



ATHLETEDIRECT



NBC Sports Athlete Direct provides restaurants with the opportunity to execute NIL Marketing Campaigns with local college athletes to promote their business.

- You receive this capability as a Peacock Sports Pass customer.
- NIL Marketing Campaigns allow restaurants to target a **hard-to-reach audience**
 - College athletes can:
 - **Drive traffic** for **game days** across various sports – College Football, College Basketball, Premier League, NFL
 - **Boost traffic** on **non-game days** by bringing awareness to promotions and events
- NIL Marketing Campaign Options
 - Social Media Posts
 - In-Person Appearances
 - NBC Sports-produced NIL content

Gen Z Athlete
Influencer Network



NBCU NIL Partner



Advertisers

National



Local



Illinois Department
of Transportation



HOW IT WORKS



**Athlete
Sourcing**

**Athlete
Onboarding**

**Compliance
Disclosure**

**Campaign
Management**

**Athlete
Communication**

**Athlete
Payment**

- ✓ Access to thousands of athletes at any school...in any market
- ✓ Develop, manage, and execute campaigns/programs of any scope or size
- ✓ Compliant with school, state, and NCAA NIL regulations

- SHAMROCK FARMS -
ROCKIN' PROTEIN™

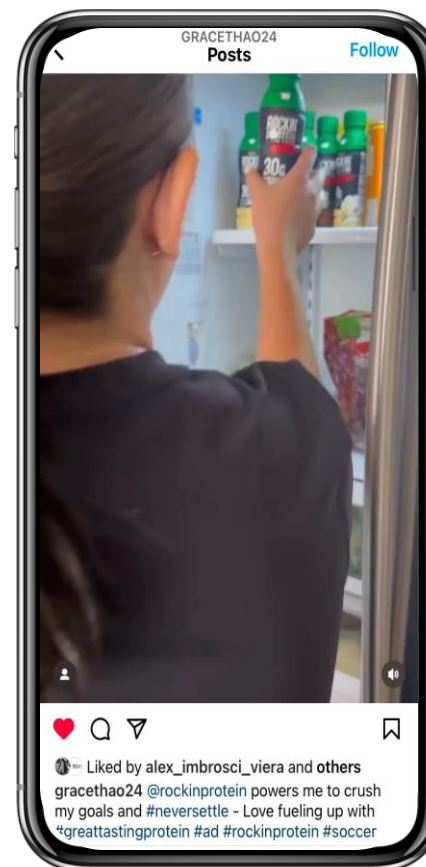


Overview

Partnered with two (2) student-athletes to promote Rockin' Protein drinks

Athletes captured raw footage and NBC Sports produced final social video

Grace Thao 



DeAmez Ross 





Overview

Recruited and onboarded four (4) San Diego State University student-athletes to promote local pizza chain, Oggi's Pizza

Delivered four (4) commercials to air in market as well as social media content posted on the student-athlete's accounts

Micaela Macario,
Softball



Ross Ulugalu-Maseuli,
Football



Max Garrison,
Football



Abby Prohaska,
Basketball



NIL MARKETING CAMPAIGN OVERVIEW

- NBC Sports Athlete Direct sources student-athletes for your campaign
 - Identify **relevant student-athletes** based on criteria you provide (school, sport, gender, etc.) to resonate with your **target demographic**
- Student-athletes create content to **promote** your restaurant and share on their **social media platforms** (Instagram, TikTok, X)
 - You can provide guidelines for content and copy to ensure content fits your needs
 - Restaurants can interact with student-athlete social media content to extend reach
- Athlete Direct **guarantees** number of student-athletes for campaign
- Student-athletes are paid on a **per post basis**

THOUGHT STARTERS

Social Media

- *Exclusive Deals:* Athletes share a unique code / referral link on their platforms with fans and followers to use.
 - e.g., **"Use code College20" for 20% off all entrees" to boost business.**
- *Challenges:* Partner with athletes to partake in viral TikTok/Instagram food challenges encouraging fans to replicate and tag the restaurant for a chance to win a free meal.
 - e.g., **Athlete finishes meal in a specific time, invites fans to challenge them, post and tag restaurant for exposure.**
- *Photo Contest:* Customers post photos of themselves in the restaurant, tagging its social accounts. Best photo each month receives prizes such as a gift card or exclusive experiences. Student-athletes promote contest.

