

2024 Silver Waves Media NIL Power Conference
Friday October 18th, 2024
Wynn Las Vegas

Panel #1 – Collectives

Walker Jones = Executive Director, The Grove Collective (Ole Miss)

Dan Furman = President, 502 Circle (Louisville)

- ***Moderated by Carlie Tarbell = 6th Sense Consulting***

2 of the top 10 collectives in the transfer market this offseason

- Ole Miss was the leader in CFB
- Louisville was the leader in MBB

“Everybody wants to win”

- Need to show why donation = success
- Proof of concept is critical
- Green Bay Packers model – everyone owns a part of the team

Fans/Donors don't get to know the players like they used

- Transfer Portal movements = new team/roster each season
- Fans want to know the guys on the team

Membership model with access just like a subscription service (Netflix, New York Times, etc.)

- Monthly payments in exchange for content, engagement, etc.

Get involved with local & regional businesses within 200 miles of campus

- Owned by donors/alumni & do business already in the area
- Integration with athletes in the local community

Don't think about what collectives were doing 2 years ago

- “Think about what we are doing now”
- There will still be a need for collectives even with revenue sharing
- NIL + Rev Share = Still a need in the market

Help young people learn skills needed for life & business

- How to dress, talk, budget their time, balance their books, invest, etc
- All skills that can be learned through this NIL world

Rob Sine – Blue Print Sports

- Told story of football player who never smiled because was embarrassed about his teeth
- Partnered with local dentist, got braces, & now he can't stop smiling
- Creating unique, helpful, and impactful NIL connections for student athletes

Panel #2 – NIL Agents

Dan Poneman = NIL Agent, Poneman & Naiditch Representation

Mitch Gilfillan = NIL Lawyer, Quinn Johnston Law Firm

- ***Moderated by Greg Kristof = 6th Sense Consulting***

Attorney-Client privilege agreements = Must be in writing

- Offer → Acceptance → Consideration
- Confidentiality clause should be Clear & Concise

This is the 1st time kids & families are making life-changing decisions

Our job is to help stabilize the ecosystem

- Bad agents = enemies, Good agents = allies
- Some coaches don't like agents because agents can get more \$\$ for their kids
- Important to get everyone on the same page – AD/Collective/Coach/Agent/Player

Don't go on a visit or meeting asking "How much am I getting paid?"

- You wouldn't do that when you go for a job interview

"Your value is what someone is willing to pay you"

College sports isn't going anywhere, so we have to change & evolve

- "If my team beats your team, that means 'I'm better than you'"
- Fans will always want to support their teams

Panel #3 – How Do Mid-Majors Approach NIL?

Tanner Gardner = Athletic Director, Pepperdine

Wesley Mallette = Athletic Director, UC Riverside

Heath Schroyer = Athletic Director, McNeese State

Mark Orr = Athletic Director, Sacramento State

Adam Tschuor = Athletic Director, Pacific

- **Moderated by Glenn Sugiyama = DHR Global**
- **Moderated by Aaron Torres = Fox Sports**

“The answer is: We need more money... Now what’s the question?”

- #1 = NIL, #2 = Nutrition, #3 = Player Development → from Heath Schroyer

The AD has to be the one driving NIL

- They are the one sitting with the donors, alumni, potential employers, etc
- Help boost enrollment through the athletic department

Recruitment vs. Retention

- Depends on which one is your focus and how it will shift through NIL
- Coaches still need to have good experiences & development to keep kids around
- Must take a deeper look at women’s sports and Olympic sports
- “If we don’t have the kids, nothing else matters”

Building a sustainable & consistent NIL Model

- Not just a 1 year thing, must show growth over time
- NIL + traditional athletic fundraising + multi-media rights

True measure of success = “Are your people smiling”

- Educate the internal department people first
- Don’t take for granted that other departments/donors are educated and understand NIL

“You can’t put a price on access”

- Always be willing to give something before you ask for something
- Fan experiences, donor engagement, athletic department collaboration, etc.

