

THE NEW ERA OF COLLEGE FOOTBALL

What Every High School Athlete and Family Needs to Know

octagon

ABOUT OCTAGON

75

Top 100 NFL
Draft Picks

26

First Round
Picks

Back-to-Back
1ST OVERALL
NFL Draft Picks



\$4 BILLION+

In Talent Contracts and
Sponsorships Managed

900+

Athletes and Personalities
Represented

\$2.5 BILLION+

In Playing
Contracts

\$1.6 BILLION+

In Non-Playing,
Marketing, and
Media Deals

\$1.5 BILLION+

In Client Wealth
Management
Assets

1,000+

Contacts
Negotiated
and Signed

**4x BEST IN TALENT
REPRESENTATION**

- Sports Business Journal

Front Office Sports
**TOP 5
MOST VALUABLE
AGENCY**

WHAT IS
NIL?

WHAT IS NIL?

'PAY-TO-PLAY'

What is a school willing to pay for you to play there?

REVSHARE

Universities can enter Agreements with student athletes, compensating them for the way Universities have and will continue to leverage their likeness. These agreements are funded by a portion of the athletic department's revenue.

THIRD PARTY AFFILIATES

University adjacent organizations such as Multimedia Rights Holders, Collectives, and Schools Specific Marketing Agencies generate partnerships for athletes.

ENDORSEMENTS

MARKETING AND PARTNERSHIPS

Athletes can monetize their name, image, and likeness in the traditional sense. Granting a **brand or business** the rights to their likeness or services associated with their likeness.

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IAN GEFFRARD



JOEY AGUILAR



EMMANUEL HENDERSON JR.



JAYLEN SNEED



WHAT IS NIL?

BREAKING DOWN THE DOLLARS

DEFENSIVE LINE: \$1,000,000

Set Up One:

\$200,000 University Revenue Share

\$100,000 Incentives

\$700,000 Third Party Affiliate: Collective

*** Promise of additional marketing opportunities, to be determined throughout the term of the agreement. Requires NIL Go Approval.*

Set Up Two:

\$700,000 University Revenue Share

\$300,000 Third Party Affiliate: Multi-Media Rights Holder

*** Designated Brand. Requires NIL Go Approval.*

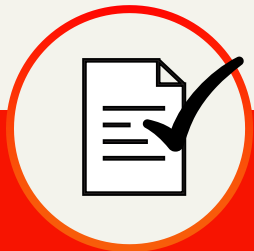
IAN GEFFRARD
Texas

TOMIWA DUROJAIYE
South Carolina



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CONTRACTS 101



Grant of Rights

How are we allowing a collective or institution to use your name, image, and likeness (NIL) for commercial purposes?



Sublicensing

Who can the university pass their grant of rights off to? Do you have approval over this? Does it come at an incremental fee?



Services

What is required of you to earn the money in your contract? Do you have the ability to decline services?



Term Length

How long is the contract in place for? We want this to align with your athletic season and transfer portal windows.



Payment Terms

How are your payments being issued? Is it in equal installments? Are your payments weighted to certain points in the season?



Termination

How or why can your university terminate the agreement? How or why can you terminate the agreement? Are the terms fair and favorable?



Damages + Buyouts

Does the agreement contain a Liquidated Damages clause or buyout? What does this mean and are the scenarios in which this could be enforced?

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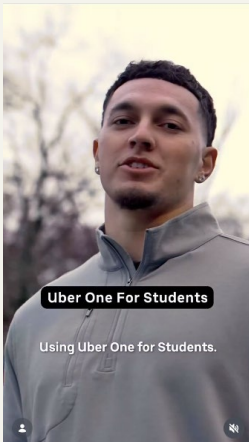
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Uber
JOEY AGUILAR



