Harris Law Firm, "Beyond NIL: How NCAA Revenue Sharing Changes College Athletics," Jan 2026. [4] PwC Sports Outlook & Research/Markets, 2025. [5] Medium, "Gen Z Second Screen Habits," June 2025. [6] Bounteous, "Digital Fandom and Gen Z," Oct 2025.