

## NIL Awards 2022

Welcome everybody to the inaugural Nil Summit and Nil Awards My name is Jason Belzer and I am the co founder and CEO of student athlete Nil I'm joined today by my good friend and colleague Jim Cava the founder of influencer We are elated to have you with us tonight This evening is years in the making 20 years ago Jim and I were student athletes like you guys in the room tonight And we long thought about a day when student athletes would have an opportunity to make the most of their time in college sports and leverage their name image and likeness 2.5 years ago when we realized that that day would soon come We began to plan this evening It took thousands of hours and we have hundreds of people that have worked on this event including more than 30 brand partners who are seated here today and this would not be possible without them So please give a round of applause for everybody that is involved in this event I'm gonna hand it over to my partner Jim to say a few words about what this means and the opportunity that stands in front of you over the next three days Thanks a lot Jason You know as I look around right now it's kind of surreal for us an influencer We started in 2017 We knew Nil was not a matter of if but when I think the o'bannon case and other happenings legally showed us the road map that it was going to happen but nobody knew exactly when And so we just wanted to start helping athletes with their social media help you build your brand right Help you make the most of the time when you're playing at the school you're playing for and use that stage to set the stage for the rest of your lives And as we did that and as NIL unfolded we've been able to get more involved with all the things you're doing now to make money But the one big thing that I think is great about nil is not just how much money you're gonna make it's getting you to work a muscle a muscle that a lot of student athletes don't work until they're done playing the same muscle Your coaches come to you and say hey we're going to bring a bunch of influential alums in the room We want you to shake their hands and meet them These are people that could give you opportunities with your career But a lot of times athletes let that pass by nil is creating initiative takers And while now 500,000 athletes can make money with their nil There's only 300 in this room You're the massive initiative takers that are at the first ever nil summit And I can tell you with the work that Jason and Sunil and their team have done this This is gonna grow but you're at the first one And so I want to encourage you go up to your peers introduce yourself trade contact information There's a lot of brands

here go up to those brands get to know them understand how they're participating in NIL There's a lot of media here Media that's used to having to go through an S ID or somebody else to get to you and hear your perspective on NIL We've heard a lot from everybody else about NIL We haven't heard a lot from student athletes talk to the media members here from Sports Illustrated from the Associated Press and others Get to know them make the most of this because these 48 hours they're gonna fly by And I hope that ultimately you'll leave with new contacts new learnings and a lot of other ammunition to have a great year ahead with NIL And we just can't wait for tonight because we're going to celebrate the stars from year number one So Jason do you want to introduce our hosts Yes So I'd like to introduce our host for the evening The illustrious Darren Ravell and Charlie I feel like morning up everyone I've been waiting all night to say that I would say a TL but I have no credibility to say that I'm not gonna say but it is so hot that my sweat got an NIL deal So thank you to for that Also What is that You're drinking Darren Um This is Celsius It's the sponsor of the really good so delicious I already drank my can trying to get her own deal Of course we are all trying to get our own deals which is why we are all in such big support of NIL And obviously you all realize the importance behind this movement I know for myself as a host for ESPN I regularly work with professional athletes who have amazing brand opportunities partnerships endorsement deals but I look around the room and I'm seeing lots of student athletes who have just as many eyeballs on them and just as much exposure as some of these professional athletes that I work with And it's like why shouldn't you be given that exact same opportunity I mean not only is it a great way to build your portfolio financially but also to brand yourselves I mean who knows what direction you're ultimately going to go in So now is the time to start building your brand and then you are set by the time that you're able to make that next pivot point in your life So I'm so excited It is here and I wish it I wish it was in effect when I was in college Yeah But you weren't an athlete So it's true If you've seen some of my videos though My 40 is the most watched 40 of all time Usain Bolts You know for me it's kind of surreal being here because you know I've been covering sports business for 21 years and I remember my first interview talking about what became name image and likeness with Carmelo Anthony after Syracuse won the championship in 2003 And I asked him if he thought that it was a little weird that there were 15 Syracuse Jerseys number 15 Syracuse Jerseys And they'd be walking around on campus people walking around with them and he didn't get a piece

