



Collectives Best Practices

Advice for collectives navigating the new and everchanging name,
image and likeness landscape.





Table of Contents

Fundraising

Overview of fundraising best practices for collectives.

Gaining Donations

How to gain donations and membership subscriptions.

University Partnership

benefits of partnering with your collective's university

Memberships

Create membership tiers suited to your collective.

Paying Athletes

Overview of best practices for paying your student-athletes.

Best NIL Deals

Examples of NIL deals to offer your student-athletes.

Common Deliverables

The most popular deliverables requested of student-athletes.

Tax Best Practices

Ensure your student athletes comply with tax requirements.

Advice for 501c3s

The IRS memo and achieving 501c3 status as a collective.

Contact

How to get in touch with Basepath for more information



Fundraising

Best Practices

- ▶ Backing from the **Athletic Department** (videos of coaches and notable alumni).
- ▶ Generally **exclusive experiences** are what fans prefer.
- ▶ Hosting events with **QR codes** available throughout the venue & on tables.
- ▶ **Exclusive tailgate** with special guests.
- ▶ Have a **QR Code on the scoreboard** at game days for fans to contribute.
- ▶ **Collective-hosted golf tournaments** with QR Codes at each tee box.
- ▶ **Collective-sponsored** brewery beers with a percentage going back to the collective (see Iowa and Iowa State for examples).
- ▶ Hosting a **concert**.
- ▶ A **donor matching program** (have one donor match up to x amount and run the campaign on social media).
- ▶ **Referral codes** for fans and athletes.
- ▶ Consistent **social media** posts.
- ▶ Shoutouts from **notable alumni** on social media
- ▶ **A giving day or week** for the collective with lots of promotion prior (The Grove did \$1M+ in a day).





Gaining Donations and Members

Community involvement is an essential aspect of gaining members to support your collective's student-athletes. Here are some ways to attract sign-ups for membership donations and subscriptions.



In-Person Networking Events

Invite your board members, student-athletes, alumni, donors and the **community to events** for an opportunity to raise awareness with a percentage of the funds going back to the collective. Try a tailgate, Top Golf, golf tournament, brewery experience, concert or bar tab at a venue.

Affiliate Links and Referral Codes

Tap into the audiences of prominent public figures in your community whose audiences may include your ideal potential members to target by **providing influencers with tracking links** to see who signed up because of them. Referral codes from fans and athletes are another great way to track leads.

Digital Marketing

Utilize social media channels consistently to **produce content and engage with the community**. Social media ads can increase the reach of your posts to a wider and more targeted audience beyond your followers. Blog posts on your website make you more discoverable by search engines. Send e-newsletters.

Gaining Donations and Members

Community involvement is an essential aspect of gaining members to support your collective's student-athletes. Here are some ways to attract sign-ups for membership donations and subscriptions.



QR Codes

QR codes make links **easier to scan and more likely to be engaged with**. When hosting events, place QR codes throughout the venue and on tables in the form of of signs, stickers or on flyers. Put a QR Code on the scoreboard at game days for fans to contribute.

Exclusive Experiences

Provide exclusive experiences for fans as a **membership benefit**. Offer fans personalized videos, letters or social media shoutouts from student-athletes. With backing from the athletic department, offer personalized messages from coaches and notable alumni as well.

Donor Matching Program

Encourage fans to donate to your collective and increase their donation total by offering to **match their donations** up to a certain dollar amount and frequency, even if it is only a one-time or first-time opportunity.



Partnering with your University

Despite the potentially expensive cost to be an official sponsor, there are many benefits of partnering with your collective's university.



Advertising

Gain **ad real estate on university resources** like scoreboards or marketing bulletins in sports facilities.



Credibility

Receive backing from coaches and athletic departments through **press or promotional videos** to increase credibility.



Transparency

Establish **deeper transparency** between both parties and a stronger relationship if collectives and NIL move in house



One Maryland Collective Becomes the Official Collective Supporting All Maryland Student-Athletes

9/14/2023 2:00:00 PM | Baseball, Field Hockey, Football, Men's Basketball, Men's Golf, Men's Lacrosse, Men's Soccer, Softball, Track & Field, Women's Basketball, Women's Cross Country, Women's Golf, Women's Lacrosse, Women's Soccer, Women's Tennis, Wrestling, Gymnastics, Volleyball, Name, Image & Likeness



Structuring Memberships

Consider your audience and aim to create a membership tier best suited for each type of fan. Offer perks like free merchandise for higher subscriptions.

