



*A quick guide to what is ACTUALLY happening
in college athletics....*

NIL AND ATHLETE PAY IN 2025

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Can athletes get paid by their educational institution?

**YES... BUT NOT HOW
YOU MIGHT THINK**

Student-Athletes can be paid directly by their school now - BUT NOT FOR NIL DEALS.



Example 01

Being paid to promote a new business opening up in town.

Example 02

Receiving a gift card or discount to a store for making a social media post

Example 03

Being paid to give a speech at an event or be a keynote speaker



What is NIL?

NIL = NAME, IMAGE, LIKENESS

Think of student-athletes as social media influencers. As you scroll through different platforms you might see someone with a lot of followers promote a product or service for a brand/company.

This person is getting paid to promote this using their name, image and likeness. Student-athletes have not always been able to do this while they were playing college athletics.

These deals are being paid by third-parties, such as the brand/companies or businesses asking the student-athlete to promote the product or service.

WHAT IS NEW IN 2025?

Schools can now SHARE revenue with student-athletes. (Up to \$20.5 million per year)

House vs. NCAA - this created the ability for student-athletes to be paid through revenue sharing (Paid directly from school).

Revenue Sharing - This is revenue brought in by the athletic department in the form of broadcast/media rights, ticket sales, and other general athletics revenue.

All NIL deals over \$600 must be reported to NIL Go - the clearinghouse for all NCAA NIL deals.

REVENUE SHARING IS NOT NIL OR PERFORMANCE RELATED.

THE CAVEAT: SCHOOLS ARE NOT REQUIRED TO PAY EVERY ATHLETE WITH THE REV SHARE MONEY. SCHOOLS CAN CHOOSE HOW THEY DISTRIBUTE THE \$20.5 MILLION.





NIL + REV SHARE = TWO BUCKETS

NIL DEALS

Brands, Boosters, Collectives and others interested in working with athletes

REVENUE SHARING

From broadcast/media rights, ticketing etc.

NIL DEALS

School can facilitate and educate
ONLY - school cannot pay athletes directly

REVENUE SHARING

Money comes directly from school to all student-athletes.

WHAT FANS DO NOT KNOW....

Fans think student-athletes are being paid by the school but they are **NOT**.

How is the school involved? The school can educate and facilitate conversations with athletes if they are interested in being present in the NIL space. But cannot be a source of payment for NIL deals.

Most of the large dollar figures you see are being provided by booster-funded collectives.





Still Confused??

LET'S TALK ABOUT IT

This space is changing super fast and it can be very confusing.

I work with athletes, parents and brands everyday to help them navigate this world.

Comment below with your questions!