

THE FINANCIAL PLAYBOOK

AGENTS & CONTRACTS

Understanding Representation, Contracts & Protecting Your Opportunities

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INTRODUCTION

Facilitator Introduction/Welcome

Why This Matters to You

- Revenue Share vs. NIL
- Revenue Share and student-athlete opportunities are real — and growing
- Many student-athlete problems become contract problems
- One agreement can:
  - Cost you earnings
  - Limit future opportunities
  - Create eligibility risk



This lesson is about:

- **Awareness** – help you recognize good/bad agents/danger signs
- **Protection** – you, your money, and eligibility



UPCOMING TOPICS

SECTION 1	Who's Who: Understanding the Players
SECTION 2	The Rules You Actually Need to Care About
SECTION 3	What Student-Athlete Deals Really Are
SECTION 4	The Agent Contract
SECTION 5	The NIL Ecosystem
SECTION 6	Top Red Flags Before You Sign
SECTION 7	How to Be a Smart Athlete Consumer

SECTION 1

Who's Who: Understanding the Players

"Building the right team around you matters as much as finding the right opportunity."

WHAT AN AGENT IS (AND ISN'T)

Student-athlete agents are not always attorneys.

Pro Agents vs. Rev Share/NIL Agents

Main responsibilities:

- Sourcing opportunities
- Negotiating terms
- Managing relationships

Key Reminder: Asking questions protects your money, your reputation, and your future.



HOW TO SELECT AN AGENT

Before selecting representation:

- Interview multiple agents
- Request references
- Research backgrounds
- Do your homework



OTHER PROFESSIONALS YOU MAY NEED



Attorney

- Contract review & legal advice



Accountant

- