



NIL 360 was created to deliver a comprehensive solution regarding Name, Image and Likeness for:

1) Student-Athletes:

- a. Best prepare and educate them to maximize all NIL opportunities
- b. Strategies and tactics to avoid common pitfalls in the marketplace
- c. Ongoing resources and support to evaluate opportunities

2) Athletic Departments:

- a. NIL rules education to all stakeholders
- b. Reduced burden on athletics staff
- c. Organized, detailed and process driven implementation
- d. Compliance+ and in-depth vetting and review
- e. NIL leadership and expertise to share with prospective students/parents