and he was bold enough to say we should get a piece which then led to Tim Tebow And over time even though the NC A might have not been that helpful over time we finally got here So it's it's amazing I feel kind of old having covered 20 years of what seemed to be not a lot of progress but we're here because of that So yeah absolutely So with that being said we have a lot of very special student athletes that we'd like to recognize this evening So let's get our award ceremony underway Shall we Let's go y'all ready Ok Ok We begin this evening with the innovator of the Year award that is presented to you by Invest Qqq This award recognizes the student athlete that best exemplified innovation and creativity through novel usage of their name image and likeness to generate tremendous value for their partners and or themselves So let's welcome UG A softball player Jaden Fields and Anna Paglia of Invest QQQ Hi everyone What a night Wow Look at the room I'm sure you know you guys are making history tonight You are the first you are the pioneers You are paving the way for more to come So good job I am so honored to be here in in a hometown of Atlanta at Invest 22 We believe that the innovation comes from anywhere and anyone Oh I I am so so touched and impressed at the passion and at the creativity of all of these athletes and the way they have used their brand their name their image their likeness So without further ado here are the nominees for Innovator of the year Lea Clapper University of Florida Gymnast She created the first gymnastic board game on the market called Balance Palace Rao Kazai Southern Methodist Football player is nationally known for his art galleries which express his passion for addressing social justice issues Will Marshall University football player he's an old school country music singer and songwriter that regularly plays live shows Chloe Mitchell a why not college volleyball player She became talk famous by making do it yourself videos Mitchell also launched their own nil farm called the playbook that aims to connect athletes and friends How amazing is that Gary and Mackenzie Milton Miami quarterback and Florida State quarterback They have to create the nationally known nil marketplace dream field A gymnast who has inked many nir deals this past year including a black girl magic and F and has a partnership with where she designed her own named the Queen Leo And the innovator of the year award goes to Chloe Mitchell a college Oh my goodness I told myself if I won this I wasn't gonna cry because Sedona Prince is somewhere in here and I can't cry in front of her But I just I'm shocked I'm a 20 year old young female businesswoman and I'm sitting in a room full of such esteemed athletes and many of whom are signed up on playbooks the company that my dad and I

founded and I just want to say thank you for being a part of that journey and allowing us to be part of your stories and you all look really good tonight So thank you very much Right I always have a dream that the Steve Harvey thing happens to me So I'm really glad that I don't have any envelope to open up and say the winner is uh but the next award is the best social media campaign I am very fond of social media I was born on June 30th which retroactively became a social media day I don't think that was an accident Maybe it was our next category best social media campaign This award recognizes the most exceptional nil marketing campaign activated over one of more one or more social media platforms judges considered social engagement fan conversation as well as coordination If part of a larger integrated or multi channel campaign please welcome Nita Srikanth with influencer and Kai Dukes from Johnson C Smith University and Noa De Souza from UC Berkeley How we doing Everyone Darren's got wings on his shoes All right we're here to announce the nominees for best social media campaign starting with number one Bojangles The brand is one of the first major quick serve restaurants to sign endorsement deals with college athletes such as Sam Howell and Bo Nix Since July team Bojangles has partnered with over 50 student athletes in a variety of sports for social endorsements and personal appearances Next is Tia a financial firm is leveraging the intersection of International Women's Day the anniversary of title nine and the start of March madness in a campaign that shows young people why they need to start thinking about retirement Now the retire inequality campaign included women's basketball stars and focused on how gender inequality affects retirement prospects Next up is Mercedes Benz USA the EQS brand ambassador program Sick Car to get the word out about its new EQS electric vehicle Mercedes Benz engaged college athletes for a variety of promotional activities including meet and greets The deal is notable for taking a different approach than a traditional advertising or social media campaign The deal has featured athletes like UCLAS Mac May and Saint John's Jeff Smith Jeff Sims excuse me And then last but not least boost mobile boost mobile became the first mobile carrier to sponsor college athlete college athletes directly When it announced the signing of the Cavender Twins on July 1st 2021 60% of boost mobile branded posts were nl posts with college athletes accounting for 50% of the company's overall influencer program The winner of the best social media campaign goes to Mercedes Benz usa Wow this is awesome Thank you everyone So I work for Mercedes Benz I was very happy to have the nil opportunity I think it's great We look forward to doing

more Um It's a great way we've found to authentically talk to the next generation of Mercedes Benz owners So thank you everyone And I'm really proud to be part of the inaugural nil awards I got excited for a second when Mercedes Benz just won that award I was waiting for her to be like you get a car you get a car you get a car That would be that would be sweet right Could drive out of here to Ben's um maybe another time Uh OK Our next award is the hustle Award which obviously everyone in this room knows what it means to hustle whether it's playing your sport or being active on social media like for the love of God Yeah social media is like a full time job these days Is it not Yeah it is So you really have to hustle if you want to grow your audience and grow your brand So this is what that award is somewhat gearing towards This award is presented by very appropriately So meta it recognizes the student athlete that while not a major statistic contributor to their team utilize an unrelenting determination combined with entrepreneurial savviness to excel in their name image and likeness endeavors on and off the field So for that let's welcome Nick Marquez from Meta and Isoa Wager from Kentucky State University So when we heard about this award we jumped at the chance to hand it out because when I think of hustle I think of everybody in this room and I think about the fact that Nil has helped level the playing field right You don't have to be at ad one school necessarily to build a business on a on a platform You don't have to be a starting quarterback necessarily to have you know a large following or to build your as a creator And so I think all of you kind of own a little bit of piece of this hustle award including a so but tonight we're going to celebrate the folks that are nominated including Angel Reese She's a former University of Maryland women's basketball player She signed over 10 nil deals including Tia A outback and mcdonald's We have Bree soccer ST John's Fisher College field hockey player She's partnered with many brands including Dunkin Donuts and Link Tree Got to give a shout out to Emily Cole who's built a business as a creator already We we feature a lot of your content on our on our uh examples She's a Duke's women's cross country and track and field athlete She's signed nil deals with H and R block family dollar B Elite and she has a cookbook coming out soon Ray Smith Norfolk State football player and track and field athlete He won 2022 H BC U male athlete of the year award He's the nickname the king of NIL He's partnered with over 70 brands including Post game Reebok Boost mobile and body armor John Seaton Elon University football player You all have probably seen this guy He has a personal clothing line called Big Boy Council He

