

NIL STRATEGY

MASON
BRAUN



HARD WORK
FOREVER PAYS
JKR
02-00-20



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

NOT 100% NEEDED; BUT ALLOWS YOU TO SELL
MERCHANDISE AND HAVE A BRAND STRATEGY
WHEN REACHING OUT TO COMPANIES

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.

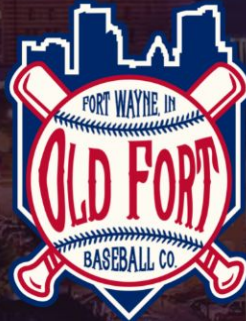
HUGE OPPORTUNITY IN SOUTH BEND /
NORTHERN INDIANA AREA

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

LICENSED
MERCH



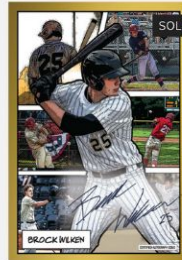
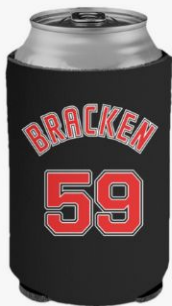
PERSONAL MERCH



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



COMPANY OUTREACH



HAVE A GAMEPLAN

CREATE LIST OF BUSINESSES YOU WANT TO WORK WITH

LOCAL (SOUTH BEND, BLACKSBURG, & 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 MASON BRAUN 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 man in athletic wear looking at his phone. 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". The bottom screenshot is a LinkedIn profile for Cade Brown, a student at the University of Oklahoma Baseball team. It shows his profile picture, name, school, location, and 141 connections.

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

574 HITTING INSTRUCTION

MASON BRAUN NFTS



TIMELINE

JAN 2023

BRAND DEVELOPMENT
LOGO CREATION

SPRING 2023

BUILD RELATIONSHIP
W/ MAAX GUM

NOV 2023

DEVELOP PERSONAL WEBSITE
& DESIGN MERCH

GRADUATION
DAY

START REACHING OUT TO
OTHER COMPANIES

2025 &
BEYOND



FEB 2023

BATTLE OF INDIANA
CONTENT

2023

SOPHOMORE SEASON

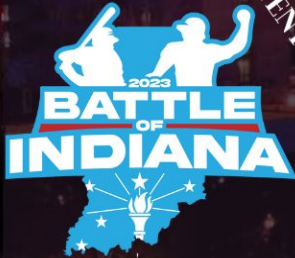
OFFSEASON PHOTOSHOOT

SPRING
2025

LAUNCH WEBSITE & FIRST
ROUND OF MERCH

SEPT 2025

MORE NIL DEALS
& CONTENT CREATION



DIGGING DEEPER



INTO THE FUTURE

AGENT RIEGLING

COMPETITOR

3 SPORT ATHLETE IN HIGH SCHOOL

BELIEVES IN BEING THE BEST VERSION
OF YOURSELF EVERYDAY

INDIANA UNIVERSITY SPORTS
MANAGEMENT: #4 PROGRAM IN USA

KEY VALUES

BEING PREPARED: AGENCY

INTERNSHIPS SINCE SR YEAR OF HS
CURRENTLY: KARES SPORTS MGMT

RELATIONSHIP BUILDER: IMPORTANT
WITH PLAYERS AND FAMILIES
ALSO WITH COACHES, BUSINESS
OWNERS, AND SOON TO BE SCOUTS

PROFESSIONALISM: IF YOU'RE GONNA
DO IT; BE THE BEST AT IT.

INDIANA NATIVE

GREW UP IN NORTHERN INDIANA
ON THE FARM

ENTREPRENEURIAL FAMILY
GRANDPARENTS: FARMERS
PARENTS: BAR-OWNERS

CREDITS HARD WORK ETHIC TO
GRANDPARENTS/PARENTS

★ CAREER GOAL ★

"BUILD THE INDIVIDUAL PLAYER
MARKETING WITHIN BASEBALL TO
THE LEVEL OF FOOTBALL AND
BASKETBALL WHILE DOING THE BEST
BY MY CLIENTS."



VISION FOR THE FUTURE

EDUCATION

INDIANA UNIVERSITY
SPRING 2024 GRADUATION

INTERNSHIP EXPERIENCE
KARES SPORTS MANAGEMENT
MLBPA AGENT PRESTON CHAPMAN
7 MILB CLIENTS

AGENCY 1
MLBPA AGENT SEAN RUSSI
5 MLB CLIENT / 5 MILB CLIENTS
EMPLOYMENT OFFER AFTER GRAD.

