

Name, Image, and Likeness

TIGER FOOTBALL NIL CAMPAIGN



OUR PARTNERSHIP

Although recent changes in the NCAA rules and State Law allow college athletes to benefit from their Name, Image and Likeness (NIL), many need help knowing where to start. That's where the Icon 1901 Collective and the G-Men Nation, Inc., come in!

We created a partnership to foster relationships and create NIL deals and opportunities for student-athletes. We are excited to present a unique opportunity for small businesses, donors, and corporations to work with us to create successful NIL campaigns.

THIS CAMPAIGN

A partnership between The Icon 1901 Collective and the G-Men Nation, Inc to create compensation through NIL Deals for student-athletes on the Grambling State Football team. this campaign will be supported by alumni and alumni associations, business, and other supporters of the Football Program. Deals will be developed by The Icon 1901 Collective in collaboration with group and individual supporters of the campaign.

CAMPAIGN GOAL

Through this campaign, we hope to raise **\$1,000,000.00** to create marketing, influencer, and promotional deals. The per semester compensation breakdown is as follows:

- Offense [22 Players]: \$180K
- Special Teams [3 Players]: \$18K
- Defense [22 Players]: \$170K
- Remaining Scholarship [16 Players]: \$50K
- Discretionary NIL Funding [Offense and Defense]: \$10K
- Admin, Processing Fees [Capped at 15%]: \$72K
- TOTAL: \$500K (Per Semester)

SUPPORTING THIS CAMPAIGN

There are four ways to support this campaign:

1

SOCIAL MEDIA MARKETING CAMPAIGN

Beginning at \$200 per month, student-athletes will post on their social media pages (Twitter, Instagram, and TikTok) affiliated with businesses willing to support their NIL deals. The sponsored posts will be tastefully and appropriately integrated into the athletes' social media feeds to maintain authenticity and credibility.

2

NON-PROFIT CAMPAIGN

Not-for-Profit businesses can contribute to our partner, G-Men Nation, Inc. (A non-profit organization) and through this partnership, The Icon 1901 will facilitate the NIL deal. Grambling State University has a rich and well-documented history in sports and other aspects of life. Your contribution will directly support these athletes and help them achieve their goals. This partnership opportunity provides for a 100% tax write-off.

3

CUSTOM CORPORATE CAMPAIGN

Create a custom-tailored approach to meet your business needs while also supporting student-athletes. You will have the opportunity to work with our team to develop a comprehensive sponsorship plan that includes social media posts, event appearances, and other opportunities to maximize your ROI while also giving back to the community.

4

INDIVIDUAL SPONSORSHIPS

Individuals can also participate in the campaign. Please see the individual levels below:

- \$100 ICON 1901 T-SHIRT
- \$250 ICON 1901 POLO AND CAP, ACCESS TO ATHLETES VIA ICON EVENTS
- \$500 ICON 1901 WARM-UP SUIT, ACCESS TO ATHLETES VIA ICON EVENTS AND A 1-ON-1 WITH 2 ATHLETES OF THEIR CHOICE

READY TO PARTNER

If you are ready to support this campaign or would like more information, please visit the URL or scan the code below:

[https://bit.ly/TheIcon1901CollectiveGiving.](https://bit.ly/TheIcon1901CollectiveGiving)



ABOUT NIL

Name, Image, and Likeness revolutionized what it meant to be a college athlete. NIL is a term that describes how college athletes are allowed to receive financial compensation through marketing and promotional endeavors. In short, college-athletes are now able to get paid for their Name, Image and Likeness. Here are a few facts about the influencer market:

- \$5.5 billion was spent on influencer marketing in 2018.
- \$15.5 billion was spent in 2022.
- \$22.3 billion will be spent in 2024.
- Athlete influencer marketing is going to be a vital component of this growth.

ABOUT THE ICON 1901 COLLECTIVE

The Icon 1901 Collective consists of four Grambling State University alums who are professionals in their own right and are huge fans of HBCU athletics. There are other platforms/marketplaces for college athletes available. However, we are the 1st HBCU Name, Image, and Likeness (NIL) company to provide a platform for HBCU student-athletes!

Since our inception, our focus has been and will always be to help athlete influencers get paid legally and efficiently for NIL activity while allowing them to be the best version of themselves on the court/field and in the classroom. The Icon 1901 Collective does this by facilitating NIL deals with small businesses, donors, and corporations and providing top-of-the-line education, tools, and resources to help our athletes legally monetize their NIL.

ABOUT THE G-MEN NATION, INC.

The G-Men Nation, Inc mission is to support the successful growth and lively sustainment of the HBCU football program experience. To that end, the viable foci are to continue to maintain the elite status of being the premier intercollegiate organization in the nation, while providing the guidance and structure that permeate the G-Men band of brothers. As well, the awarding of academic and athletic scholarship will be offered to HBCU students who uphold the high standards of their university, and who devote time and effort to the uplifting of the football program.