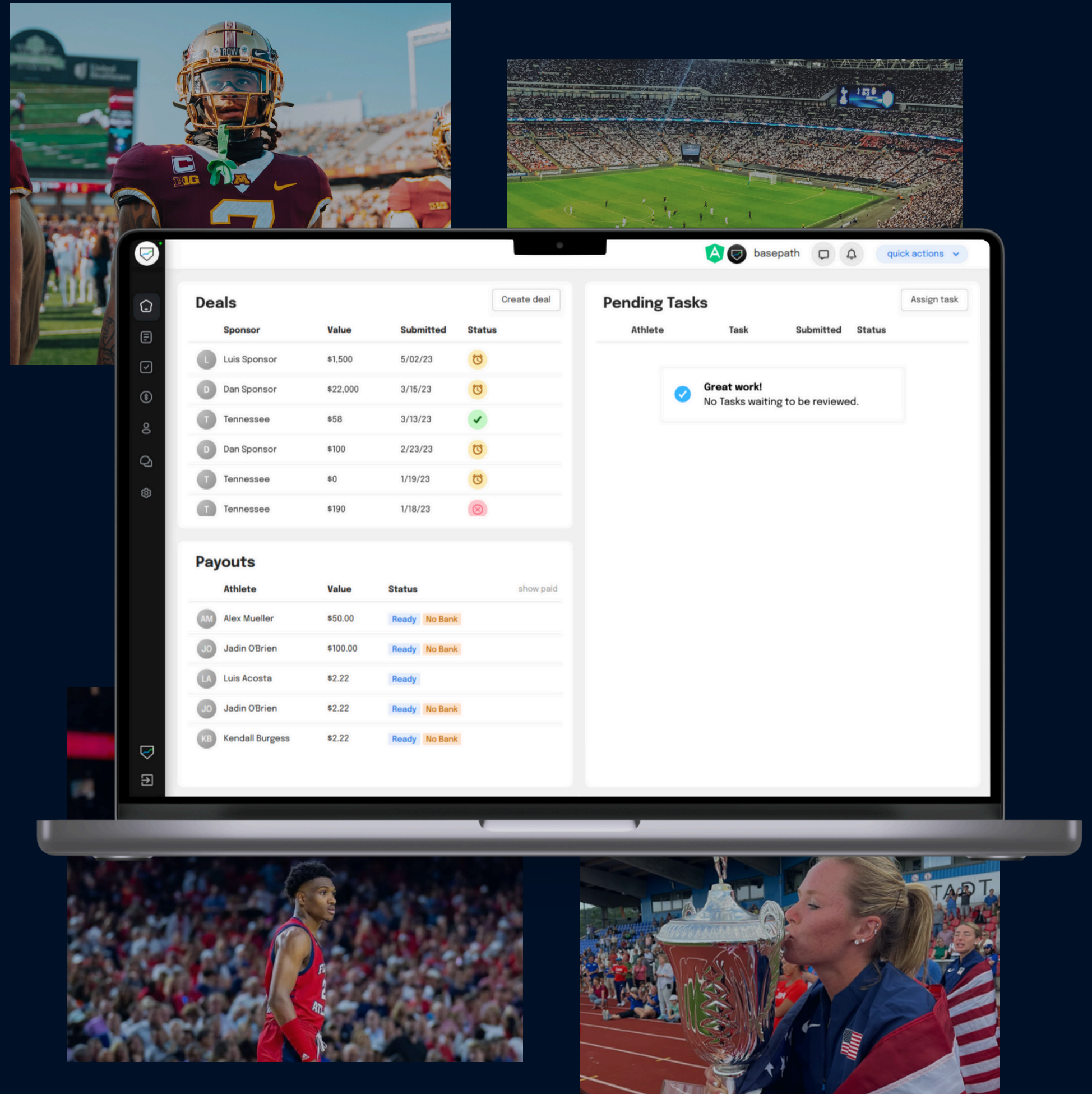




# Bring it on. Bring your NIL in-house.

Streamline your university's **future NIL operations and revenue sharing needs** with Basepath.





# Understand Regulations

Before determining whether to bring your NIL and revenue sharing in-house, evaluate the rules and regulations that can be to your benefit or disadvantage.



