



**VISIONARY**  
Philanthropic Consulting, LLC

# The Game-Changing Impact of NIL on Athletic Fundraising

September 26, 2024

# Today's Agenda

- Welcome & Introductions
- Intercollegiate Athletics
- Introducing Name Image & Likeness
- The Current State
- Acknowledgements
- Strategic Response
- Interactive Questions & Conversation
- Closing & Contact Information

# Your Session Leaders & Subject Matter Experts:



## Nancy L. Cross

Chief Consultant & Lead – Athletic Philanthropy

A driven and highly competitive administrator with extensive experience creating growth opportunities for the development of collegiate student-athletes and staff members alike. In the penultimate role of an NCAA Power Five Intercollegiate Athletics department, Nancy has a proven record of success in philanthropic revenue generation.. This includes securing \$20M and \$10M gifts, significantly increasing athletic booster club membership, adding to the Purdue Athletics Endowment, and funding nearly \$200M for new and renovated athletics facilities.

## Dan Freeman, MS, EdD.

Consultant

Dan Freeman entered the collegiate athletics industry to explore his passion for sports, coaching, marketing, and external relationships. His journey continued with an MS in Exercise Science/Sport Management and a Doctorate in Education/Global Sport Leadership, two more stops in athletics fundraising, and then Dan settled into the realm of academic fundraising where he currently resides. His work in higher education fundraising is focused on major gifts, campaign fundraising, and development strategy.



# Intercollegiate Athletics: Historical Perspective

- *Division I & II & III*
- *Revenue Streams*
- *Title IX*
- *Student/Athlete*



# Historically: Dollars go to the University, Conferences & NCAA

- **Television Contracts**
  - Revenue Share
  - Playoff Bonus
- **Corporate Contracts:**
  - Jumbo Tron signage
  - Beverage (Coke v Pepsi)
  - Sports Apparel
- **Fieldhouse**
  - Sky box leases
  - Food and Beverage
- **Tickets**
  - Preferred Seat Licenses
  - Season
- **Donations**



# Introducing, Name, Image, Likeness

**What is NIL in college sports? How do athlete deals work?**



Shedeur Sanders dazzled at times in his first season at Colorado and landed a lucrative NIL deal with Nike in August 2024.  
Mark J. Rebilas/USA TODAY Sports

# Now: Dollars go to directly to the Athlete(s), and is currently unregulated

- **Name, Image, Likeness Contracts**
- **Teams Unionize**
- **Athletes become Employees**
- **Corporate Deals:**
  - Apparel Companies
  - Shoe Companies
  - Food & Beverage
- **Product Endorsements**
  - Individual Jerseys/Shoes
  - Food & Beverage
  - Auto Dealers



# The Current State – The “Tsunami”

- *Name, Image, Likeness (NIL)*
- *Court Decisions*
- *Portal*
- *Conference Re-alignment*
- *Facility Arms Race*

## NCAA approves new NIL rules to help athletes 'protect themselves'



Dan Murphy, ESPN Staff Writer

Jan 10, 2024, 04:38 PM ET

## NCAA sued over NIL rules after Tennessee football investigation

Associated Press

Jan 31, 2024, 10:40 AM ET

## NCAA, Power Five conferences file documents seeking approval of \$2.8 billion revenue-sharing settlement



[Steve Berkowitz](#)

USA TODAY

Published 5:05 p.m. ET July 26, 2024 | Updated 4:18 p.m. ET July 27, 2024



# Potential At-Risk Sports:

Almost everything outside of football and men's basketball...



# Recent Disruptive Events


## Pitt's Athletic Director Heather Lyke suddenly fired

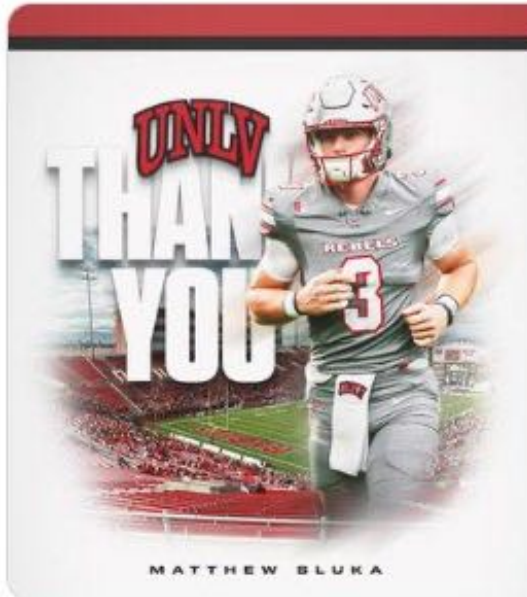
By Ari Meyer, Staff Writer  
SEPTEMBER 10, 2024



Heather Lyke, Former Athletic Director




TPN File Photo

 **Matthew Sluka**  
@MatthewSluka · [Follow](#)



I have decided to utilize my redshirt year and will not be playing in any additional games this season. I committed to UNLV based on certain representations that were made to me, which were not upheld after I enrolled. Despite discussions, it became clear that these commitments would not be fulfilled in the future. I wish my teammates the best of luck this season and hope for the continued success of the program.