Bounty
EJ SMITH IV



Raising Cane's
CHICKEN FINGERS

JACOB RODRIGEZ

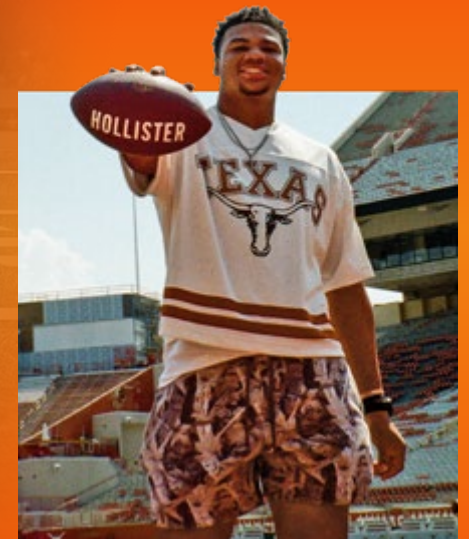


POWER ADE

MICHAEL PRATT



HOLLISTER
JORDAN WASHINGTON



MOST ACTIVE CATEGORIES



Trading Cards



Appearances
& Events



Memorabilia



Apparel
& Accessories



Quick Serve
Restaurants



Financial



Beverage
Non-Alcoholic



Business
Services



Technology



Hotel, Restaurant,
Leisure



Retail



Leisure
& Recreation



SCOTTY FOX

WHAT IS NIL?

COLLEGE SPORTS COMMISSION + NILGO

College Sports Commission: an organization separate from the NCAA that is responsible for enforcing the rules around revenue sharing and third-party NIL deals.

NILGo: is the platform in which athletes must disclose all NIL deals worth \$600 or more to the College Sports Commission. Failure to comply could result in an athlete being deemed ineligible.

NIL Deal Evaluation:

- **Associated Status:** The relationship between the sponsor and/or Deal Facilitator and a given institution
- **Valid Business Purpose:** is the athlete's NIL being used in relation to the promotion or endorsement of their goods or services
- **Range of Compensation:** Whether the compensation paid to the athlete is appropriate with compensation paid to similarly situated athletes

\$29.3 MILLION IN DEALS ARE CURRENTLY NOT CLEARED



TRANSFER PORTAL



TRANSFER PORTAL



CONSIDERATION

NFL Opportunity
Scheme Fit & Coaches
Playing Time
Market Value Increase



TIMING: JANUARY

Schools are watching transfer film now
Conversations begin in October



ENTERING THE PORTAL

Request to be entered with compliance
Must be entered within 48 Hours
Release from your NIL contract(s)



ONCE ENTERED

Your spot on the team is **no longer guaranteed**
Coaches can officially contact you
Top players commit within **4-5 days**



KEY PLAYERS

Player Personnel
General Managers



RULES & REGULATIONS

Executive Order



Ucla



JOEY AGUILAR



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AGENTS & AGENCIES

While NIL has created opportunity, it has also introduced risk.

WHAT DOES AN AGENT DO?

An agent does not replace your talent — an agent is there to make sure that once you have an opportunity, you're prepared, you're informed, and you're making the best possible decisions for your future.

- **Advises on your football career and opportunities;** including school selection, roster positioning, playing path, and transfers
- **Interfaces with front offices, personnel departments, decision-makers**
- **Oversees contract negotiations and contract terms**
- **Protects you and your career**
- **Determines market, team, and position value**
- **Prepares and positions you for the NFL Draft**



SELECTING YOUR AGENT

How much experience do they have?

How many clients do they have?

Who will you actually be working with?

Who will be advocating on your behalf?

What is their fee structure?

What services do they offer?

Are they NFLPA certified?



WHAT DOES AN AGENCY DO?

For most athletes, an agent doesn't do it alone. Working with a full-service agency builds your career, creating opportunities and maximizing your value when you're most marketable: while you're playing.

- Personal Brand Building
 - Public Relations
 - Media Management
 - Social Media Management
 - Content Creation and Management
- Endorsement Opportunities
- Concierge Client Services
- Entertainment & Post Career Transition
- Legal



QUESTIONS?