## State Laws

In some states the **NCAA is banned** from punishing NIL payment violations.

## University Policies

University policies differ based on **how athletes are paid**.

## NCAA Regulations

New reforms allow **DI schools to help athletes with NIL**.

## Federal Implications

Unionization challenges **athlete employment** status laws.

## Title IX

Title IX does not apply to **collectives**.

## IRS Rules

The IRS has been **cracking down on 501c3 collectives**.







# Identify Key Stakeholders

You will need to take inventory of **who will be involved** in and affected by the changes you are going to make.



## Athletic Department

Coaches, admins, operators, general manager, student-athlete support.



## External Stakeholders

Collective, boosters, donors, fundraising, fans, agencies



## Student-Athletes

Recipients of NIL opportunities





# Align on Structure

Next, determine the structural alignment between your university and athletes that works best for you. Most importantly, **we can help operationalize whichever structure you choose.**



✓ **Structure 1:**  
University-Athlete Model

✓ **Structure 2:**  
University-Agency-Athlete Model

✓ **Structure 3:**  
University-Foundation-Collective-Athlete Model

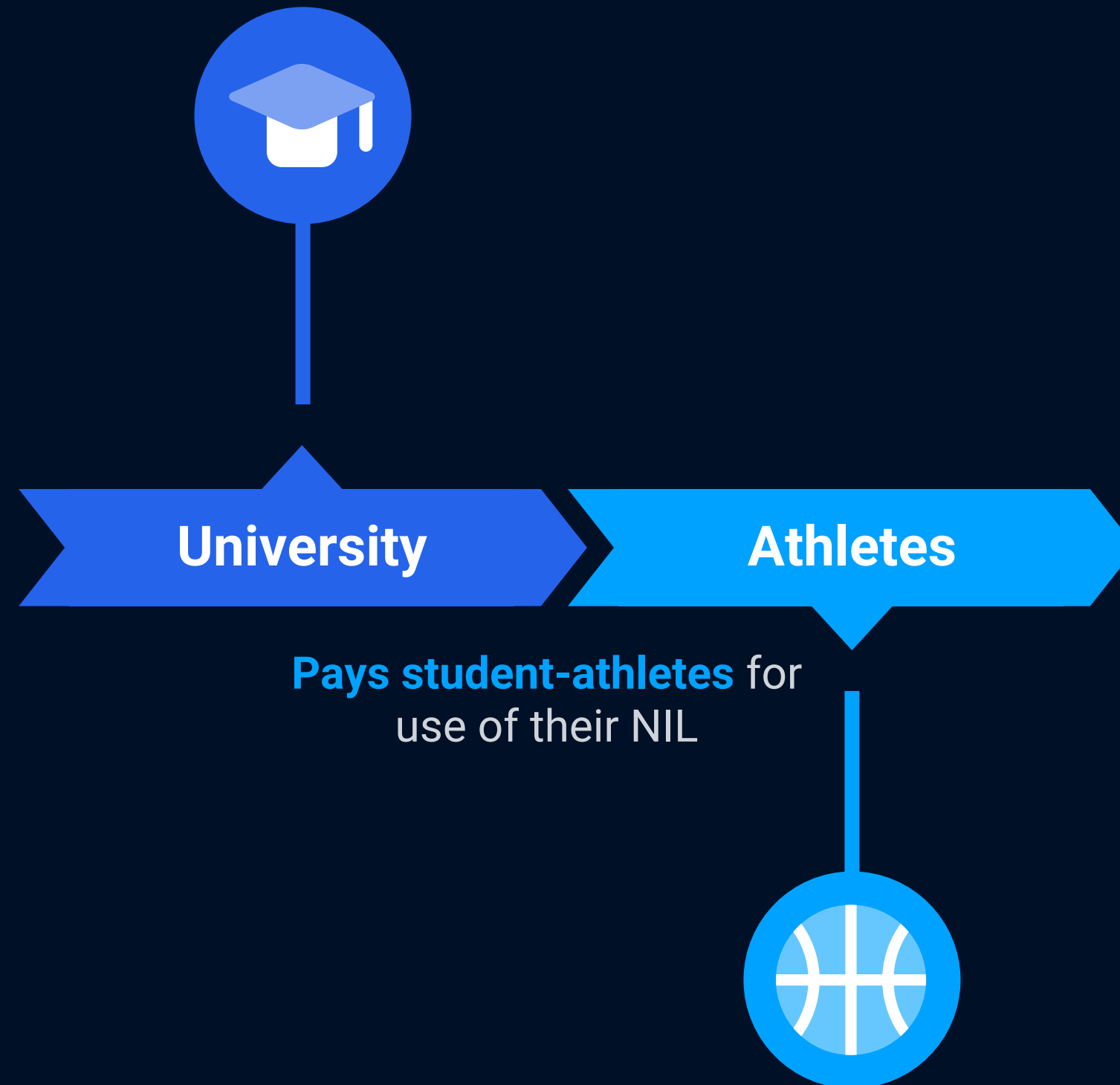
✓ **Structure 4:**  
Collective-Athlete Model