signed over 10 nil deals including Epic games Fortnite WWE and Celestial Tea And finally the hockey guys the group of 10 friends from the University of Wisconsin Superior Men's Hockey has amassed over 1.5 million followers across all social platforms The hockey guys has entered into nil deals including discover great clips and Snickers Let's see Let's see who's taking it home And the winner of the hustle athlete of the year goes to raw Smith of North Norfolk State How are y'all doing today You know being the hustle Ward is a lot because I play football I run track and I go to school and and I got time for a so you know I work hard every day for this and I'm proud of this and um I'm blessed to be here That's all I gotta say Love y'all I planned this outfit I thought I was going to be the best dressed and then raw Comes up here by the way that last award made me hungry I mean someone someone got an outback deal and a mcdonald's deal I didn't know you could do That Sounds like my type of nil deals OK Uh I graduated Northwestern I love brains I consider myself a nerd So I had to be presenting the Scholar Athlete of the year award at Northwestern The class plate tectonics is actually a hard class Um I took it I got a seat Um All right So let's talk about the scholar athlete award It's presented tonight by Celsius This award recognizes the student athlete that achieved exceptional results in the classroom and in their respective sport while maximizing their name image and likeness for the greater good So let's welcome Liliana Antique with Celsius and Sarah Fuller from North Texas University by Atlanta is proud to announce tonight's scholar athlete of the year award The nominees are Aah Boston University of South Carolina women's basketball player has earned COSA all academic all American honors twice and has partnered with brands like under Armor and Bojangles Kobe Utah Football player was the 2021 pac 12 scholar athlete of the year and two time COSA academic All American Kobe partnered with brands such as Clean Simple Eats and the Utah Warriors national men's rugby team Buddy Boeheim Syracuse men's basketball player was named a 20,022 academic all American and has partnered with brands including athletic brewing Ili U A and three wishes cereal Colin Wilder Wisconsin football player was named to the 2021 ball academic All big 10 team Wilder went viral after his personal branded Halloween themed trucker hat called the Grit Factory was seen worn by teammates on the sidelines of their football game against Iowa Georgina Corri University of South Florida Softball player was named the 2021 American scholar athlete of the year The three time all American helped raise over \$23,000 for her friend's brain surgery Leah Clapper University of

Florida Gymnast was a four time sec honor roll student and graduated someum lad with a bachelor's degree in advertising Clapper created her own gymnastics the board game and has partnered with brands like public rec and Bank Sarah would you like to announce tonight's winner Yes I would the scholar athlete of the year goes to Leah Clapper University of Florida I'm gonna need to stand on my tip pills or lower this a lot Well here we'll do both Oh my goodness I'm so honored to receive this award I'm just so grateful to be standing up here today When I started my career as a student athlete at University of Florida I really had one goal to make my absolute most of the time being a student and an athlete and the University of Florida has let me do that And I can proudly say I've accomplished that so far and this just proves it I suppose But I'm just really thankful for everyone that has supported me along the way And I'm looking out at hundreds of incredible student athletes right now So it's an amazing amazing honor Thank you All right Yeah you you know I I understand what it's like for us short people A lot of you don't have that problem in here So you will never understand the struggle Uh But we are here now to honor someone in this room with the athlete advocate of the Year award So this award recognizes the student athlete that has best leveraged their name image and likeness to create substantial impact towards their community nonprofit and or philanthropic causes So please welcome Jordan Childs from UCLA and Courtney Altius from Advance Hello can I first just say how cool it is And I'm standing up here with Jordan Childs Ok So I am here to talk about um the nominees for athlete advocate of the year but I would be remiss if I didn't just remind you all student athletes who participate in nil to pay your taxes Um So the nominees for athlete advocate of the year Cal Aus University of Pittsburgh football player set out a goal to raise \$94,000 for cancer programs at U MC Children's Hospital of Pittsburgh And in return he would cut his signature locks the pit captain cut off his locks after hitting his goal And to date has raised over \$120,000 Dylan Gibbons FSU football player went viral last year after he raised over \$75,000 to help cover his friend's medical expenses and elevate his quality of life The success of this campaign led Gibbons to establish Big Man big Heart to expand his charitable endeavors Megan Skaggs University of Florida Gymnast and 12 time all American created the tiny bow project to raise money for 10 different charities throughout her final gymnastic season by selling a tiny bow ribbon pack autograph cards and personalized video messages Fran Beli Stanford women's basketball player partnered with Denny's for its Super Slam Fran promotion The sponsorship

