Business Profile Pro

BUSINESS PROFILE PRO · FREE GUIDE

# Get Sponsor-Ready

A fill-in media kit template and NIL rules checklist for college athletes 18+: what brands want to see, reporting deadlines, Nevada law and disclosing paid posts.

For athletes 18+

STEPS

| KNOW | | BUILD | GROW | |
|---|---|---|---|---|
| Rules | Nevada | Disclose | Home base | Track |

WELCOME

# Your name has value. Build a home for it.

This kit is for college athletes aged 18 or older. It covers the basics of NIL, the reporting deadlines that protect your eligibility, how to disclose paid posts, and how to build a site and media kit that sponsors can find.

Every rule we mention is linked on the sources page: the College Sports Commission, the NCAA, Nevada law and the FTC.

SUGGESTED REVIEW

### Have an NIL attorney take a look

NIL rules change often and differ by state, school and association. We suggest a sports or NIL attorney reviews any contract before you sign, and that your school's compliance office reviews your site and media kit. This kit is not legal advice.

## How to use this kit

- **Read the rules pages first.** Your eligibility comes before any deal.
- **Work one step at a time.** Each has a goal, a short task list and something to track.
- **Ask your compliance office** when you're unsure. Your school's rules can add to what's here.

## What's inside


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READ FIRST

STEP 1 · THE BASICS

# What NIL is, and how reporting works

01

The College Sports Commission (CSC) describes your name, image and likeness as your name, picture, signature, voice and identifying features, which you can license in third-party deals.

| Rule (NCAA Division I) | What the CSC says |
|---|---|
| **Report qualifying deals** | Third-party NIL deals with a total value of $600 or more in the aggregate, including royalties, contingencies and bonuses, must be reported in NIL Go within 5 business days of signing or of the payment terms. |
| **Third-party deal** | A deal with an outside company or person not owned or controlled by your school. Payments directly from your school are not third-party deals. |
| **Smaller deals** | You may submit any deal for review, even below $600, and you may pick one representative to enter deals for you. |
| **Your responsibilities** | Report on time, give accurate information and documents, and fulfill your deal obligations. Failing to do so can cost you eligibility. |
| **No promises from schools** | Schools cannot promise you a third-party NIL contract or payment. |
| **International athletes** | The reporting rules apply to you too. Talk to your school's compliance office before any third-party NIL deal. |

Source: College Sports Commission, For Student-Athletes. Not in Division I? Ask your school, association or conference which rules apply. See also NCAA, Name, Image and Likeness.

STEP 2 · STATE LAW

02

# Nevada’s NIL law in plain English

If you attend a college in Nevada, these sections of state law apply. Outside Nevada? Check your own state’s law.

| Section | What it says |
|---|---|
| **NRS 398.300** | A school may not stop you from being paid for your NIL or from getting professional services, and may not cut your scholarship just because you’re paid for NIL. A school may set reasonable limits on deals with companies whose goods, services or mission conflict with its mission, and may bar NIL pay tied to official school activities. "Professional services" include an attorney or an athlete agent registered under NRS chapter 398A. |
| **NRS 398.310** | You may sign NIL contracts, but they may not conflict with your contracts with your school. **You must disclose each NIL contract to your school.** Those disclosed contracts are confidential records. |
| **NRS 398.320** | Your school may require courses in contracts or financial literacy. |
| **NRS 398.330** | A prospective athlete must disclose existing NIL contracts to a school before signing a letter of intent. |

Source: Nevada Revised Statutes, Chapter 398, sections 398.300 to 398.330, read November 3, 2026.

**TIP**

Keep a copy of every contract and every disclosure confirmation in one folder. That covers both your school disclosure and NIL Go reporting.