# Structure 1

In **Structure 1, the University-Athlete Model**, the university athletic department pays the student-athletes directly for their NIL. Although expected around 2025, Basepath can help automate operations.





# University-Athlete

Review the pros and cons of **Structure 1**.

## PROS



**One place** for donors to give.



**Tax deductible** university donations.

## CONS

01

More **university costs** for staff and operations.



02

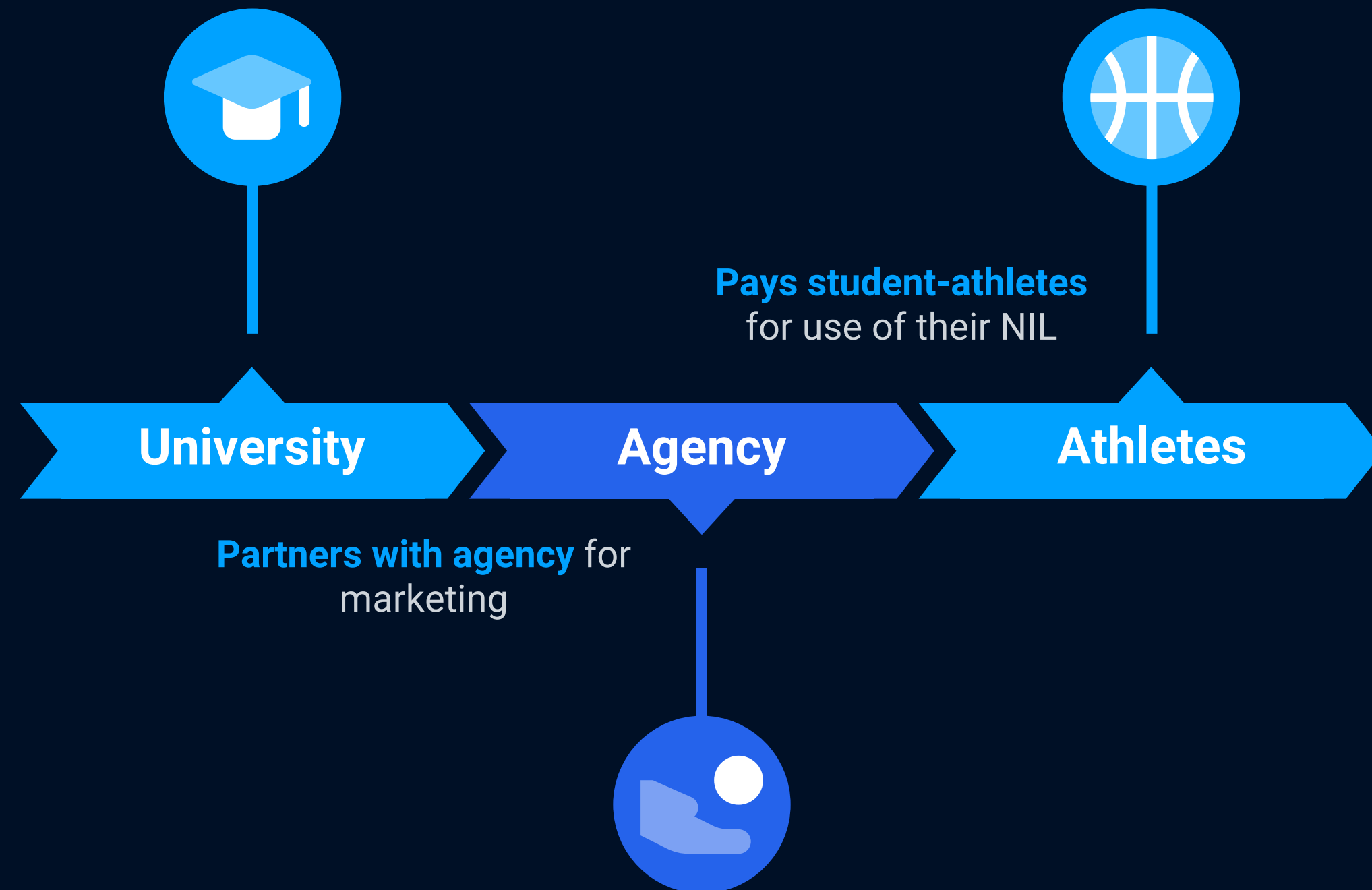
**Athlete confusion** when payment source changes.





# Structure 2

In **Structure 2, the University-Agency-Athlete Model**, the university athletic department partners with the agency, formerly the collective and the agency pays student-athletes for their NIL.





# University-Agency-Athlete

Review the pros and cons of **Structure 2**.

## PROS



Avoids **Title IX** risks.

01



Saves university **time and money**.

02



Athletes get paid from the **same source**.

03



Financial backing from **university donors**.

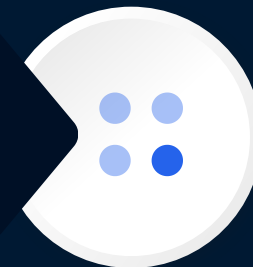
04



More **NIL deals** for athletes.

05

## CONS



Possible brand **misalignment**.



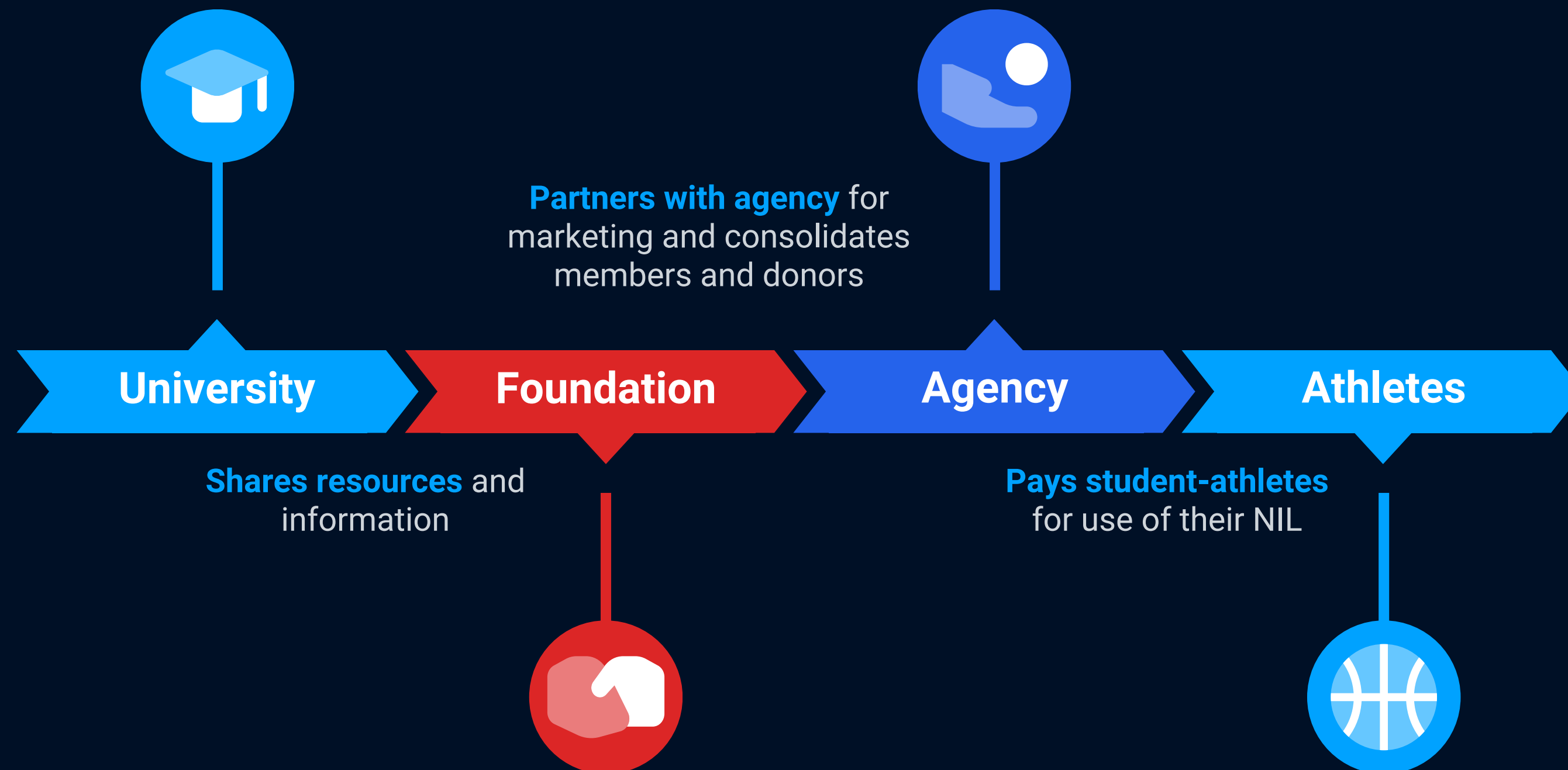
**Donor confusion** or fatigue.





# Structure 3

In **Structure 3, the University-Foundation-Collective-Athlete Model**, the university athletic department shares resources and information with the booster foundation. The foundation partners with the collective as a marketing agency. The collective pays student-athletes for their NIL.





# University-Foundation-Collective-Athlete

Review the pros and cons of **Structure 3**.

## PROS



**Minimize** collective donor **competition**.

01



**Title IX** risk aversion.

02



University **avoids burden** of more staff and ops.

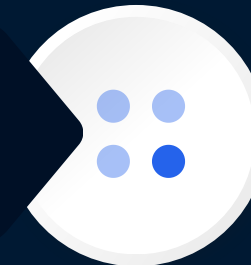
03



Athletes get paid from the **same source**.

04

## CONS



Four **different groups** as stakeholders.



**Donor confusion** or fatigue.

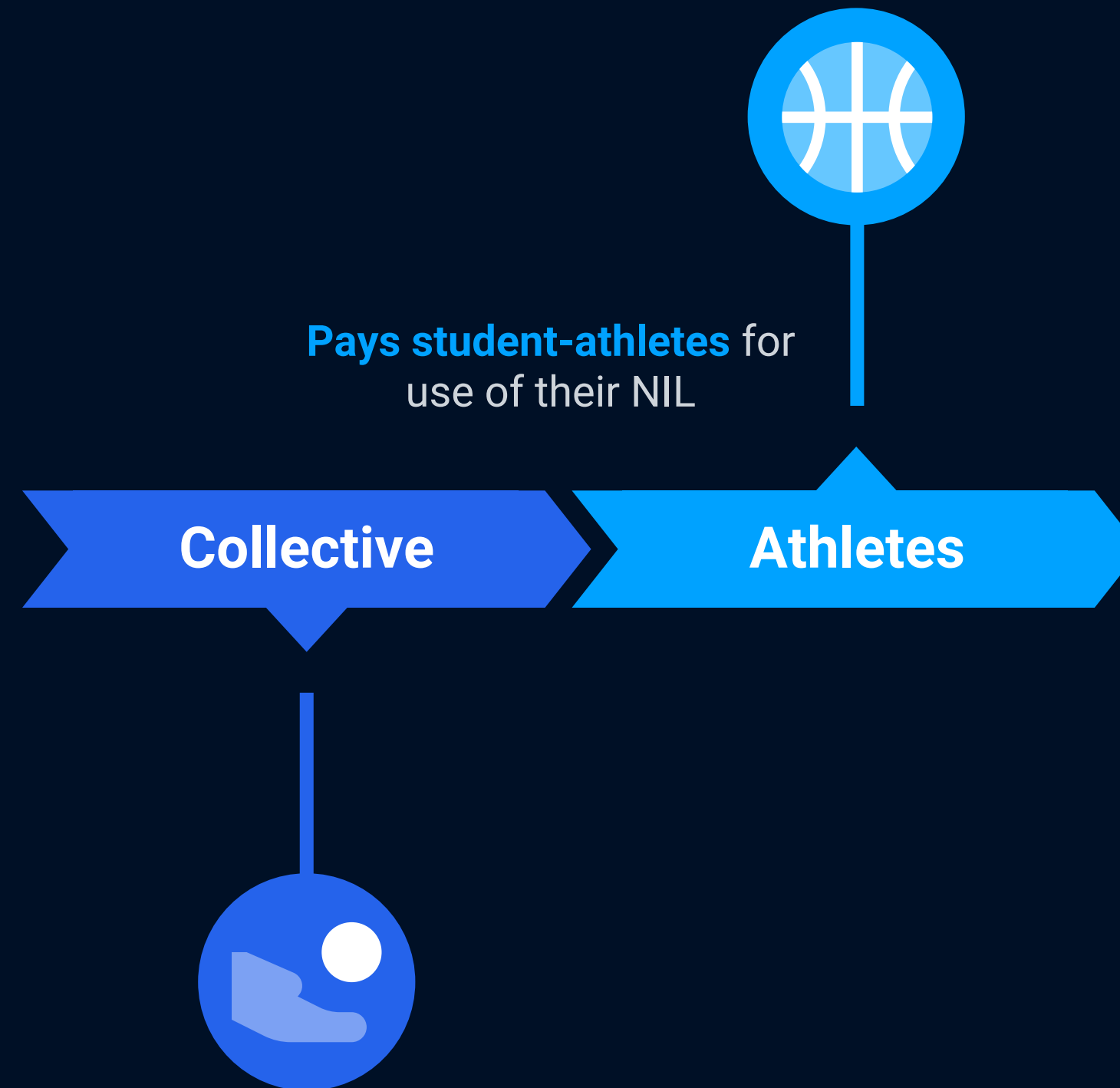


Collective donations are not **tax deductible**.



# Structure 4

In **Structure 4, the Collective-Athlete Model**, the collective pays the student-athletes for use of their NIL separate from the university.







# Revenue Sharing

In April 2024, discussions in the **House vs NCAA** case became pressing. The following implications could happen:



## \$20m Revenue Sharing Cap

For **Power 4 & 5 schools**. Schools can choose to opt in. Sets the stage for an in-house model.



## Back Pay for Student-Athletes

for the **money they could have earned** if they had been allowed to sign NIL deals prior to 2021.



## Collective Bargaining

In **pro sports**, rev sharing deals are typically reached through a collective bargaining agreement.



## Schools Paying Athletes for NIL

The result of this settlement could lead to **direct payments to student athletes** from universities.





# How to Prepare for new Changes

Get your university or collective ready to transition to your **new NIL or revenue sharing model**.

## Universities



STEP 1

### Operationalize

**Streamline processes** for payments to athletes.



STEP 2

### Coordinate with Stakeholders

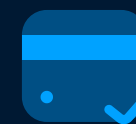
Work with your **foundation and collective**.



STEP 3

### Educate Athletes

Inform athletes of **changes and effects**.



STEP 4

### Analyze Structural Costs

New **NIL staff & replace marketplace** with ops software.

## Collectives



STEP 1

### Optimize University Relations

**Discuss changes** with your university.



STEP 2

### Consider New Regulations

Study laws & prepare for **rev sharing** models.



STEP 3

### Assess Partners and Finances

Coordinate with foundation and plan for **financial implications**.



STEP 4

### Share Insights for Transition


Prep for information sharing & **transferability** to make changes seamless.






# Operationalize the Structure

Before an NIL engagement can begin, there must be a relationship between a student-athlete and a counterparty (university, agency, collective).




### Athlete Operations & Basepath Wallet

Basepath **automates disclosures** and helps athletes manage their new income streams. Basepath Wallet **consolidates all NIL income** in one centralized location and provides tax estimates for athletes.



