



**Level: Standard**



## **NIL+** is a new program from Athlicity Apparel

**NIL+** is a new Name, Image, and Likeness program designed with the student athlete in mind. Packages are available for athletes of all sports, regardless of school.

### **Who Qualifies for a Standard package?**

Any collegiate athlete attending a 2-year or 4-year college or university in the United States may apply for an NIL+ package. Athletes must be an official member of their school's sports team.

### **What are the benefits?**

Our Standard package includes one free clothing item, a brand ambassador program with 20% payout on sales, and a 25% discount for individual purchases. Athletes may be invited to partake in professional photographic shoots. NIL+ Standard Athletes with high post engagement may be considered for additional benefits including a stipend.

NIL+ athletes can be featured on Athlicity's forthcoming Student Athlete partner page for the year of their enrollment\*\*

### **What are the responsibilities?**

Student athletes already have a lot on their plate. Our program takes minimal effort and works to take advantage of your name, image, and likeness, and not your time. The NIL+ Standard package requires only 1 social media sponsored post, where our apparel, logo, or brand efforts will be featured. Full guidance will be provided to each individual.

\*monthly stipends are evaluated on a case by case basis. If you are not offered one immediately, you may be able to qualify in the future by meeting certain thresholds that can be discussed on a case by case basis.

\*\*Each year we will update our Athlete page for the calendar year and showcase athletes we have worked with that calendar year. If your contract falls during the specific year, you can be featured here all year.



## What about a contract?

We know NIL is new, and student athletes may be presented with a number of opportunities. Features of our NIL+ program include:

- **No long term** contract
- **No perpetual NIL usage-** many NIL contracts include clauses to use your name, image, and likeness as part of their marketing forever, even after you stop receiving perks or payment. Our contract is designed to stop using your NIL in new marketing promotions when your contract is up. This allows you to always get market value for your worth, as opposed to being locked into a smaller deal for the length of your college career.



*Our comments above are intended to be informative only, not legal advice, and you should always seek outside review, including legal review by a qualified attorney, of any contract you sign.*



## Ready to join?

Contact us today!

# Let's Go!