included a \$25,000 donation to the Women's Sports Foundation to enable all girls and women to reach their potential in sports and life Baker Rutgers men's basketball player led the hashtag not NCAA property campaign during the 2021 March Madness tournament in an effort to get the NCAA to allow student athletes to get compensated for their name image and likeness Tyler Lindenbaum University of Iowa football player donated \$30,000 of his nil earnings to the Iowa Stead Family Children's hospital Well I gotta bring this down a little Um I have the honor to say that the winner of Athlete Advocate of the year is Megan Skaggs from University of Florida Hi Wow Let me just say after hearing about all those incredible student athletes who were nominated for this award I'm kind of shocked Um but I really I just want to say thank you Um about a year ago this time I was approaching my fifth year my COVID gifted year in gymnastics competing for Florida and really just thinking about a way that I could use that gift fifth year to give back a way to pair athletic performance with purpose Really and nil thankfully presented that opportunity for me to do exactly that And last fall like they said I launched an initiative called The Tiny Project with a mission to inspire impact and empower those around me in any way that I could Um we partnered with 10 unique causes such as mental health pride ally ship and many more that were super close to my heart And it was just the coolest thing to see community members my teammates anyone around me coming together to both educationally and financially support these causes and really just bring some good into the world So I would just like to thank my teammates who you are here today uh family and just community members and you all who have made this all possible to bring impact into the world So thank you guys By the way I forgot to mention we did invite Nick Saban here tonight but he said we should go to Jimbo Fisher because Jimbo would pay us Thank you for laughing Ross Ross Dellinger Thank you for laughing Personally I'll pay you later We now have the best individual campaign award This award recognizes a brand or organization who showed excellence in collaboration with a team of student athletes at one or more schools and across multiple media channels print digital et cetera to generate maximum impact and consumer conversation Let's welcome University of Texas women's volleyball player Logan Eggleston and Bonfires Bonfire That's a cool name Bonfires Same Thrilled to be presenting the best individual campaign award to all these qualified nominees Let's get going first individual Morgan and Morgan size matters One of the nation's largest personal injury law firms Morgan and Morgan is one of the first law firms to



make partnerships with college athletes signing deals with more than 20 students allowing the for your people brand to expand a larger audience Breaking limits each of the athletes in the hashtag breaking limits campaign were selected for their personal story of overcoming adversity and how they inspire others to move beyond their limits with confidence The hashtag breaking limits program is part of degree's larger \$5 million commitment to inspire people to move beyond their limits Dollar Shave club influencer Dollar Shave Club embraced its new status as the official razor of the NCAA and March Madness with an N I deal with Drew Timmy the Gonzaga men's basketball player who took the internet by storm with his handlebar mustache during last year's March madness tournament champion Get It Girl rapper and champion Global corporate consultant Sweetie contributed one of her many fan favorite singles Get It Girl I love that song to champions ad campaign of the same name as part of the champion paired or I'm sorry as part of the campaign Champion paired up with 12 female athletes and is providing them with mentorship in areas such as marketing and media to ensure they have a career opportunities beyond the court and field and last but not least H and R block fair shot H and R block inked deals with multiple female student athletes as part of its commitment to provide \$1 million in sponsorships and support for female college athletes And the winner for best individual campaign goes to Morgan and Morgan size matters not expect that one Well it's an honor to be nominated and it's an honor to be here because this is a long time coming nil is years decades in the making and on behalf of John Morgan Dan Morgan and the entire Morgan Morgan operation nationwide We cannot be more happy to win this award in year one So let's go for the people baby Let's go Love is energy right Nice job OK Everybody Now I have a little surprise for all of you Maybe not so much a surprise but this is really exciting for me because I'm here to now introduce one of my former bosses Probably No definitely the coolest boss I will ever have in my life He is a 14 time WWE champion WWE executive president of global talent strategy and development The king of Kings Paul triple H I'm officially old I need cheaters Dan you're gonna need bigger wings if you want to try to go So first of all uh I didn't know it was possible to be this quiet in a room full of college athletes What what like come on make some noise do something I don't know the WWE comes out here and nothing like everybody's trying to be too respectful People that aren't in college are the only people having conversations and making noise Just loosen up enjoy yourselves You're young live life a little bit You know what I'm saying That's