Dana Pump – The Pump Group

- 25 years of the Harold & Carole Pump Foundation
- 2 Boys, 1 Ball, 1 Dream
- “People give to people” = It’s all about your relationships
- Take care of people’s children, and they will give you whatever you want
- “Support the people that support you”
- Touch people 3 times before you ask them for anything, especially \$\$

Panel #4 – How Can Collectives & Departments Coexist?

Matt King = President of Basketball Operations, Arizona

Doug Stewart = GM/Chief of Staff, BYU

Luke Bosso = Athletic Director, IU Indianapolis

Ed Kull = Athletic Director, St. Johns

Derrick Coles = NIL, NCAA

- ***Moderated by Glenn Sugiyama = DHR Global***

There's a shift in how we communicate with NIL

- Donors → Fans → Consumers

Hiring the position = Is it team specific or for the entire athletic dept?

- Someone that can ask the right questions and get a "YES"
- Philanthropic model vs. Revenue-Generation model
 - o Philanthropic model is dying out in college sports
 - o They are no longer "struggling college kids"

Don't restrict yourself and your knowledge

- Know everyone and everything so that nothing is a surprise

Tap into the donors by introducing them to your team

- Provide them basketball experiences
- "Fountain of Youth" – taking a 50 year old back to their 18-22 college days

Must understand P&L (Profit & Loss)

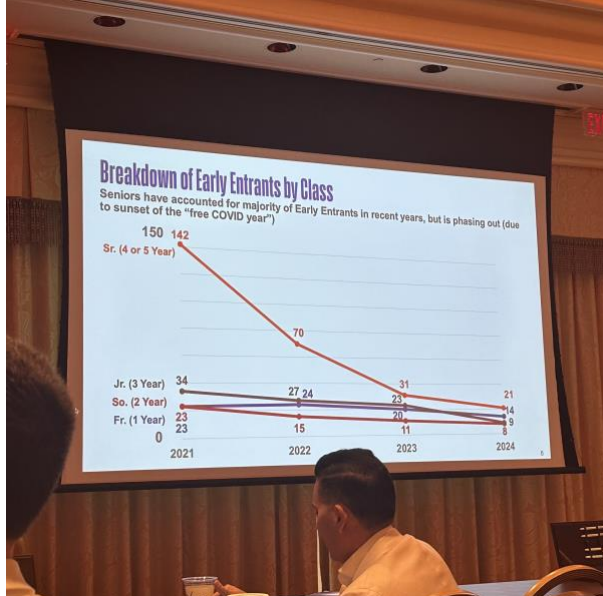
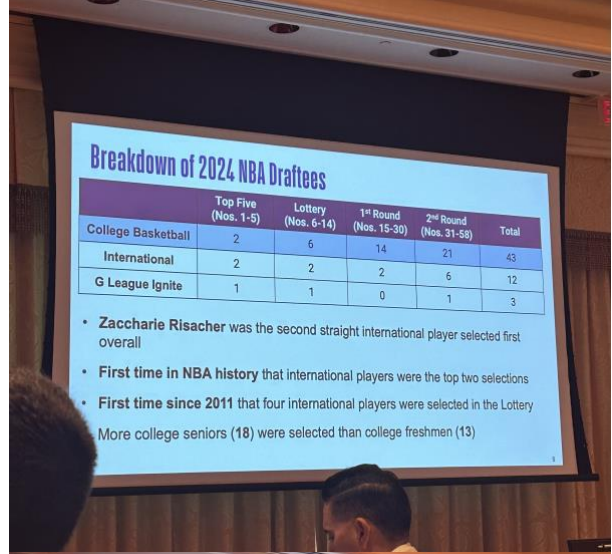
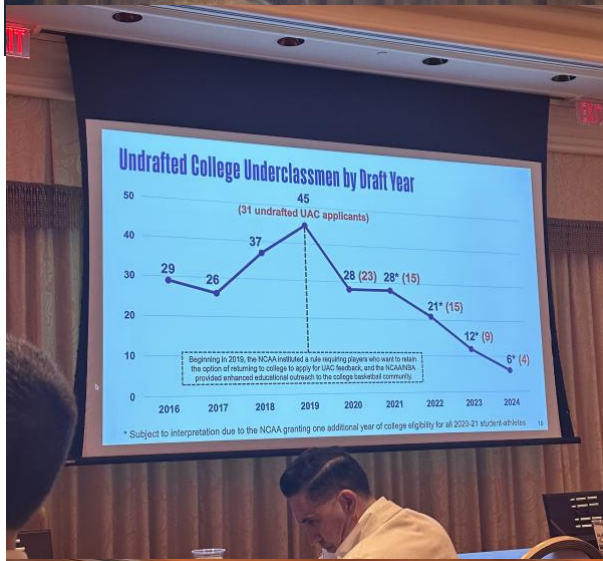
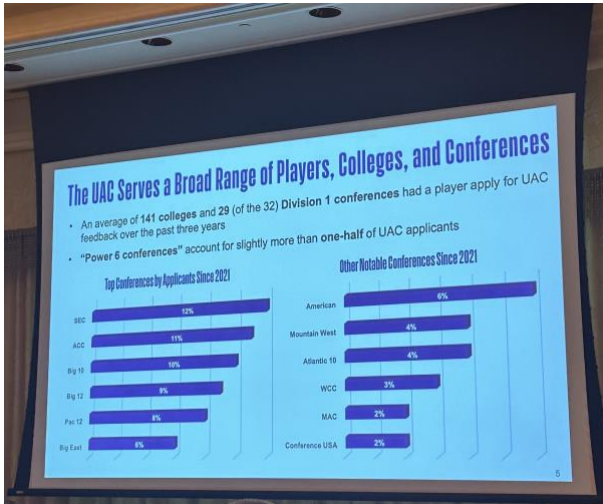
- Generating Revenue – Managing Expenses = Keeping Every Promise
- Donors = Investors in your "startup"

