



THE JULY 1ST NAME, IMAGE, AND LIKENESS CHANGES REVOLUTIONIZED WHAT IT MEANS TO BE A COLLEGE ATHLETE, COMPLIANCE DEPARTMENT, COLLEGE ATHLETE PARENT, AND SPORTS FAN.

WE AT CLEANCONNECT ARE HUGE COLLEGE SPORTS FANS. THE LAST THING WE WANT AS FANS IS FOR OUR FAVORITE ATHLETES TO 1) RUN INTO ELIGIBILITY ISSUES 2) SPEND AN INORDINATE AMOUNT OF TIME NAVIGATING THE NIL WATERS INSTEAD OF FOCUSING ON THEIR SPORT.

WE'VE BUILT A PLATFORM THAT SOLVES FOR THESE PROBLEMS.

OVER THE LAST FEW MONTHS WE'VE HAD CONVERSATIONS WITH ALL SORTS OF ATHLETES, BRANDS, PLATFORMS, UNIVERSITIES, AND LEGAL EXPERTS.

Here are our top seven NIL tips for amateur athletes:



1

When deciding whether to promote a product or not, ask yourself do I believe in the product? If the answer is no then your followers likely won't believe in the product or service either.

2

Your best marketability is strong performance on the court/field/track!

3

Keep track of your deals. You likely will have to report your NIL activity to your school's compliance department and based on how much you make, will have to report your income on your tax filing at the end of the year.

4

Ensure any brand or platform you agree to work with is non-binding and non-exclusive. Non-binding meaning you don't ever have to accept an offer if you don't want to, and non-exclusive meaning you can work with multiple platforms or brands in that space. If you sign a binding or exclusive agreement, it will narrow the set of available NIL opportunities available to you.

5

Be thoughtful about the opportunity cost of your time. If an offer pays you \$50 but takes 10 hours of your time, ask yourself is it worth the effort?

6

Big brands are being patient when entering NIL. Be thoughtful about making a quick buck now vs. balancing the long term opportunity - NIL opportunities will exist for the foreseeable future!

7

As of now, all high school athletes who go to schools that roll up to the NFHS are not eligible to get paid for their NIL (with the exception of athletes in California). If you are a high school athlete interested in getting paid for your NIL, make sure you check with your school's athletic department to see if you are NIL eligible.