better getting started now Cowboy hat guy gets it right there All right So Darren Charlie thank you I want to say thank you to student athlete nil influencer and especially the college football Hall of Fame for letting us be here Tonight and for everybody that contributed to hosting what I'm sure will be the first of many successful nil summits But this will be the best one because everybody remembers their first Nothing still right Like I I've said loosen up now like nothing at Wwenil represents the future for us And that is why we call it next in line The next generation of superstars will come from this program The next Roman reigns the next Bianca Belair the next John Cena maybe even the next rock Never before has the pathway to the WWE been more clear In December Last year we announced our inaugural nil class of 15 college athletes to join our first sign two time NCAA A champion and Olympic gold medalist Gable Steveson tonight hailing from 14 universities seven conferences and seven separate sports It's my privilege to present to you WWE class two next in line WWE second Next in line class is here The best brightest and baddest collegiate athletes in the country prepare for their futures It's WWE superstars This is Luke Ford tied in for the University of Illinois and there's a reason that they call us fighting a line right Rachel from the University of South Carolina and as a high jumper I know how to leap over all competition What's up y'all case hatch Arizona State University We're from walk on to earning a full ride football scholarship Now I'm earning everything with the WWE let's go next in live The line starts here right now You got to make some noise because I'd like to introduce to you from Tennessee track and field Chandler Hayden Auburn gymnastics Darian Gorn Elon volleyball Erica Link Michigan State football and basketball Malik Carr Central Michigan basketball Makayla Hall track and field South Carolina Rachel Glenn track and field Arkansas Ruben Banks football Stafford This is the perfect name Thunder Cack and Hofstra wrestling Zachary Knight and Ward Come on Amazing I'm saying you're stuck with me I don't work at WWE anymore but you're stuck with me All right I'm just curious Is anyone in here I'm sure there's a lot of wrestling fans who maybe have dreamed of being a WWE superstar Does anyone in here have a finishing move that they've always dreamed of executing somebody I see someone in the back What is it That's a good one I've taken it pretty good You'll take it not not not your choice but still a good one Ok Now we are here to present the breakthrough athletes of the year award This award recognizes the student athlete that following one or more outstanding performances on the field or court advantage of the moment to maximize

their name image and likeness opportunities So to help Paul H with announcing the winner of the breakthrough athlete of the year award we have Kentucky quarterback Will Levis joining Hey I got a I need it I need the money I'm going to read the breakout athlete of the year I feel like I got a little bit Hoodwinked into this I'm up here with a college kid They got a paragraph on each kid I got to read all this stuff He's not going to do anything but read the winner I feel like they played this wrong Jared Casey A Kansas football player was every Jayhawk fan's hero when he caught the game winning two point conversion against Texas in the thrilling overtime 57 56 victory following his catch Casey received a commercial sponsorship with Appleby's and a Toyota Camry car from Lewis Automotive Nothing Yeah Rachel heck Stanford women's golfer became just the third woman to sweep the postseason in NCAA A history in 2021 and help Stanford win the second team NCAA title this year Her breakout performance led to nil deals with ping golf and Nike Golf Auburn gym The Auburn gymnast exploded onto the scene after she won the 2020 Olympics all around competition Her breakout performances at the Olympics led to her competing on dancing with the stars and partnerships with Target free people movement and Mark Jacobs fragrances Jordan Childs UCLA gymnast made a splash following her incredible performance at the 2020 Olympics Olympic Games where she helped team USA win a silver medal since the Olympics Childs has partnered with 10 plus brands including Revolve H and R block and Pottery Barn Cab Williams former Oklahoma quarterback emerged as the soonest starting quarterback by mid season and proved to be one of the nation's premier freshmen of 2021 Williams has since inked deals with fantastic authentic beats by Dre and faculty and Doug Eder former ST Peter's guard averaged 11 points per game throughout the number 15 seeded Peacocks historic NCAA tournament run to the elite eight His clutch shots and signature mustache led to n deals with Buffalo wild Wings and barstool sports and the wit excuse me sorry good good All right So not allowed to do that right now And the winner of the breakthrough athlete of the year award goes to Jordan Childs my short self Um First off hi everybody How's everybody doing Yeah I love it I love it Um So I'm literally have my phone up here because I have to read something First off I just want to say I'm so honored to be up here and accept this amazing award But I do have to say all you beautiful student athletes and handsome athletes out there You guys are incredible and honestly I didn't think I was gonna get the breakthrough athlete of the year award at all Um But I just wanna say this is a very huge

thing and you guys just keep doing what you guys are doing I've seen all of you guys go out there succeed in amazing different ways and I just wanna say thank you love you guys This will be the most positive thing in crypto today It is the Crypto Award This award recognizes creative excellence and collaboration between a brand organization and student athletes to leverage Blockchain crypto NFTS and other digital assets to create an outstanding and memorable campaign Judges were looking for originality complexity personality concept value quality of composition creativity and skills Let's all welcome Two of Rutgers' men's basketball players Geo Baker and Caleb mcconnell Hey how's everybody doing Uh We're here to announce the crypto award winner Um I personally started buying crypto about seven months ago So if any of you guys are in my position then you know that I'm very down bad right now Ah But I definitely believe in the space and I think that you know these two nominees you know definitely embody what crypto is all about and you know just the possibilities that could happen The first nominee we have the Kansas basketball team and Rocko NFT and Digital Collectibles company Mercury In collaboration with logo rights from CLC forged a partnership to support student athletes through an NFT platform called Rocko Kansas fans are able to own and trade collectibles including digital uniforms trading cards and signature Jay Hawk moments The second nominee is Sharif o'neill lsu men's basketball player who has a deep passion for NFTS and his personal NFT collection with NFT Genius serves as a gateway into his basketball life and family bond collection Holders are eligible to receive ongoing rewards such as exclusive access priority merch and in person appearances The third and I excuse me if I get this name wrong is Darian Gobo an Auburn gymnast who launched her own NFT collection called Black Girl Magic In collaboration with Legacy League This series features other black female collegiate gymnasts and the winner is Sharif o'neill Uh What's up everybody Um You know this is I'm blessed to receive this award Uh A big thing I did for this NFT You know as a person who went through open heart surgery at the age of 18 you know I donated a lot of this money for the NFT to the American Heart Association So you know shout out to the American Heart Association you know shout out All right thank you guys Um Shout out to Leonard Armado and uh management plus shout out Chris and influential you know shout out to LSU man Uh great school shout out to my family I wish they could be here to see me get this award But you know again I'm a shout out to American Heart Association you know they looked out for me and yeah this is awesome

Thank you guys Mhm The crypto market It's OK Everyone just hold on tight hold it on tight Our next award is the best team campaign This award recognizes a brand or organization who showed excellence in collaboration with a team of student athletes at one or more schools and across multiple media media channels which includes print digital et cetera to generate maximum impact in consumer conversation So join me in welcoming Ross Dellinger from Sports Illustrated and Anna Camden from the Penn State women's basketball team When Jason asked me to present tonight he didn't tell me I would be looking down or up at my uh fellow presenter but here I am thank you for wearing the extra high heels tonight These are the short ones on I'm here to read off the nominees for best team campaign Number one Built Bar BYU football built bars individual multi year nil agreements with BYU players include compensation to all members of the team including walk ons all players entering into agreements with B BAR will wear practice helmets sponsored by them and participate in events for number two Outback Steakhouse teammates Outback Steakhouse signed multiple college athletes to join its teammates program This initiative celebrates all the good that comes with being a teammate in sports and in the community through teammates Outback Steakhouse's roster of athletes will give back to their communities by raising money locally and nationwide college hunks hauling junk college hunks has signed nil deals with multiple teams including San Diego State football Florida gymnastics women's basketball and Howard men's basketball which is the first deal of its kind with an entire H BC U team Lastly is Tivo Georgia tech football TIVO offered an endorsement deal to every member of the team The players received a 404 prepaid debit card in a tivo stream four K tivo branded footballs in branded silk pajamas And the winner for the best team campaign is the college hunks hauling junk I want to accept this Can someone haul away their junk There we go All right you got it We just gotta be patient guys We're honored to be here We're honored to be a part of this especially from from the get go Some of you may know at 12 01 on July 1st we signed a deal with Derek King from the University of Miami So we were there from the very beginning We were excited about the nil We're excited to be here and you know it wouldn't be correct if I didn't say we are Penn State Let's go My mom went to Penn State totally unnecessary I just wanted to say that the vegetables to the beef tray here were donated by the NCAA So we'd like to thank them OK Now we have best institutional program The best institutional program is presented by Campus legends This award recognizes

a college or institution that has shown exceptional commitment to supporting its student athletes in maximizing their name image and likeness opportunities through a combination of education resources and industry leading innovation Let's welcome Patrick Young with campus legends and Trinity Thomas from the University of Florida Joining what's going on everyone This is such a bittersweet awesome opportunity for me to be here I was fortunate enough to be a part of a very special team in 2014 Unfortunately I was not able to benefit from nil uh but I'm so grateful for the opportunity of being part of campus that lets me help facilitate and and help you guys have opportunities in the future Um Before I get to the award I wanted to give roses uh to someone who deserves it and that will be trendy Thomas standing here right next to me for those of you that do not know who the great Trinity Thomas is Let me update you on what she has done throughout her career and the resume is quite long but I won't go through everything But Trinity Thomas was the winner of the Honda Sports Award being the best gymnast in the country this year Trinity is the she won the all around uneven bar and the floor exercise champion She is the national champion She is the ninth person in the 40 year history to ever do that to be a national champion in all single of those events to ever do it combined She has 21 1st team all American honors in her career and she also has 20 perfect tens throughout her career which is seventh all time I told her I told her I was gonna do it I hope it's not a cringe moment but I have you have to give roses to people when they do something that is just outstanding So I wanted to recognize her for that So without absolutely So without further ado let's get to the best Institutional Program award Coming up first is Michigan with the Victors program The Victors uh local exchange is a student athlete nil business registry custom design for businesses donors Oh I got I got the wrong page up first Uh apologies there Steve Harvey moment right The first one is going to be Arkansas with the flagship flagship is Arkansas's all encompassing solution to enable their athletes to fully capitalize on NIO This multifaceted program includes working relationships with the Walton College of Business captivate no cap sports to give razor back student athletes the best opportunity to maximize their personal brands Next is Boise State their what's next program The what's next program sets Bronco student athletes up for success in the new era of collegiate athletes by providing them with resources to help build their brands and financial literacy education through their partnerships with influencer nil suite team and no cap sports Next up is Auburn with their spirit program education and student