12:36 AM · Sep 25, 2024

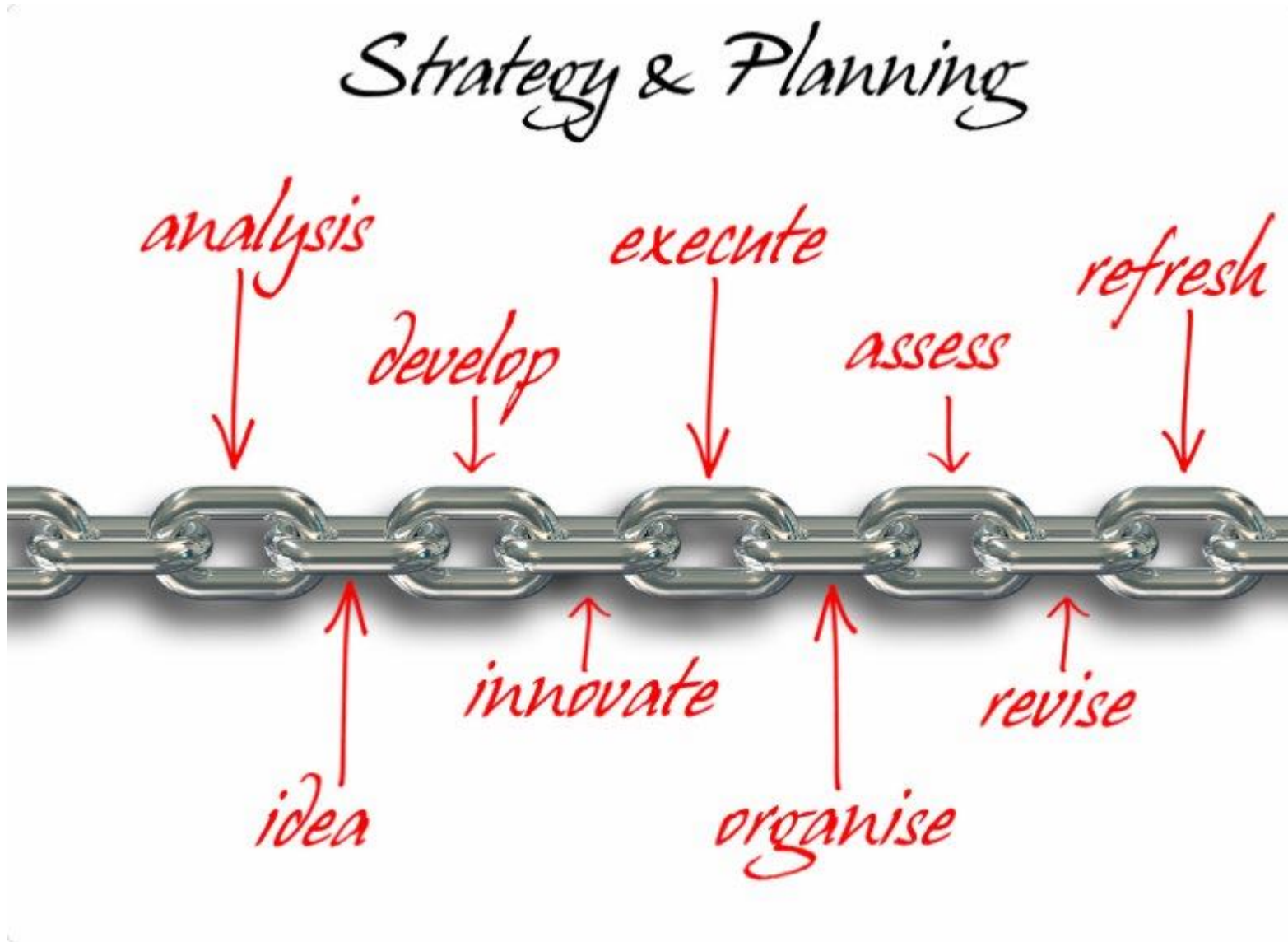
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# Acknowledgements

1. Not all colleges and universities are equally resourced
2. Those of us on the call, are probably committed to decisions with the least amount of impact to their student-athletes
3. Before impactful decisions are made at the university level (*i.e. cutting sports, reducing levels of support*), there maybe creative funding opportunities

# How Can we Prepare?



# Think Outside the Box

## Visionary Methodology™

### **Reexamine**

*Assess your strategies & approaches*

Dive deep to understand your donors' characteristics and key motivators.

Identify and leverage the most inspirational, effective, and relevant aspects of your mission and vision.

### **Reimagine**

*Innovate and find new ways to engage and inspire your donors*

Discover the tipping points of service efficacy and satisfaction to maximize campaign potential.

Define your relevance to the philanthropic community and communicate it boldly.

### **Realign**

*Adjust your actions to stay in sync with your mission & goals*

Deploy precious resources strategically and most efficiently to boost and amplify results.

Measure, monitor, and adjust as we collaborate with you to turn your vision into reality.

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## Questions & Answers



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Thank You!



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