≡ Provide Tier Options

Provide at least three membership tiers that fans can subscribe to, additionally to the option of a one-time donation. **The lowest priced tier should be accessible** to anyone, even students, with limited benefits. **The highest priced tier should be for the top 1%** of members and come with generous benefits.

🔄 Offer Perks

The higher the tier, the more perks a member should receive. Examples of perks are team-branded freebies, exclusive content or messages from athletes and staff, virtual or in-person meet-up or event access opportunities and autographs.

🛒 Create a Merchandise Store

Through Basepath's integration with SquadLocker, collectives can create **a customized merchandise store** with team-branded apparel. Members of designated tiers will **automatically receive a free voucher code** to spend in the store upon sign up. Track code activity on Basepath.

\$34 / month

Heisman

- 90%+ paid directly to Auburn Student-Athletes*
- Premium Podcast & exclusive Student-Athlete content
- \$30 Voucher to the On To Victory Merchandise Store annually
- On To Victory Members-Only Sticker Decal
- Monthly On To Victory Newsletter
- Invitation to attend 1 Player Meet & Greet event (1 ticket per event with ability to purchase more)
- 10% Discount in Merchandise Store after your

\$102 / month

Donahue

- 90%+ paid directly to Auburn Student-Athletes*
- Premium Podcast & exclusive Student-Athlete content
- \$60 Voucher to the On To Victory Merchandise Store annually
- On To Victory Members-Only Sticker Decal
- Monthly On To Victory Newsletter
- 10% Discount in Merchandise Store after your Voucher purchase
- Ability to attend monthly Virtual Meetings with

\$210 / month

Magnolia

- 90%+ paid directly to Auburn Student-Athletes*
- Premium Podcast & exclusive Student-Athlete content
- \$90 Voucher to the On To Victory Merchandise Store annually
- On To Victory Members-Only Sticker Decal
- Monthly On To Victory Newsletter
- 15% Discount in Merchandise Store after your Voucher purchase
- Ability to attend monthly Virtual Meetings with

\$557 / month

Thach

- 90%+ paid directly to Auburn Student-Athletes*
- Premium Podcast & exclusive Student-Athlete content
- \$120 Voucher to the On To Victory Merchandise Store annually
- On To Victory Members-Only Sticker Decal
- Monthly On To Victory Newsletter
- 15% Discount in Merchandise Store after your Voucher purchase
- Ability to attend monthly Virtual Meetings with Student-Athletes
- Invitation to attend 3 Player Meet & Greet events (6 tickets per event with ability to purchase more)
- Annual Virtual Meeting with OTV Contracted Student-Athlete of your choice
- Personalized Video from OTV Contracted Student-Athlete of your choice
- Autographed Ball from OTV Contracted Student-Athletes (Football, Basketball or Baseball)

Become a Thach Member

\$1089 / month

Samford

- 90%+ paid directly to Auburn Student-Athletes*
- Premium Podcast & exclusive Student-Athlete content
- \$150 Voucher to the On To Victory Merchandise Store annually
- On To Victory Members-Only Sticker Decal
- Monthly On To Victory Newsletter
- 15% Discount in Merchandise Store after your Voucher purchase
- Ability to attend monthly Virtual Meetings with Student-Athletes
- Invitation to attend 3 Player Meet & Greet events (6 tickets per event with ability to purchase more)
- Invitation to attend 1 exclusive OTV event (2 tickets)
- Annual Virtual Meeting with OTV Contracted Student-Athlete of your choice
- 2 Personalized Videos from OTV Contracted Student-Athletes of your choice
- 3 Autographed Balls from OTV Contracted Student-Athletes (Football, Basketball & Baseball)

