

NIL STRATEGY

**BRAYTON
THOMAS**

**HARD WORK
FOREVER PAYS**

**JKR
SPORTS**



NIL OVERVIEW



SET YOURSELF APART

**MANY ATHLETES LOOK AT NIL AS A WAY TO
MAKE QUICK CASH**

**IF DONE RIGHT, MUCH MORE THAN JUST A
LITTLE BIT OF CASH**

**TRULY MAKE A DIFFERENCE IN YOUR LIFE AND
OTHERS AS WELL!**

NIL BACKGROUND

**NEW NCAA REGULATIONS STARTED ON JULY 1,
2021**

WILD WEST OF NIL

**REGULATIONS ARE NOT GOVERNED WELL
MUCH MORE THAN JUST ENDORSEMENTS**

START YOUR LEGACY

**NIL ALLOWS YOU TO TAKE ADVANTAGE OF
THE PLATFORM BASEBALL HAS GIVEN YOU**

**ESTABLISHING A FULLY AUTHENTIC, 360
DEGREE BRAND CAN HELP YOU BE SUCCESSFUL
IN ANY VENTURE DOWN THE ROAD**

**BUILDING RELATIONSHIPS IS KEY. ONCE YOU
KNOW PEOPLE, DEALS BECOME EASIER**

LOGO CREATION



STARTING A BRAND

LOGO IS MOST IMPORTANT FACTOR TO
ESTABLISHING A BRAND

ONLY THING YOU CAN DO AS HIGH SCHOOL
ATHLETE

PREPS YOU FOR NIL IN COLLEGE BY SHOWING
COMPANIES AND BRANDS YOU CARE.

SHOWS PROFESSIONALISM AND CREATES
IMAGE FOR FANS TO LOOK FOR

BUILDING YOUR BRAND IS THE FIRST AND
MOST IMPORTANT STEP TO BEING SUCCESSFUL
IN NIL



WEBSITE DEVELOPMENT

ESTABLISHING A PLATFORM

DEVELOPING A WEBSITE IS THE SECOND MOST IMPORTANT STEP ALONG THE PROCESS

GIVES YOU A PLATFORM FOR FANS TO LEARN MORE ABOUT YOU. (FANS LOVE KNOWING THE PERSON MORE THAN THE PLAYER)

PLAYER WEBSITES HAVE ENDLESS POSSIBILITIES

WEBSITE CONTENT

MERCHANDISE

PLAYER BIO

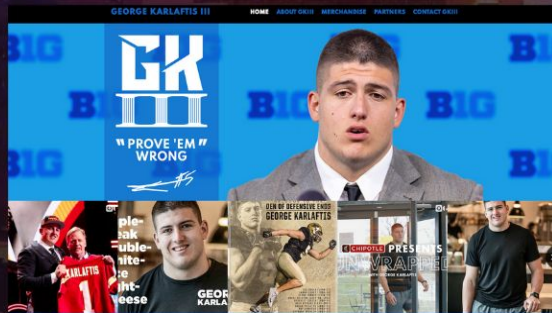
HIGHLIGHTS

PAST PROJECTS

SOCIAL MEDIA LINKS

POTENTIAL BLOGS

OTHER VENTURES!!



MERCHANDISE

LAUNCHING MERCHANDISE

MERCHANDISE ALLOWS YOU TO BE CREATIVE.
ENDLESS OPPORTUNITIES!!

YOU HAVE ALL THE POWER WHEN IT COMES
TO MERCHANDISE.

CANT SELL MERCHANDISE UNTIL GRADUATION

THE BIGGER FANBASE YOU BUILD; THE MORE
MERCHANDISE WILL BE SOLD! IMPORTANT TO
BUILD A BRAND FIRST!