EVERY SPONSORED POST

STEP 3 · DISCLOSE

# Disclose every paid post

03

STEP 3

## Make every brand relationship obvious

**Goal:** followers can always tell when a brand paid you or gave you something.

- [ ] **Disclose any relationship**: money, free or discounted products, or a personal, family or employment tie to the brand.
- [ ] **Put it with the post itself**, not only on your profile, at the end, or behind "more".
- [ ] **Use clear words**: "ad", "advertisement", "sponsored", or "Thanks to [Brand] for the free product".
- [ ] **Avoid vague tags** like "sp", "spon", "collab", or "thanks" or "ambassador" on their own.
- [ ] **In video, say it and show it**, and repeat it during livestreams.
- [ ] **Don't rely only on a platform's tool.** Add your own disclosure too.

TRACK Posts checked ——— · Disclosures added ———

Sources: FTC, Disclosures 101 for Social Media Influencers · 16 CFR Part 255, Endorsement Guides.

WEEK 1

STEP 4 · GET FOUND

# Your site, media kit and inquiry form

04

### Site checklist

- [ ] Your story in your own words
- [ ] Highlights (video embeds)
- [ ] Achievements you can prove
- [ ] A "Partner with me" form
- [ ] Community, camps or lessons if allowed
- [ ] No school, conference or NCAA marks without a written license
- [ ] Tested on a phone and checked with PageSpeed Insights

### Media kit checklist

- [ ] A short bio and a clear photo you own
- [ ] Audience numbers from your platform analytics, with the date
- [ ] Content you make well (video, appearances, camps)
- [ ] Brands you won't work with
- [ ] How to reach you
- [ ] Update it every semester

### Texts and email

FEDERAL RULES

- **Texts:** the FCC says commercial texts require prior written consent. Register a business texting number for A2P 10DLC through your provider (The Campaign Registry). Source: FCC.
- **Email (CAN-SPAM):** honest headers and subjects, a physical postal address, and opt-outs honored within 10 business days. Source: FTC CAN-SPAM guide.

MEDIA KIT TEMPLATE

# Fill in your media kit

Use only facts you can prove and numbers from your own analytics screenshots, with the date you took them.

**Name, sport, position, school year:**

**Two-sentence bio (your words):**

**Achievements you can verify:**

| Platform | Followers | Avg. views or reach | Screenshot date |
|---|---|---|---|
| Instagram | | | |
| TikTok | | | |
| YouTube | | | |
| X | | | |

**What I can offer brands (posts, appearances, camps):**

**Brands or categories I won't work with:**

**Contact (business email or Partner with me link):**

TRACK EVERY DEAL

# Your deal tracker

One row per deal. Report qualifying deals on time and keep the contract.

| Brand | Signed | Value | Report by | Reported | School told | Deliverables due | Paid |
|---|---|---|---|---|---|---|---|
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |

**TAXES**

NIL income is generally taxable, including free products. Keep records and ask a tax professional how to handle it.

RED FLAGS

# Slow down if you see these

- **Anyone asking you to pay up front** to "get you deals".
- **Someone offering to negotiate or represent you** who isn't an attorney or a registered athlete agent (in Nevada, see NRS chapter 398A, referenced in NRS 398.300).
- **Pressure to sign today**, or no written contract.
- **Terms that conflict with your school contracts**, or a deal tied to playing for a certain school.
- **Requests to use school logos or uniforms** without a written license.
- **A brand asking you not to disclose** that a post is paid.

SUGGESTED REVIEW

### Have an NIL attorney take a look

NIL rules change often and differ by state, school and association. We suggest a sports or NIL attorney reviews any contract before you sign, and that your school's compliance office reviews your site and media kit. This kit is not legal advice.

SAMPLE SCRIPTS

# Words to start with

Fill in the brackets. Never promise more than you can deliver.

**SCRIPT 1 · REPLY TO A BRAND INQUIRY**

"Hi [Name], thanks for reaching out! I'd love to learn more. Could you send the deliverables, timing, usage rights and compensation in writing? I'll review it and run it by my compliance office. My media kit is here: [link]."

**SCRIPT 2 · QUESTION TO YOUR COMPLIANCE OFFICE**

"Hi [Name], I've been offered a deal with [Brand] for [deliverables]. Attached are the terms. Could you confirm whether anything conflicts with my school agreements, and what I need to report and by when? Thank you!"