ICON BASEBALL
MLBPA COLE WASEMILLER
FALL 2023

KSM
KARES
SPORTS MANAGEMENT

2023-2024

CONTINUE WITH **JKR PODCAST** TO
BUILD NETWORK

ADVISE COLLEGIATE ATHLETES
WITH NIL AND PLAYER BRANDING
(\$8,000 RAISED FOR COLLEGIATE
BASEBALL PLAYERS NIL SO FAR.)

START **BUILDING RELATIONSHIPS**
WITH CLASS OF 2025 & 2026
ATHLETES AND THEIR PARENTS

CONTINUE **LEARNING** FROM
EXPERIENCED AGENTS

2023-2024

FIRST DRAFT CLASS IN SUMMER OF
2024

MLBPA CERTIFIED IN 2025

FULLY EXPECT **1-3 CLIENTS DRAFTED**
IN 2025 MLB DRAFT



MLB DRAFT ANALYTICS



DRAFT



DIGGING DEEPER

AGENTS & FRONT OFFICES TEND TO
LOOK AT DRAFTS IN 3 YEAR WINDOWS

2020-2022 MLB DRAFT WILL SEE MANY
DIFFERENT TRENDS COMPARED TO THE
2023-2025 MLB DRAFT

THESE ANALYTICS ARE COOL TO LOOK
AT... BUT KEEP IN MIND THE 2025 & 2028
MLB DRAFT WILL BE MUCH DIFFERENT

HARD WORK
FOREVER PAYS

JKR

RECENT DRAFT TRENDS

THE DRAFT FOCUS FOR YOU

- PAST 25 YEARS
- OUR FOCUS IS LAST 5-7 YEARS

RECENT MLB DRAFT TRENDS

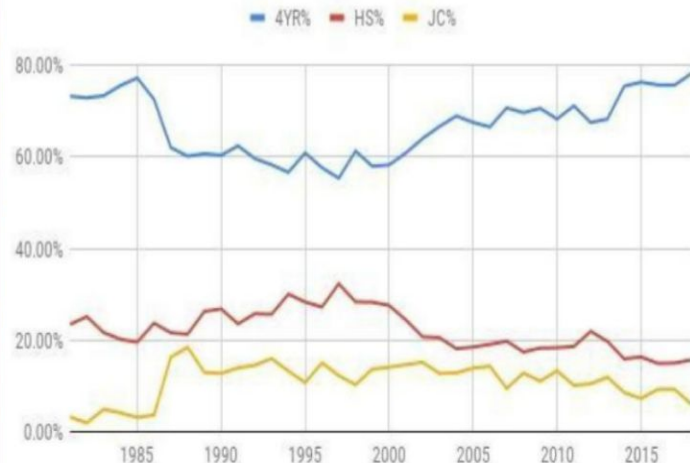
- STEADY INCREASE IN 4YEARS SINCE 1990S
- HS GUYS STEADY AROUND 20% MARK
- 4YR COLLEGE PICKS HIGHEST EVER

WHY COLLEGE DRAFT PICKS?

- RECENT STRUGGLES WITH HIGH SCHOOL PICKS
- EXTENDED DEVELOPMENT TIMELINE
- MORE ACCESS TO COLLEGE DATA
- ANALYTICS AND DATA IS KEY
- MORE INFO TEAMS HAVE ON HS PROSPECTS RAISES LIKELIHOOD OF BEING PICKED

College vs High School Draft Trends

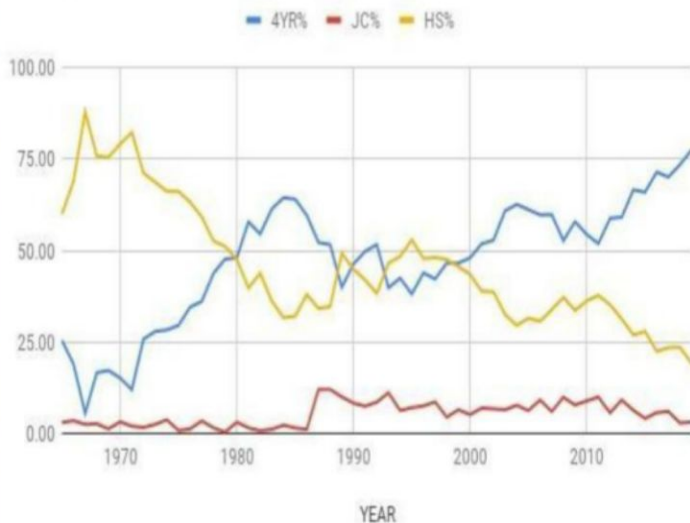
4YR%, HS% and JC%



RECENT DRAFT TRENDS

College vs High School Draft Trends

4YR%, JC% and HS%



TRENDS FOR TOP 10 ROUNDS

- **HUGE SPIKE IN 4YR COLLEGE PLAYERS SINCE 2010**
 - **HAS LED TO DECREASE IN HIGH SCHOOL SELECTIONS DURING SAME TIME PERIOD.**