LICENSED
MERCH

PERSONAL MERCH



BUILDING THE BRAND WITH

CAMPUS·INK

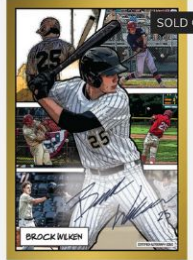
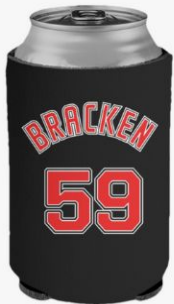
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NI
STORE

MERCHANDISE

PERSONAL MERCHANDISE

LOCATED ON PLAYER WEBSITE



BW Autograph Base Card – Gold Parallel
1/11
\$299.99



MERCHANDISE

LICENSED MERCHANDISE

LOCATED ON EXTERNAL WEBSITE



BUILDING THE BRAND WITH
CAMPUS·INK

x **NI**
STORE



HARD WORK
FOREVER PAYS
JKR
SPORTS

COMPANY OUTREACH



HAVE A GAMEPLAN

CREATE LIST OF BUSINESSES YOU WANT TO WORK WITH

LOCAL (BLOOMINGTON, FW, & PRO CITY)

REGIONAL (MIDWEST)

NATIONAL

JAYCE REACHES OUT ON YOUR BEHALF AND GETS YOU **PAID**

HOW TO REACH OUT?

ENDORSEMENT DEALS ARE THE MOST KNOWN PART OF NIL FOR ATHLETES

HOW DO YOU START? **MARKETING DECK**

PRESENTATION THAT SHOWS THE COMPANY WHO BRAYTON THOMAS IS

PLAYER BIO

SOCIAL MEDIA ENGAGEMENT

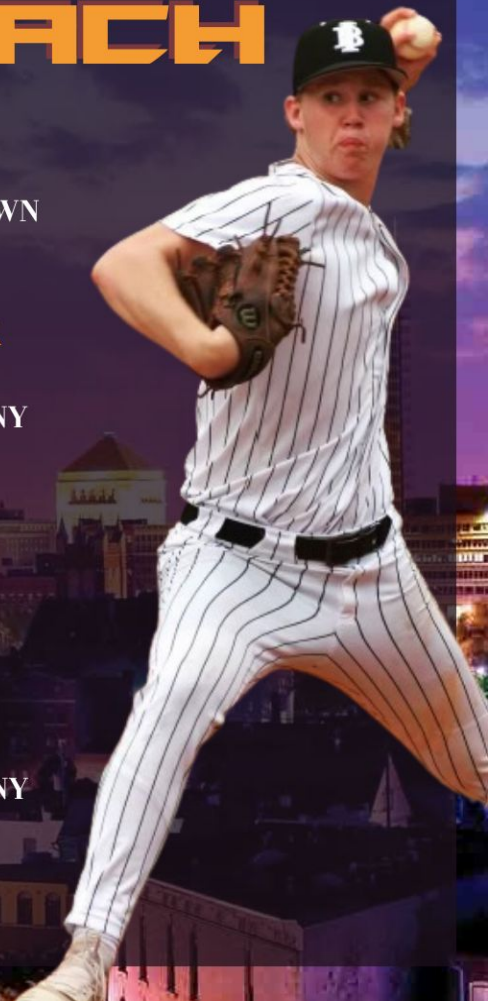
PREVIOUS MARKETING DEALS

MEDIA SPOTLIGHTS (TV, PODCAST, ETC)

HIGHLIGHT VIDEOS

COMPARISONS TO SIMILAR ATHLETES

BASICALLY A PITCH TO WHY THE COMPANY SHOULD **WANT** TO WORK WITH YOU



NETWORKING

VARIETY OF TOOLS

WHEN NIL WAS FIRST RELEASED, A VARIETY OF APPS WERE DEVELOPED TO HELP ATHLETES

BEST OPPORTUNITIES COME FROM ALL APPS
NO ONE IS STOPPING YOU!!

