

CALIFORNIA

— HIGH SCHOOL ATHLETE —

NIL DEALS

MONTHLY PLANNING GUIDE

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Do NOT Lose Eligibility

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High School NIL Deals Pulse

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CREATED FOR THE
**BUSY ENTREPRENEURIAL-MINDED
ATHLETE'S PARENTS READY TO
HELP THEIR TEENS PROFIT OFF THEIR NAME, IMAGE & LIKENESS**

DOWNLOAD FOR FREE



OR

PAY WHAT YOU CAN



Visit www.highschoolnildeals.llc or text (888) 699-1581 to start planning today.

TEAM FUNDRAISING CODE

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Please enter in 'NOTES' Section of payment page. Team receives 10% of each payment made with their code. Thank you



Name of High School Athlete

HIGH SCHOOL

NIL DEALS

Monthly Planning Guide

October 2024

01

Know the CIF bylaws to prevent your athlete from losing eligibility.

Do NOT Lose Eligibility

NOTE: Given that your athletic eligibility may be jeopardized when dealing with third-party organizations, please be advised that not all third-party NIL groups understand specific CIF rules about a student-athletes amateur status. Student-athletes must seek out advice regarding possible violations of NIL opportunities with their school athletic director.

Who and where are the deals coming from?

Need help understanding how to break down a high school nil deal? Don't worry, it's not as complex as you think. Anyone that can read at a fifth grade level can understand it.

02

Know the local, regional and national NIL Deals Pulse.

03

Know your High School Athlete's Value Proposition

Why should a brand partner with your athlete?

Are you expecting more local, regional or national exposure this month?

Social media presence?

PIE: Performance • Influence • Exposure

Name of High School Athlete

HIGH SCHOOL NIL DEALS Monthly Planning Guide September 2024

04

Know your
Athlete's Target NIL
Business Partner
Wishlist

Find the perfect match

Open up a new spreadsheet and start listing the businesses, brands, charities and organizations your athlete wants partner with.

Sell • Protect • Grow

Do you have any friends, family or supporters of your athlete that would like to help sell, protect and grow the athletes NIL brand?

05

Know who's on
your High School
Athlete's NIL
Business Team

06

Know your High
School Athlete's NIL
Business Sales &
Marketing Strategy

How will you attract NIL deals for your
high school athlete this month?

Take a look at our sales and marketing strategies that have helped athletes attract more NIL deal opportunities.

Name of High School Athlete

HIGH SCHOOL NIL DEALS Monthly Planning Guide

September 2024

07

Know your Goals &
Results before
moving forward

Goals & Results

Put together a short list of some individual and team goals you'd like to accomplish this upcoming month with your high school athlete.