

NIL (Name, Image & Likeness) Marketing

NCAA

On June 30, 2021, **All three NCAA divisions** adopted a uniform, interim policy suspending NCAA name, image and likeness rules for all incoming and current student-athletes. The temporary policy will remain in place until federal legislation or new NCAA rules are adopted. This means that current and incoming NCAA college athletes for all sports have the opportunity to benefit financially from their own brands. States, colleges and universities, or athletic conferences may have or can impose their own laws and \ or reporting requirements.

BENEFITS

- Compensation, usually but not necessarily monetary, earned by college athletes for use of their fame, celebrity, name, or likeness of who they are.
- Athletes can make agreements with any businesses (State law, college, and conference permitting) to tout their products or services. Note: athletes are required to notify their college of NIL arrangements.



Why Choose B.E.S.T. ?

B.E.S.T. , and its Sports Marketing arm, RADIANT Community Athletic Productions, has over 15 years of experience of building a vast network of business associates, college alumni athletes, coaches, and digital footprint designers to position accomplished current or incoming college athletes to benefit from NIL.

To learn more, contact us to schedule a complimentary 30 minute consultation.

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