THOUGHT STARTERS

On-Premise Activation

- *Athlete Inspired Dishes:* Collaborate with an athlete, create signature item based off their liking and name it after them. Athletes will promote "their order" on their social media platforms, driving customers to come in and try.
 - e.g., QB1 Burger – Burger made to school's star quarterbacks' liking. Specific toppings, sauces, sides etc.
- *College Night Events:* Host recurring "College Night" with special discounts such as half off appetizers, free deserts etc. for those who bring their student IDs.

Game Day

- *Game-Day Specials:* On game days, encourage fans to wear school gear by offering exciting deals like discounted menu items. Local athletes can promote these specials on social media ahead of time encouraging their followings to participate
- *Watch Party Deals:* Tie promotions to popular college sports events, offering deals like “2-for-1 appetizers during game time” or “Free dessert for showing your school spirit.”

SAMPLE CAMPAIGN: BUCKEYE FAN NIGHT

Utilize NIL capabilities to create events and increase foot traffic on quiet nights

Buckeye Weekday Special!

- Promotion targeted to Ohio State fans and students...Show Your Buckeye Pride and Save!
- Exclusive **15% off all appetizers** for guests wearing Ohio State gear during **mid-week** games.
 - Leverage student-athlete social media following to **promote activation** to relevant audience.

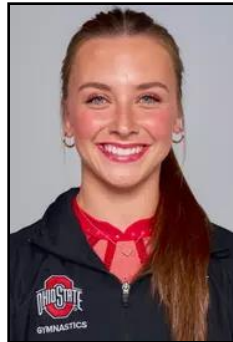
Sample Campaign

- Cost: **\$2,000**
 - Partner with four Ohio State student-athletes to **promote event** on Instagram with athlete-generated content



Ella Wrobel- Volleyball

- Two-time Academic All-Big Ten
- [7.6k Instagram followers](#)



Tory Vetter- Gymnastics

- 2024 First Team All-Big Ten
- [5.8k Instagram followers](#)



Nolan Baudo- Football

- Preferred walk-on
- [4.7k Instagram followers](#)



Lee Ellis- Baseball

- Starting Shortstop
- [3.4k Instagram followers](#)

NIL MARKETING CAMPAIGN OVERVIEW

Track Results and Adapt

- **Monitor Engagement:** Track the effectiveness of social media posts, sales from discount codes, and attendance at events. Analyze which student-athletes and campaigns brought the most traffic
- **Adjust Strategies:** If certain types of promotions (e.g., athlete-driven challenges or themed nights) are more successful, focus more on those strategies in future campaigns

Cost Structure

- Restaurant's available budget will dictate the size/scale of the campaign
- Athlete Direct will **help manage costs** of campaign based on budget
 - Cost of athlete post increases based on **social media following, on-field profile** (see FAQs for more details)
- Minimum NIL Marketing Campaign cost = **\$1,000**

How does NBC Sports Athlete Direct identify student-athletes?

- NBC Sports Athlete Direct conducts research on student-athlete's online presence and social media accounts. It also contacts school officials to clear student-athlete's fit and eligibility.

Does the sponsor need to sign a contract with student-athletes?

- No. NBC Sports Athlete Direct signs contracts with the student-athlete(s).

What factors go into determining athlete compensation?

- Sport, social media following, and on-field prowess are the biggest factors for athlete compensation. Football and Men's/Women's Basketball student-athletes are typically the most expensive. The school's overall profile can also play a role in athlete compensation.

Student-Athlete Social Media Posting Guidelines

- Student-Athletes can't promote alcohol. They can promote food specials.
- Athletes can't promote games they participate in.
- Athletes can't appear in school marks in content. They can wear school colors. This is standard practice across athlete sponsorship campaigns.

NOTE: If restaurant is a sponsor of school's athletic department, there is a possibility of wearing school marks in this type of campaign.



Questions? Please contact us.

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