Become a Samford Member



Paying Student-Athletes

- ▶ **Remain compliant** with the university using Basepath's disclosure dashboard.
- ▶ **Track all NIL activity** through Basepath and Basepath Wallet
- ▶ Exercise IRS precautions for paying athletes under a **501c3** organization.
- ▶ Provide **financial support and education** for athletes in navigating NIL.
- ▶ Ensure NIL **deal contracts are secure** and in the best interest of the student-athletes.
- ▶ **Give athletes assignments and tasks** to complete to receive NIL payments.
- ▶ Make sure athletes **link their bank accounts** to safely receive payments.
- ▶ **Keep payments to athletes organized** by filling out all of their information ahead of time.
- ▶ **Communicate effectively with athletes** using Basepath's Sendgrid, Twillo and Mailchimp integrations for emails, texts and in-app messages.





Best NIL Deals

Athletes can serve as influencers, brand ambassadors, athletic trainers, spokespeople, special guests and more.



Giveaway Contests

Athlete posts on social media with contest rules - follow and engage with the brand to enter to win a prize.



Affiliate Marketing

Athlete is provided a tracking link from the brand and receives a kick-back when purchases are made via link.



Event Appearances

Event is promoted with athlete in-person presence in order to drive increased guest attendance.



Social Media Takeovers

Athlete “takes over” brand’s social media and posts on brand’s behalf. Athlete tells their followers to go watch.



Sponsored Collaborations

Invite athlete as a collaborator on brand’s post. When athlete accepts, the post shows up on the athlete’s profile.



Most Common Deliverables for Student-Athletes



Stories

Instagram
Stories



Posts

Instagram,
Tik Tok & Twitter
Feed Posts



Events

Charities, Tailgates
& Launches

End of Year Taxes

College athletes must ensure they comply with all tax filing requirements, including reporting their income and paying any taxes owed.



Employment Income

College athletes who have part-time jobs or receive compensation for work unrelated to their athletic scholarships should **report that income as taxable wages**.



Taxable Wages

Taxable wages include **earnings from employment**, such as hourly wages, salaries, tips, bonuses, or any other form of compensation received for services performed.



