

4 Insider Tips a College Athlete Should Know to Better Negotiate a NIL Deal

with **Nicholas Lord, Founder and CEO of NOCAP Sports**



- Get appropriately compensated for exclusivity.
 - A brand will try and get as much exclusivity as they can for as little cost as possible. Exclusivity means prohibiting you from working with other brands in some capacity. Do not give up exclusivity without considering the implications and being compensated appropriately. There are several tiers of exclusivity, but a general rule of thumb is the more broad the restriction, the higher the compensation.
 - Prohibit endorsement of a direct competitor. This is expected under your going rate. Make sure you get the list. There should be no more than 3-5, not 10-20.
 - Prohibit endorsement of another brand in the same industry. Consider how many additional brand endorsement deals you may lose as a result and ask for compensation accordingly.
 - Prohibit endorsement of other brands all together. This is a top-tier deal and isn't very common because a brand typically can't afford it nor is it beneficial to the athlete trying to grow their popularity.
 - Consider WHEN they want the exclusivity. Many may try to lock you down during key time periods. Note that some brands will want to make sure you are only endorsing their brand no matter where you show up. Make sure the language is very specific and clear.
 - Exclusivity generally only extends for the length of the contract.
- Be really good at creating (branded) content.
 - Content is king and will be the primary reason brands hire you. They want access to your following and want to ride the wave of your popularity. The better you are at creating content, especially content that weaves in brand messaging while still maintaining authenticity of tone, the more marketable you will be.
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- Clarify usage rights and get the appropriate approvals from the team, university and league.
- Know your worth.
 - There comes a time in a company's life cycle where there are multiple brands,