CBA LED TO DRAFT CHANGES

- **NEW CBA IN 2012 LED TO CHANGES IN TEAM PERSPECTIVES**
- **TEAMS HAVE LIMIT ON SPENDING EACH DRAFT**
- **LEADS TO MORE COLLEGE SENIORS DRAFTED IN ROUNDS 6-10**
- **TEAMS GET TO SAVE MONEY AND SPEND LATER IN THE DRAFT**
- **AMIR GARRETT EXAMPLE**
 - **\$1 MILLION SIGNING BONUS IN 22ND ROUND**

DRAFT FINANCIALS

DRAFT FINANCIAL STRATEGY

- WHEN DISCUSSING FINANCES, EVERYONE IS DIFFERENT
- THINGS HAPPEN QUICK ON DRAFT DAY
- IMPORTANT TO BE PREPARED \$\$ WISE
- TEAMS WILL ASK YOUR SIGNING \$\$ NUMBER

BE CONFIDENT WITH YOUR NUMBER

- IMPORTANT TO HAVE A NUMBER READY WHEN TEAMS ASK
- AN UNSURE ANSWER CAN LEAD TO TEAMS LOSING INTEREST
- TEAMS WANT TO KNOW IF YOU ARE SIGNABLE FOR THEIR PRICE RANGE IN THAT ROUND
- IMPORTANT TO HAVE A NUMBER THAT MAKES YOU AND YOUR FAMILY HAPPY

PREPARATION

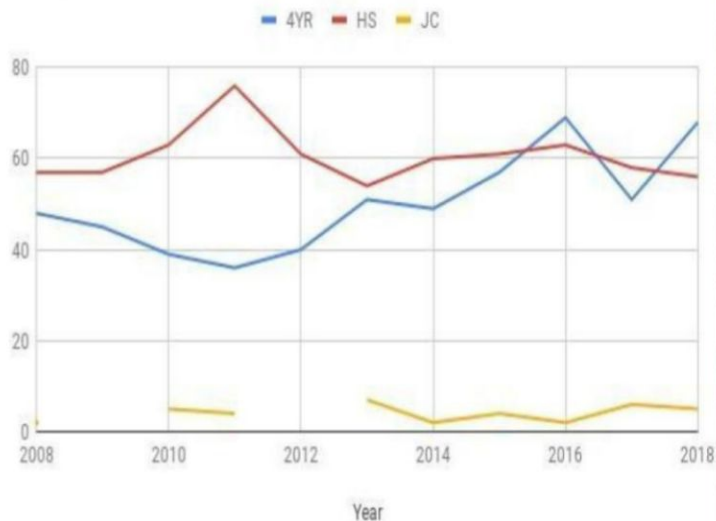
- FINDING A NUMBER COMES WITH A LOT OF PREPARATION
 - AGAIN, DATA AND ANALYTICS ARE KEY



SIGNING BONUS INFO

Financials

\$500,000+ Bonuses By Source



TEAM SIGNING BONUSES

- TEAMS ARE GIVEN A CERTAIN AMOUNT OF SIGNING BONUS POOL \$ FOR TOP 10 ROUNDS
- **EACH PICK HAS AN ASSIGNED VALUE**
- ALL PICKS ADDED UP DETERMINE HOW MUCH TEAMS CAN SPEND WITHOUT PENALTIES

PLAYER SIGNABILITY IMPORTANCE

- SLOT VALUE IS STILL SUBTRACTED FROM TEAM BONUS POOL EVEN IF A PLAYER TAKEN IN TOP 10 ROUNDS DOESN'T SIGN
- **TOP 10 ROUND PICKS ARE EXTREMELY VALUABLE**
- NEXT, WE WILL GO THROUGH A DRAFT BREAKDOWN FOR YOU AS A PLAYER