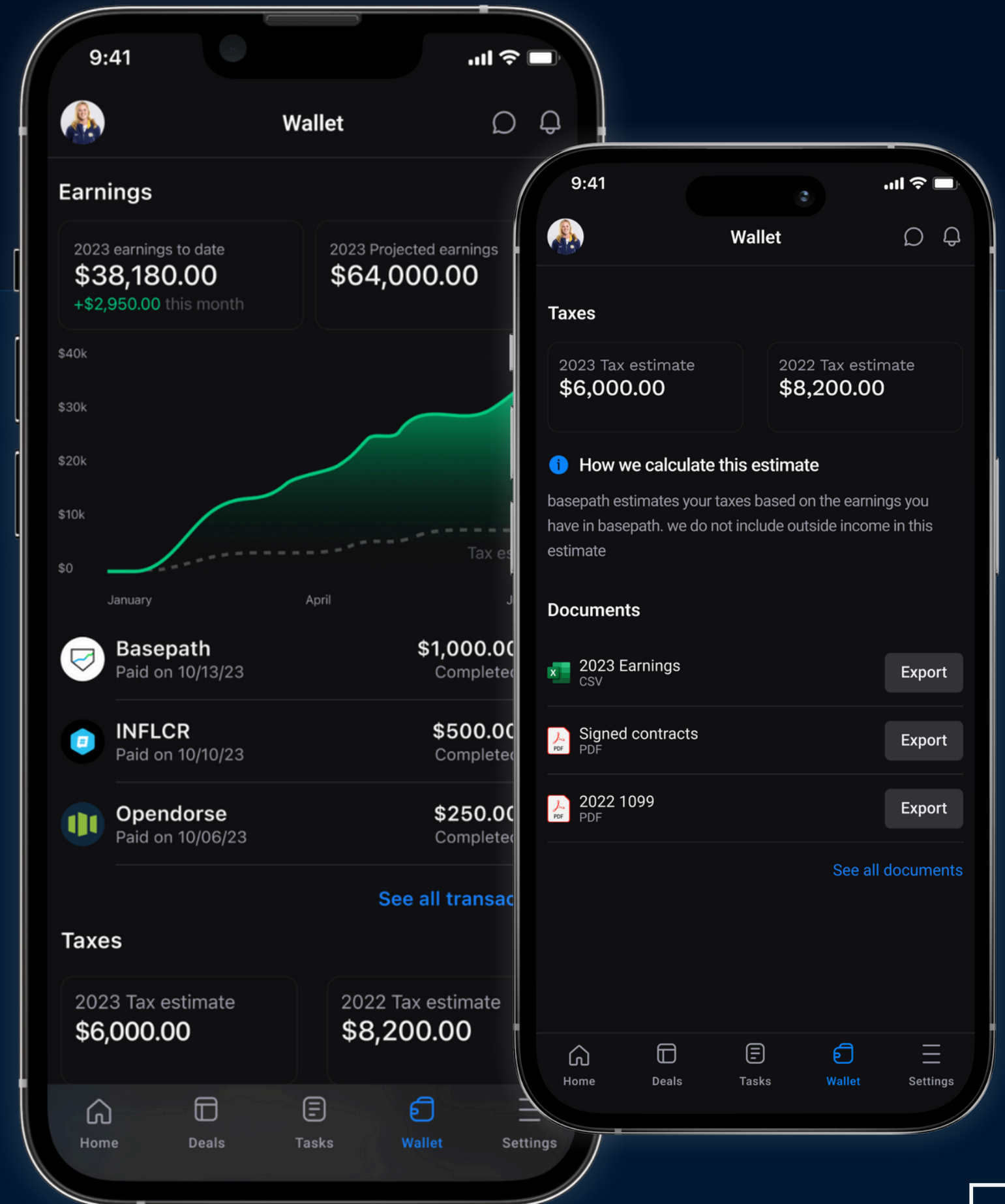
1099 Forms

Athletes completing NIL deals are taxed as **1099 contractors** by the IRS. Basepath automatically generates these tax forms for athletes come end of year.



Deductions and Expenses

