



# FOUNDATIONS OF NIL

You keep hearing about NIL deals. But do you really know what it takes to land one?

With the NCAA now allowing athletes to profit from their Name, Image, and Likeness (NIL), the impact and financial prospects of college athletes are already expanding beyond the sports arena and into their online and brand presence. For student-athletes, parents, and administrators seeking to navigate the intricacies of NIL deals, the University of South Florida's new Foundations of NIL Certificate Program is a quintessential guide.

This is a rapidly changing marketplace and this innovative, four-module online program will help students, families, coaches and leaders in the business of sport navigate the ever-changing NIL landscape.

USF's Foundations of NIL certificate program is a fully online program that provides participants with a fundamental understanding of NIL essentials. Catering to those who aspire to leverage these opportunities effectively, the program is taught by industry leaders well-versed in NIL. Participants will walk away understanding what it takes to make a good NIL deal and the ability to develop, activate, and monetize an NIL – and they will have a digital Credly badge to prove it.

## PROGRAM HIGHLIGHTS

**Unleash Earning Potential:** The Foundations of NIL program boasts an all-encompassing curriculum tailored to maximize financial prospects. Participants are equipped with the strategies needed to harness their personal brands and lucratively capitalize on their talents.

**Guidance from Industry Experts:** Under the guidance of accomplished professionals well-versed in the realm of NIL, the program provides practical insights, real-world case studies, and illustrative examples, offering participants a distinct competitive advantage.

**Knowledge Empowerment:** Whether one is a student-athlete, a parent, or an administrator, the program imparts essential knowledge necessary for making well-informed decisions concerning NIL opportunities.



## PROGRAM OVERVIEW

### Module 1: NIL 101

What is NIL and how does it work? What are the rules? How do student-athletes determine their market value? NIL opportunities are vast and diverse. This module covers the basics and sets the stage for the next lessons.

### Module 2: Defining Your Brand

Developing a personal brand may seem overwhelming. Where to begin? This module covers topics such as writing a value proposition, developing a game plan, and the ins and outs of LinkedIn. It details 10 key steps to establish a powerful, authentic brand, retain existing partners, and secure new ones.

### Module 3: Maximizing Social Media

What does it take to create NIL-ready profiles on social media? Which platforms are most important and how do you use their analytics? This module provides details on how to curate a professional profile that aligns with brand promises.

### Module 4: The Anatomy of an NIL Deal

It's one thing to get paid for a social media post. But a strategic, long-term deal can be so much more. What does it take to put together a contract that provides consistent income or opens doors post-college? Immediately applicable lessons in this module cover the basic of a good NIL deal.



This is a fully online program, well-suited for even the busiest athletes and coaches. Modules are available 24/7.



Those who successfully complete the four-module program will earn a digital Credly badge that signals an understanding of NIL fundamentals. All lessons and quizzes must be completed to earn the badge.



Attend classes from anywhere. The course is mobile-friendly and there are no formal sessions. Participants complete modules at their own pace.



Cost has been reduced to **\$149** and includes access to content as well as a digital Credly certificate and badge for those who complete all four modules.



# INSTRUCTORS

One of the things that sets this certificate program apart is the caliber of instructors and guest speakers who practice what they teach. They are dedicated individuals whose real-life industry knowledge and first-hand experience related to D1 sports and the business of sport. They are dedicated to sharing their knowledge. Working with USF Innovative Education's production team, they have put together a high-energy, high-quality learning experience that is engaging and first-class.



## Lauren Hoselton

Lauren Hoselton is one of thousands of student-athletes whose life was impacted when the NCAA passed the NIL. She was a D1 athlete and booked nearly two dozen deals (and declined twice as many!). She is now the CEO of Total NIL and director of communications and player development at The Grove Collective. She is a registered sports agent and has helped 150+ student-athletes capitalize on NIL opportunities.



## Jon Schwartz

Sports executive Jon Schwartz recently served as senior vice president of communications, marketing, digital and social media for the Big Ten Conference. He previously served as senior vice president, communications, and public affairs for the National Football League and his career includes stops at NASCAR, Bank of America, and Mastercard. He is an adjunct professor in NYU's Tisch Institute for Global Sport, where he has helped students worldwide transition from college to the workforce.



## Mercedes Sapp

Mercedes Sapp is a coordinator for student-athlete enhancement for USF Athletics. She helps students with NIL education, DEI, personal branding, and finance. She competed as a D1 athlete at the University of Missouri and the University of North Florida. She received the ASUN Goalkeeper of the Year Award in 2020 and landed her first NIL deal with Mercedes Benz. She comes from a storied sports family. Her father was a seven-time NFL Pro Bowler, 2002 Super Bowl Champion, and 2013 Hall of Famer.

# PARTNERS

University of South Florida's Corporate Training and Professional Education provides dozens of professional growth programs that empower individuals to advance their careers. The CTPE team has partnered with USF Athletics, USA Lacrosse, USA Volleyball and USF Vinik Sport and Entertainment Management, a program in the USF Muma College of Business.

