

Things to Consider with NILs

NAME, IMAGE & LIKENESS (NIL): Alert #1

- Request the majority of your fee to be paid upfront before you perform any services.
- Consider forming a personal service company to enhance your **tax** position and to shield you from the potential of **personal liability**.
- Trust your instincts: If it sounds "too good to be true," it probably is. Avoid **fraudulent** deals.
- Avoid deals that infringe upon your University's trademarks, and/or other intellectual property.
- Avoid signing deals that span beyond your last regular season game of **this** season. Your market value during playoffs or bowl play will be much higher than at the start of the regular season.
- Avoid deals that are based **directly or indirectly** on your on-the-field play (**Don't** do Pay-to-play deals).
- Consider strategies to increase your social media footprint (Number of followers).
- Avoid NIL deals that could negatively impact your **future** NFL sponsorship/endorsement opportunities.
- Avoid the following deal categories: Gambling, Alcohol, Tobacco, NCAA Banned Substances, and THC, **unless...**

To learn more about NIL and/or to speak directly with one of our representatives at The Sports & Entertainment Group, LLC, please contact:

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