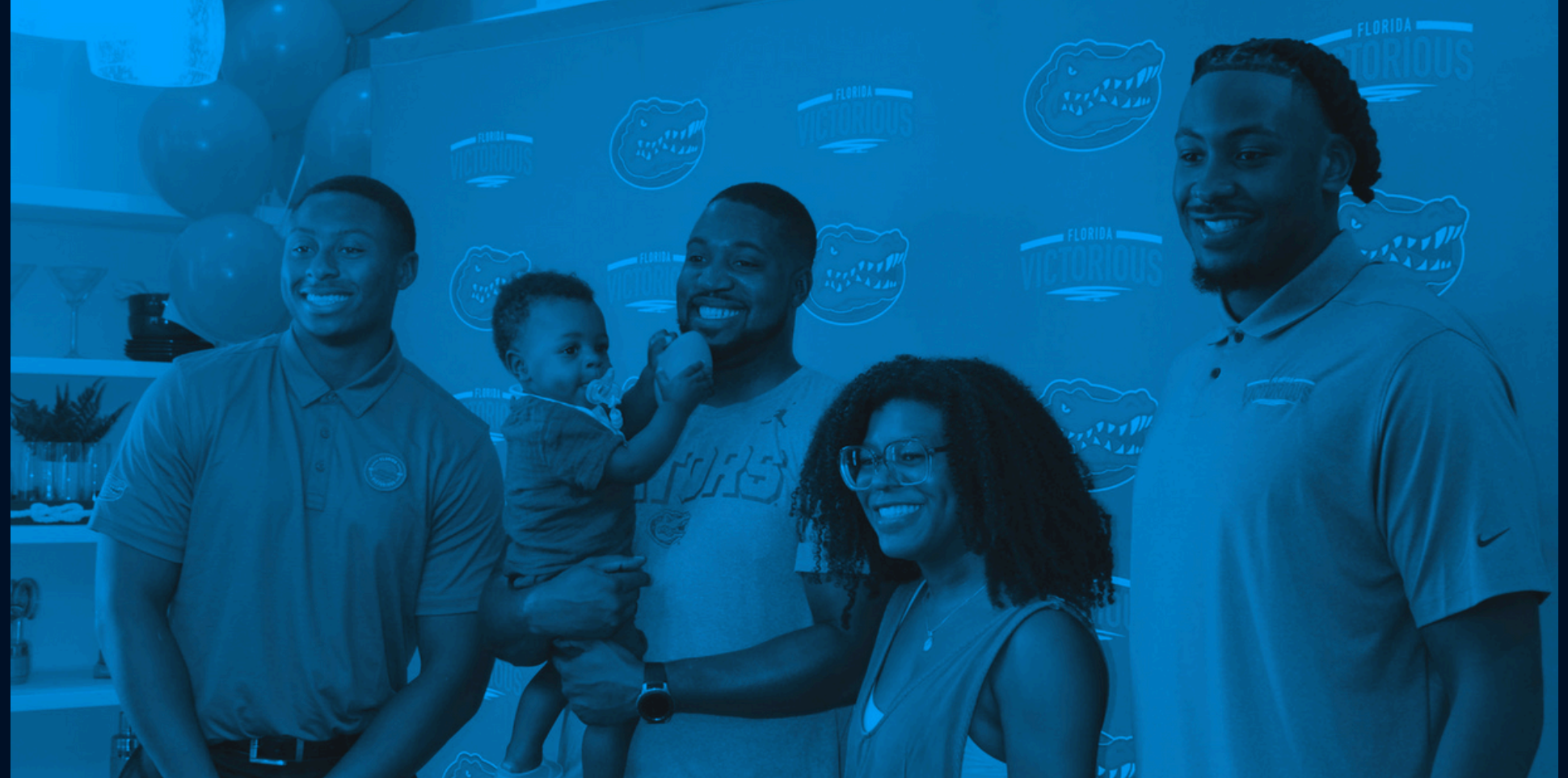
Athletes may be able to **deduct eligible business expenses**, which may include equipment purchases, marketing and advertising costs or travel expenses related to the business.