**SCRIPT 3 · SPONSORED POST DISCLOSURE**

"#ad Thanks to [Brand] for partnering with me on this. [Your post]"

Put it at the start, where people see it before "more".

CHECKLIST

# Your NIL checklist on one page

| When | Done when... | ✓ |
|---|---|---|
| Before anything | Read your school's NIL policy and met your compliance office | |
| Before anything | International student? Talked to your compliance and international offices | |
| Week 1 | Site, media kit and inquiry form live, with no unlicensed marks | |
| Every inquiry | Terms in writing, reviewed (attorney suggested), no conflicts with school contracts | |
| Every deal | Disclosed to your school; reported in NIL Go within 5 business days if it qualifies | |
| Every post | Clear "ad" or "sponsored" disclosure with the post | |
| Each semester | Media kit refreshed, tracker up to date, tax records saved | |

DISCLAIMER

# Please read

**Business Profile Pro is a marketing and technology service.** It is not a law firm and not an athlete agent. It does not negotiate, recruit or represent athletes. It is not affiliated with or endorsed by the NCAA, the College Sports Commission, any school, conference or association, the FTC, the FCC or the State of Nevada.

**This kit is for athletes aged 18 or older.** It is general educational information, not legal, tax or eligibility advice. Your school's policies, your association's rules and your contracts control. We suggest a sports or NIL attorney reviews any contract, and your compliance office reviews your materials.

**Calls, texts and email** are covered by laws including the TCPA, FCC rules, carrier A2P 10DLC requirements and the CAN-SPAM Act.

**Endorsements** must follow the FTC's Endorsement Guides (16 CFR Part 255).

**No results are guaranteed.** Package prices and inclusions are set by Business Profile Pro and may change; see businessprofilepro.com for current terms.

SOURCE Information checked against the sources on the next page as of November 2026. NIL rules change often.

SOURCES

# Sources & further reading

## COLLEGE SPORTS

- College Sports Commission, For Student-Athletes (NIL Go, $600, 5 business days): collegesportscommission.org/for-student-athletes
- NCAA, Name, Image and Likeness: ncaa.org/student-athletes/name-image-likeness

## NEVADA

- NRS Chapter 398, sections 398.300–398.330: leg.state.nv.us/nrs/NRS-398.html

## FEDERAL RULES

- FTC, Disclosures 101 for Social Media Influencers: ftc.gov … /disclosures-101-social-media-influencers
- 16 CFR Part 255, Endorsement Guides: ecfr.gov … /part-255
- FTC, CAN-SPAM Act: A Compliance Guide for Business: ftc.gov … /can-spam-act-compliance-guide-business
- FCC, Stop Unwanted Robocalls and Texts: fcc.gov/consumers/guides/stop-unwanted-robocalls-and-texts
- The Campaign Registry (A2P 10DLC): campaignregistry.com
- PageSpeed Insights: pagespeed.web.dev

All sources checked November 3, 2026. ftc.gov and fcc.gov pages block automated link checkers; those pages were opened or confirmed by search on the same date.

Business Profile Pro

ATHLETE BRAND PACKAGE

# Your site, media kit and sponsor inbox, in one place you own

We build your personal site, a media kit with numbers you supply and approve, and a CRM that catches every brand inquiry and reminds you of reporting deadlines. Marketing tools only: we never negotiate deals or represent you.

### WHAT YOU GET

- A personal website with your story and highlights
- A media kit from your own analytics
- A Partner with me inquiry form
- Reporting-deadline reminders
- Marketing tools only, never representation

| | |
|---|---|
| **DIY Templates** | **$197** one-time |
| MOST POPULAR **Done-For-You** | **$697** setup + $47/mo |
| **Done-For-You + Marketing** | **$997** setup + $147/mo |

## Ready for a home base sponsors can find?

Book a 20-minute fit call. We'll confirm you're 18 or older, look at how brands find you today, and what your school's rules allow.

**Book my fit call →** businessprofilepro.com/athlete-brand-package

For athletes aged 18 or older. No contract required to talk. Live within 7 days of complete onboarding, or your setup fee comes back.