SIGN UP PROCESS IS EASY

REGISTER WITH OPENDORSE, MARKETPRYCE, &
OPEN SPONSORSHIP; DAY OF GRADUATION

LINKEDIN; **ANYTIME!**



The image shows two screenshots. The top one is the Opendorse website homepage, which has a dark background with a photo of a smiling athlete in a black hoodie. The text on the page reads "OPENDORSE GETS ATHLETES PROTECTION" and "70,000+ athletes use Opendorse to build and monetize their name, image and likeness value." There are buttons for "SEARCH ATHLETES" and "CREATE ACCOUNT". A notification bubble says "OPENDORSE You have a new deal ready to review." The bottom screenshot is a LinkedIn profile for Cade Brown, a 1st-year student at the University of Oklahoma Baseball team. The profile includes a circular profile picture of a young man in a red baseball cap, his name "Cade Brown", his position "Student at University of Oklahoma", and his location "Norman, Oklahoma, United States". It also shows "141 connections" and two recent posts from the University of Oklahoma.

BRAND DEVELOPMENT

TEN31 MARKETING

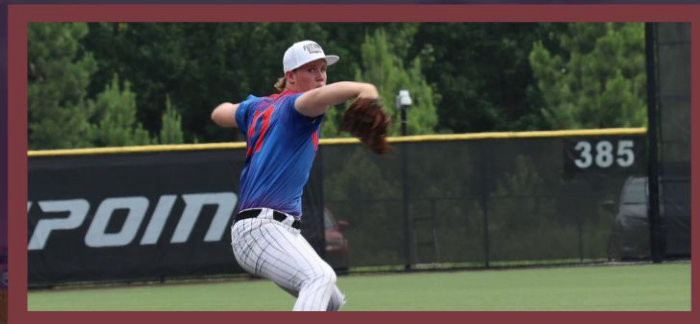
BRAND DEVELOPMENT PROGRAM

2 HOUR PROGRAM THROUGH BLOOMINGTON
BASED MARKETING COMPANY

BRANDING/MARKETING BLUEPRINT

CONTENT CREATION IDEAS

POTENTIALLY A COMPANY TO DO NIL DEAL
WITH; **VINNY FIACABLE, RANDY HOLTZ, AND
VENSON SNEED**



CREATING A GAMEPLAN

HAVING A GAMEPLAN THROUGHOUT THE
PROCESS MAKES IT MORE EFFICIENT
LESS TIME WASTED

NEED TO KNOW WHO YOU TRULY ARE AND
PORTRAY IT TO THE **WORLD**



CONTENT CREATION



CONTENT IS KING

"CONTENT IS KING" - MAX CLARK

CONTENT IS KEY TO BUILDING A LARGER FAN BASE.

MORE FANS = MORE NIL MONEY

PHOTOS, VIDEOS, INTERVIEWS, ETC.

PRODUCT PLACEMENT

CONTENT IS A GREAT WAY TO ADVERTISE YOUR BRAND AS A WHOLE

A LOT OF NIL DEALS INVOLVE CONTENT ON SOCIAL MEDIA; **TEN31 PROJECT**

PUT YOUR PRODUCT ON THE EYES OF THOUSANDS





VENTURES



CHANGE THE GAME

AS MENTIONED, NIL IS MUCH MORE THAN
JUST ENDORSEMENTS

NIL ALLOWS YOU TO HOST CAMPS, LAUNCH A
PODCAST, GROW A YOUTUBE CHANNEL,
CREATE NFTS, OR EVEN START A BUSINESS

THIS IS A SIDE OF THE INDUSTRY UNTAPPED
VENTURE MANAGEMENT

ALLOWS YOU TO BE CREATIVE AS POSSIBLE

SUMMIT CITY BASEBALL ACADEMY
BRAYTON THOMAS/LANDON FRY CLASSIC
BRAYTON THOMAS PITCH INSTRUCTION
HOOSIER STATE HOME RUN DERBY & ALL STAR GAME

TIMELINE