athlete development are at the core of the spirit program enhanced programming with assistance from industry leading experts is available to all student athletes on brand management social media best practices time management financial literacy financial aid and more Michigan with the Victors program Victor's local exchange is a student athlete nil business registry custom designed for businesses donors alumni and other interested nil dollars Wishing to connect specifically with student athletes At Michigan Register companies can search filter and and initiate conversations with their student athletes to discuss an nil deal The Ohio State University The platform uh the platform is an open doors program It is administered through the Eugene D Smith Leadership Institute Ohio State Student athletes are able to take advantage of nil educational programming via open doors ready Plus Darlow rules The unique program is tailored specifically for Ohio State and last but not least Ohio State Oklahoma State University OS U Elite This expanded partnership with influencer and the Os U Spears of School of Business will bring the best tools in the field of brand building and entrepreneurship to Oklahoma State students so they can remain on the cutting edge both on and off the field of play and the winner and the winner for the best institutional program goes to Boise State University Uh Thank you first and foremost uh we were we were not ready for this um on behalf of Boise State Huge Thank you to all the partners that they mentioned Special shout out to Jim Sean and Mark and the rest of the crew at influencer and team works They've been there every step of the way for us They're instrumental in what we've been able to put together We think it's very aggressive We think it's the way of the future in nil We're very proud of it And on my from where I sit big thank you to our administration Jeremiah Dickey Nathan Burke Joe Nickel Cody Goler for having the foresight to be ahead of this Like I said we're very proud of where we sit We're happy with where this is headed and shout out to all the schools agencies businesses service providers and especially student athletes who are putting the work in to make nil long term viable and sustainable in the future Thank you I'm so like joining Just have to say that I think our biggest goal in life should be to get a hype man like Patrick No no one agrees Did you hear the way he was hyping up Trinity Come on that is every woman's dream Ok So men take notes be like Patrick Uh everybody Let's get some let's get the energy level up in here right We have an after party that is coming up not too long from now and this does not bode well Ok All right Uh Let's go to the break just read the card Ok everyone Now it's time for our brand of the year award Our

next award recognizes creative excellence by a brand or organization for collaboration with the student athletes Judges will award the brand that has demonstrated how partnership creativity and novel activation in N I can drive exceptional results and also engagement So please welcome Christy Dash from the business of college sports and also Chloe Mitchell from college women's volleyball Yes I was building on lecture versus coming dear young president Hello everyone I have been a sports business reporter for the last 11 years and I have to say that covering nil has been the highlight of my career It has been so much fun to meet student athletes over the last year and learn about everything that they're doing and their entrepreneurial ventures And I'm so excited to be here tonight to present brand of the year because I think I've written about every single one of these brands at least once in the last year all very deserving of this award So first up we have WWEWWE launched its official NL program in December to establish a clear pathway from college athletics to the WWE the inaugural 15 person class which included athletes from 13 universities seven NCAA conferences and four sports joined the program's first ever sign G sten college hunks hauling junk college hunks has signed deals with multiple teams and individuals The signed athletes have opportunities individually to earn more money in addition to the upfront amount through incentives with the company by bringing in new clients or new employees Boost Mobile since July Boost Mobile has expanded the scope of its sponsorship program to include over 150 student athletes across the country participating in a wide number of sports Due to the positive results it saw from working with college athletes both in terms of increased social engagement and sales boosts tied to in person appearances which by the way I wrote about the Breaking Limits initiative supports those who face the biggest barriers to being active and provides them access to coaches and mentors along with safe spaces to move the degree breaking limits Team spotlights a diverse group of college athletes from a range of sports who are inspiring people to break limits every day Breaking tea ramp is a commercial licensing program designed for all collegiate athletes to capitalize on their nl by earning royalties on their biggest moments on par with what professional athletes can earn by joining ramp athletes have the potential to reach a broad range of consumers and grow their personal brands through breaking Tea's industry leading real time model And our last nominee is Outback Steakhouse and their teammates program Outback Steakhouse signed multiple college athletes to join its teammates program This initiative celebrates all the good that comes with



being a teammate in sports and in the community through teammates Outback Steakhouse's roster of athletes will give back to their communities by raising money both locally and nationwide And the winner of brand of the year is WWE thank you Um I just want to take a second again to say thank you to everybody that organized this tonight and I really wanted to congratulate all the nominees and award winners tonight This has been an exceptional night To see this level of young athletes all engaged in this and and really this is all about you celebrating you It's just awesome to see for us we've been wanting to in WWE have been wanting to be able to engage with college athletes for the longest periods of time This is you're all the future and we know it it's where the most driven high character high value athletes are in the world are right here in this room and across college athletics but we couldn't always do it for very many reasons And now we can this is not just a marketing a short term marketing issue for us This is long term We're looking at recruiting we're looking at the future of the WWE and for those that don't become WWE superstars we're looking at their future and how we can help them engage grow their brands their businesses their followings you know just to create something more for as they move on from their college experience they really have some have gained something from this whole process Um WWE is completely committed to this across all aspects of our business and for our athletes in our program they will participate with us you know in in everything we do whether it be media brand building community relations live events all of it So the experience is second to none for them Um And we're really excited to be a part of it and and you know when I look at the brands that we were nominated against for us to to win This is incredible So thank you very much Enjoy your food that has finally come and have a wonderful night Thank you Jordan Is that what it was The food didn't come fast enough It's now time for male athlete of the year The male athlete of the year award is presented by meta This award recognizes the male student athlete that has exhibited the best use of name image and likeness judges considered student athletes that have best leveraged their nil across multiple activations platforms and campaigns to create maximum impact for their partners Please welcome Dave Sey with Meta and Brandon Belotti from Elizabeth City State University So we're here to give the award for male student athlete of the year but the winner the nominees Brandon all the student athletes in this room you all are going to be remembered as pioneers of the NL era and as inspirations to future generations of student athletes who are all going to follow in your footsteps So thank you for being