### Memberships

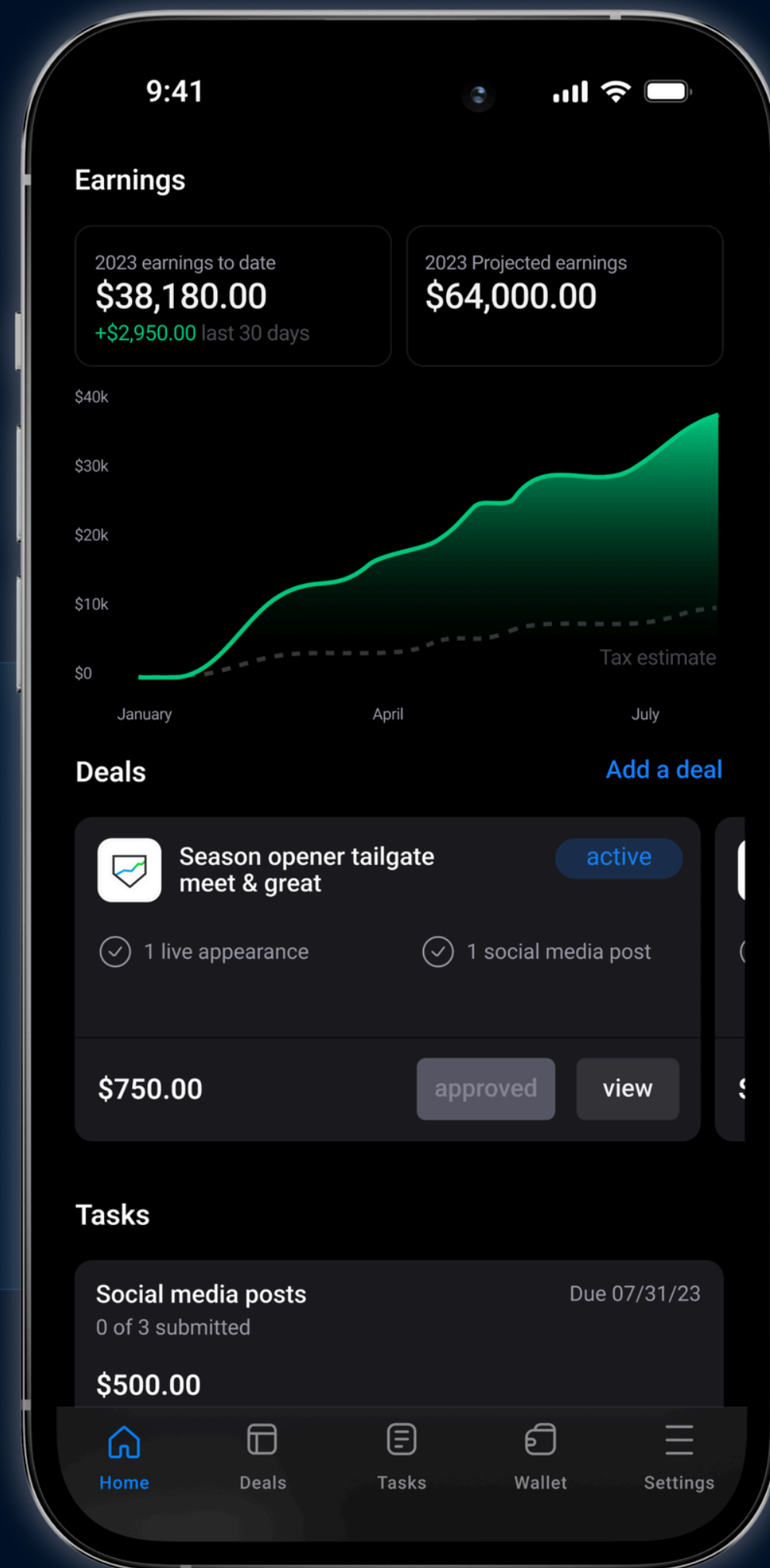
Basepath will help you **raise and manage memberships and donations** with a backend CRM specifically designed for universities and collectives.



### Basepath General Manager

A one-stop-shop for all student-athlete **payments, compliance, and roster management.**





## Contact Basepath

Reach out to Basepath to schedule a demo of our NIL operations software or Basepath Wallet at [info@basepath.com](mailto:info@basepath.com).