FIRST ROUND

INCLUDES COMP AND CB PICKS

- 12 PLAYERS ABOVE SLOT VALUE
- 18 PLAYERS BELOW SLOT VALUE
- 9 PLAYERS AT SLOT VALUE

\$3,798,748



DRAFT



2022

SECOND ROUND

INCLUDES COMP AND CB PICKS

- 17 PLAYERS ABOVE SLOT VALUE
- 15 PLAYERS BELOW SLOT VALUE
- 9 PLAYERS AT SLOT VALUE

\$1,430,612

FOURTH ROUND

- 10 PLAYERS ABOVE SLOT VALUE
- 12 PLAYERS BELOW SLOT VALUE
- 8 PLAYERS AT SLOT VALUE

\$655,405

THIRD ROUND

- 2 PLAYERS NOT SIGNED
- 8 PLAYERS ABOVE SLOT VALUE
- 12 PLAYERS BELOW SLOT VALUE
- 4 PLAYERS AT SLOT VALUE

\$713,458

FIFTH ROUND

- 2 PLAYERS ABOVE SLOT VALUE
- 19 PLAYERS BELOW SLOT VALUE
- 9 PLAYERS AT SLOT VALUE

\$317,086

2022 MLB DRAFT BONUS BREAKDOWN

FIRST ROUND

INCLUDES COMP AND CB PICKS

1 PLAYER NOT SIGNED

11 PLAYERS ABOVE SLOT VALUE

18 PLAYERS BELOW SLOT VALUE

7 PLAYERS AT SLOT VALUE

\$3,379,491

FOURTH ROUND

INCLUDES COMP PICK

1 PLAYER NOT SIGNED

11 PLAYERS ABOVE SLOT VALUE

17 PLAYERS BELOW SLOT VALUE

2 PLAYERS AT SLOT VALUE

\$509,007



THIRD ROUND

16 PLAYERS ABOVE SLOT VALUE

9 PLAYERS BELOW SLOT VALUE

5 PLAYERS AT SLOT VALUE

\$922,623



SECOND ROUND

INCLUDES COMP AND CB PICKS

1 PLAYER NOT SIGNED

12 PLAYERS ABOVE SLOT VALUE

15 PLAYERS BELOW SLOT VALUE

8 PLAYERS AT SLOT VALUE

\$1,459,574

FIFTH ROUND

- 9 PLAYERS ABOVE SLOT VALUE
- 19 PLAYERS BELOW SLOT VALUE
- 2 PLAYERS AT SLOT VALUE

\$367,626

2021 MLB DRAFT BONUS BREAKDOWN

FIRST ROUND

INCLUDES COMP AND CB PICKS

- 1 PLAYER NOT SIGNED
- 11 PLAYERS ABOVE SLOT VALUE
- 17 PLAYERS BELOW SLOT VALUE
- 8 PLAYERS AT SLOT VALUE

\$3,724,448

FOURTH ROUND

- 2 PLAYERS NOT SIGNED
- 8 PLAYERS ABOVE SLOT VALUE
- 15 PLAYERS BELOW SLOT VALUE
- 5 PLAYERS AT SLOT VALUE

\$529,425



THIRD ROUND

- 3 PLAYERS NOT SIGNED
- 12 PLAYERS ABOVE SLOT VALUE
- 11 PLAYERS BELOW SLOT VALUE
- 3 PLAYERS AT SLOT VALUE

\$949,096

SECOND ROUND

INCLUDES COMP AND CB PICKS

- 2 PLAYERS NOT SIGNED
- 14 PLAYERS ABOVE SLOT VALUE
- 13 PLAYERS BELOW SLOT VALUE
- 6 PLAYERS AT SLOT VALUE

\$1,406,843

FIFTH ROUND

- 3 PLAYERS NOT SIGNED
- 6 PLAYERS ABOVE SLOT VALUE
- 17 PLAYERS BELOW SLOT VALUE
- 4 PLAYERS AT SLOT VALUE

\$292,838

2020 MLB DRAFT BONUS BREAKDOWN

FORMER VIRGINIA TECH DRAFTEES

Year	Round	Position	Signing Bonus
2022	1	OF	\$5.20m
2022	CB-B	SS	\$1.00m
2022	4	OF	\$382.50k
2022	5	C	\$362.10k
2022	16	P	\$80.00k
2021	10	P	\$72.50k
2021	12	3B	\$125.00k
2021	12	P	\$250.00k
2021	16	P	\$75.00k
2020	2	P	\$1.24m
2020	4	C	\$397.50k