Providing a fan experience is "Battling the Couch"

- Why should a fan get off their couch, into their car, and come to a game?

Jack McGinley – NBA Operations Analyst

- Undergraduate Advisory Committee
- Provides data and draft feedback for prospective NBA players from college



Seth Berger – Players Era

KJ Morton – Victory Logistics

- “Sometimes it takes simplicity to deal with complexity”

One on One with Ed Kull & Glen Sugiyama

- “Figure out who you want to be, then you can figure out how you want to get there.”

Panel #5 – Financial Solutions & the House Ruling

Chris Grant = Commissioner, Southland Conference

Debbie Spander = CEO, Insight Sports Advisors

Mike Haddix = CEO, Scout

- ***Moderated by Alan Akina = TeamUP***

House Update

- \$20-\$22 million in additional revenue per school
- \$3 million in additional scholarship money
- Cutting sports/scholarships/staff/travel

“There is still a world of opportunity out there”

- Student Athlete → College Athlete
- University \$ goes up, but the collective with stay alive
- Money flowing to WBB, Gymnastics, and VB

10 years ago, you would never get into a car with a stranger, now we have UBER

- It’s a new normal
- 10 years ago was NCAA, now we are turning into a pro league

Panel #6 – Innovations in Women’s NIL

Courtney Clements = General Manager, West Coast Elite

Lauren Hoselton = VP of Marketing/Founder, The Grove Collective/Total NIL

Aisha Foy = NIL Coach

Maddie Salamone = VP, College Football Players Association

- ***Moderated by Patty Medina = American University***

Prepare for NIL the same way you prepare to be a player

- Work on your skills, education, & getting reps in the NIL space

Developing the athlete outside of sports

- Monetizing DEIB
- Taking advantage of social media presence
- Find out what makes you marketable

Thomas Thomas – Basepath

- Managing payments and systems for NIL

Kevin Tarca – ROY

- NIL platform to pay players directly

Kevin Barefoot – Teamworks

Kevin Keranen – Athlete.ai

- Recruiting profiles/highlight tapes

Derrick Coles – NCAA NIL

- ACC = Agents, Collectives, & Contracts
- About 92% of D1 schools have a collective
- Some schools have multiple, more than 1 for every school in D1
- Morality clause in contracts → Students need to read these carefully!
- We are doing BAD BUSINESS

Keynote Speaker

Adrian Wojnarowski = General Manager, St. Bonaventure’s

“People don’t have brands, they have reputations”

“We are not creating an environment of entitlement...”

- “We are creating an environment of expectation”