

SCALED TO SUCCEED

TCU'S COMPREHENSIVE SOLUTION TO NAME, IMAGE, LIKENESS

BRAND ACTIVATION & PROTECTION

OPENDORSE READY

UNDERSTAND

- Custom social media assessments are provided to each student-athlete, breaking down brand value, providing easy steps to improve social media marketability, auditing of social media posts, analytics & more

BUILD

- Student-athlete specific content available on the Opendorse app, where members of the Digital Brand Strategy and Communications teams add customized content
 - On-demand access to NIL Masterclass, an education series featuring experts on brand building, monetization and financial literacy
- Access to The Darlow Rules coursework, which provides weekly tutorials from the top athlete branding expert, Jeremy Darlow, as well as monthly "office hours" with Darlow

PROTECT

- TCU Athletics Compliance office provides education regarding institutional policy, NCAA rules, Texas state law and disclosure requirements
 - Compliance office utilizes Opendorse "Monitor", providing a report of every disclosure that a student-athlete has filed via the Opendorse app

MONETIZE

- Every student-athlete can voluntarily opt-in to Opendorse "Deals", which provides a safe and easy way to conduct NIL opportunities

EDUCATION & INNOVATION

NEELEY NIL

- Unique partnership between Student-Athlete Development and the Neeley School of Business Institute for Entrepreneurship and Innovation to support, guide and advise student-athletes

NIL ACCELERATOR

- Athlete-centered workshops that are voluntary, flexible, on the student-athletes' schedule and 100% NIL focused

CONTENT

- Brand management, contract management, business formation, opportunity recognition, taxation & legal, financial literacy

SOLUTION

- NIL Certification for each workshop completed
- Summer course offered with 3-hour class credits that count towards Entrepreneurship minor
 - Dedicated space in Athletics, located directly above student-athletes dining hall for easy access, with embedded Neeley staff available during work hours
 - Access to Neeley's Activation Network (Professional Network)