GAVIN CROSS

VIRGINIA TECH CAREER STATS

- GP/GS: 124/124
- AVG: .340
- AB: 512
- H: 174
- HR/RBI: 28/93
- K/BB: 99/51
- SLG%: .609

3 YRS AT
VIRGINIA TECH

CADE HUNTER

VIRGINIA TECH CAREER STATS

- GP/GS: 87/77
- AVG: .304
- AB: 286
- H: 87
- HR/RBI: 21/83
- K/BB: 82/43
- SLG%: .580

3 YRS AT
VIRGINIA TECH

CARSON TAYLOR

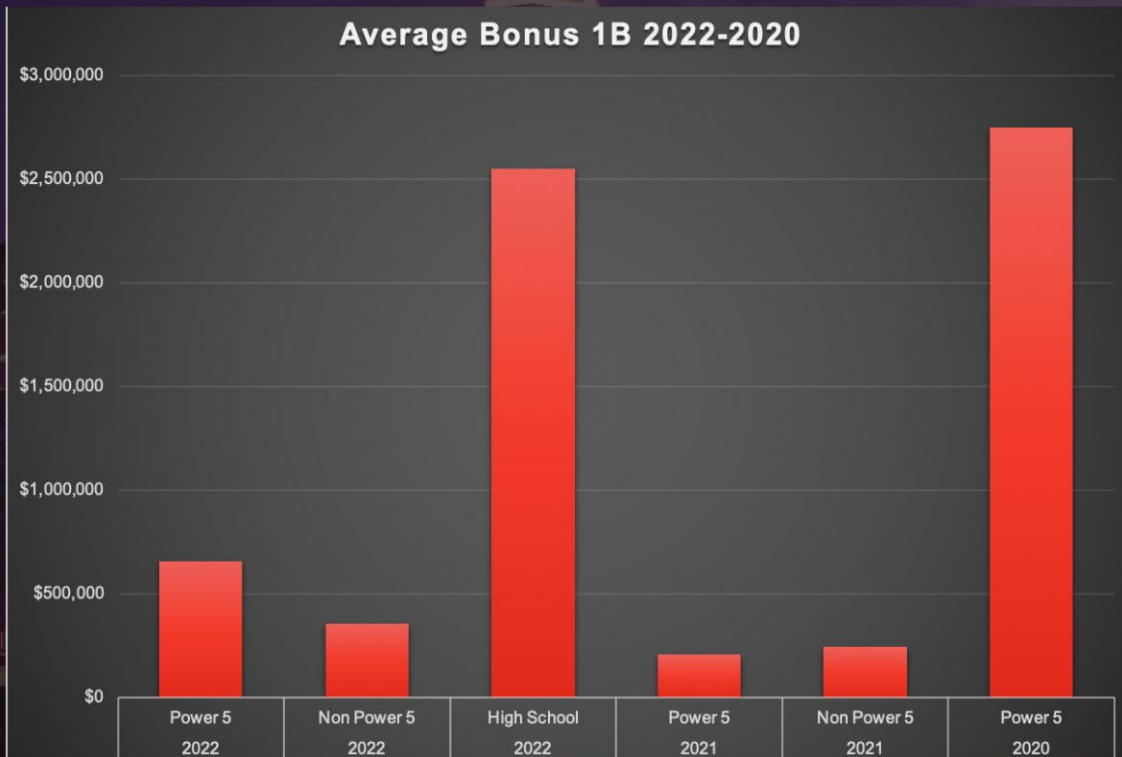
VIRGINIA TECH CAREER STATS

- GP/GS: 53/52
- AVG: .332
- AB: 196
- H: 65
- HR/RBI: 4/39
- K/BB: 26/32
- SLG%: .495

2 YRS AT
VIRGINIA TECH

MLB DRAFT 1B BONUSES

Average Bonus 1B 2022-2020



2020 MLB DRAFT ^{5 ROUNDS DUE TO COVID}

POWER 5 1B DRAFTED

1

OTHER 1B DRAFTED

0

2021 MLB DRAFT

POWER 5 1B DRAFTED

9

HIGH SCHOOL 1B DRAFTED

0

2022 MLB DRAFT

POWER 5 1B DRAFTED

14

HIGH SCHOOL 1B DRAFTED

2

ACC IB X MLB DRAFT

Year	Round	Player Name	Signed Bonus
2020	1	Aaron Sabato	\$2,750,000
2021	11	<u>Niko Kavadas</u>	\$250,000
2021	13	<u>Bobby Seymour</u>	\$125,000
2021	18	<u>Joey Spence</u>	Unsigned
2022	9	<u>Andrew Jenkins</u>	\$162,900

NIKO KAVADAS

NOTRE DAME CAREER STATS

- GP: 161
- AVG: .286
- AB: 552
- H: 158
- HR/RBI: 46/144
- K/BB: 145/109
- SLG%: .587



BOBBY SEYMOUR

WAKE FOREST CAREER STATS

- GP/GS: 176/174
- AVG: .321
- AB: 695
- H: 223
- HR/RBI: 38/190
- K/BB: 152/82
- SLG%: .550



BOTH INDIANA NATIVES

