



Build Your Own Brand Squad



The Brand Squad is a group of top Marketing & Sports Management students who are trained and certified to assist student athletes with their Name, Image & Likeness (NIL) efforts.

QUICK START GUIDE

1. Determine Academic & Athletic Dept Objectives
2. Recruit Squad members (start at Marketing/Sports Management Clubs)
3. Train Squad members in Personal Branding Strategies
4. Certify Squad members in Branding & NIL Compliance
5. Create methodology for matching student-athletes and Squad members
6. Athlete awareness strategies (create business cards, speak to teams)
7. Initiate podcast & exposure events
8. Set Squad Huddle Meetings with deal/pitch clinics, media training, video & photography training
9. Fundraising
10. Set first Squad actions for student-athletes: Identify goals, brand audit, social clean-up, personal logo, media kit, communications strategy & schedule