the trailblazers that you are Give yourself a round of applause Let's get to the nominees for male athlete of the year Rawn Smith Norfolk State football player and track and field athlete has partnered with over 70 brands including Post Game and Reebok Boost mobile champs in East Bay Arby's body armor PSD underwear and C four Sharif o'neill LSU men's basketball player has partnered with many brands including Fortnite NFT Genius Ugg Savage and Fenty and Link Tree Sanders Jackson State Cub has partnered with multiple brands including Brady brand Gatorade beats by Dre and Fortnite Chase Griffin UCLA quarterback has successfully executed dozens of major ad campaigns through his company believe including degree Unilever Shell Discord and Boot Mobile He is also a highly sought after strategy consultant and speaker Bryce Young Alabama quarterback has signed deals with cash app subway Epic Gaming and Fortnite the volume in Logan's Roadhouse and last but certainly not least Gable Stevenson University of Minnesota wrestler who won a gold medal in the 2020 Olympic Games has partnered with WWE champs in East and the winner of male athlete of the year goes to case Griffin from UCL A Wow UCL A we two for two Here we go First I'd like to thank God for providing me with the gift of life and being with me every step of my walk I'd also like to thank some folks who are not here in person but are absolutely here in spirit I'm speaking of the pioneering athletes like UCL A Bruin great Ed o'bannon These athletes sacrificed their hard earned reputations in the fight to make the nil possible for all of us Please join me in recognizing them I also want to thank the college football Hall of Fame for being a gracious host in this beautiful facility I'd also like to thank the nil summit organizers especially Jason Belzer and Monique Nelson for their vision to provide this historic opportunity for us Special shout out goes out to the nil marketplaces and platforms These companies are on the front lines and spearheading the growth of the market On a personal note I have to thank my parents for instilling in me and my siblings the value of a good name and the power of belief Finally I want to thank all the brands that have invested in me and all the other college athletes here nationwide I want to encourage you to stay on the mission of injecting equity and empowerment into college athletics You are on the right side of history Let's keep building go Bruins and God bless Thank you Certainly was the speech of the evening Very impressive as are all of the male nominees for male athlete of the year I mean just the amount of brands that are attaching themselves to these personas and athletes It's really impressive So now it is time to do the counterpart award which is our female athlete of the year This is for the 21

22 season and presented by me This award recognizes the female student athletes that have exhibited their best use of the name image and likeness judges considered student athletes that have best leveraged their NIL across multiple activations platforms and also campaigns to create maximum impact for their partners So please welcome Maryland women's basketball player Faith Mason and Metas Rebecca last but certainly not least we have the female athlete of the year award and the nominees are Olivia Dunn an LSU gymnast whose success on social media has led to partnerships with Bartleby American Eagle and Vii Haley and Hannah Cavender former Fresno State women's basketball players who are credited with being the first student athletes to ink an NIL deal The Cavender twins have partnered with brands such as Champs in East Bay Boost Mobile and Six Star pro nutrition Sedona Prince University of Oregon women's basketball player who went viral last year on Tik Tok which led to sweeping changes to equity in NCAA women's Basketball Princes and NIL deals with TIA A together X and H and R block Jaden Fields University of Oregon softball player has signed NIL deals with Invest H and R block and Chipotle Logan Eggleston University of Texas women's volleyball player has partnered with Champs in East Bay Oregon and champion and last page Beckers University of Connecticut women's basketball player capitalized off 2021 A P player of the year by partnering with Stock Gatorade and Cash App I'm gonna place this right here so I do not drop it Ok So the winner of the female athlete of the year without a doubt Sedona Prince from Oregon University Oh my goodness Um Thank you so much guys This is incredible Um Jim where are you at Buddy somewhere here Um I wanna talk a little about like the first day we met he came into the Oregon Arena and um he like was talking to me in Sabrina's class and he was starting this like brand building and I had no idea what he was talking about and I was like a little young lost kid just like eyes wide open And um from that day I started I got like the inspiration to start making tiktok Um And now he's built this which is incredible We're here Um We're the first class we're doing it I'm so proud of you guys for being here for wanting to learn wanting to invest in each other It's so incredible So be able to see um this is going to change your lives forever and I'm so proud of all of you guys We are the future Um I hope that you can take this from this is to empower the future you know we're building the blueprint we're going to show our future what we're going to do and these young kids coming in so you know be the change um just be incredible like you all are and you'll all look magnificent tonight And I can't wait to meet all of y'all but love you

guys Thank you so much Thank you influencer You all right Congrats to all of our award winners but to also all the student athletes here simply being here is an amazing accomplishment So let's give it up