Advice for 501c3 Collectives on the IRS Letter

READ MORE



Compensation as the Primary Purpose

In many cases, the compensation provided to student athletes is not merely a byproduct of nonprofit NIL collectives' activities but rather their fundamental purpose. **The majority of the funds should go to charity**, not student-athletes.

Additional Benefits Provided

NIL collectives often offer benefits to student athletes beyond compensation. This complicates whether the organizations primarily serve a charitable purpose. It is possible that **educational benefit** could be a valid defense.

Substantial Private Benefit

The private benefit received by student athletes from these nonprofit NIL collectives is deemed substantial compared to the overall public benefit from the organizations' activities. **The scale should tip towards the public**, not individuals.

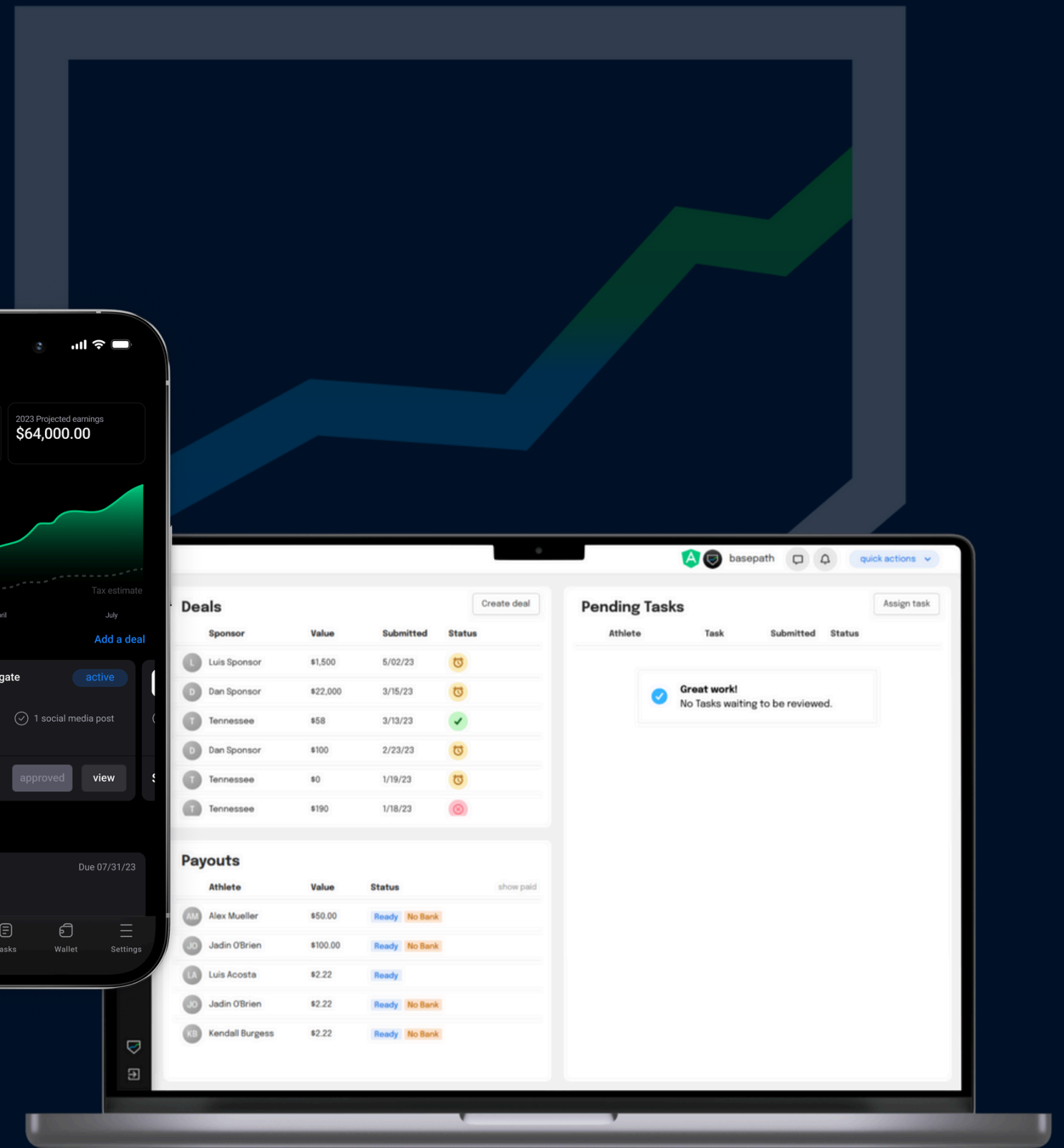
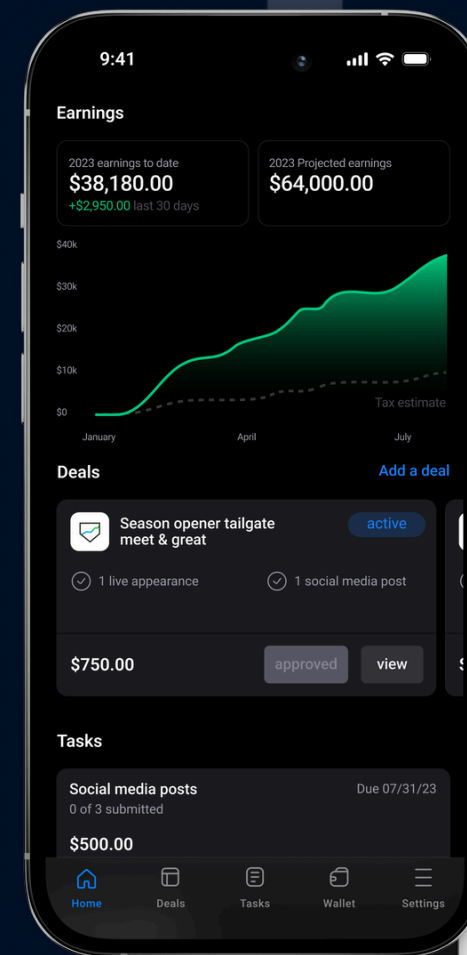
Non-Charitable Class

The student-athletes benefiting from nonprofit NIL collectives are **not recognized as a charitable class**. It might become an issue to advertise to donors that a majority of funds go to student athletes, who are not a charitable mission.



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contact@basepath.com



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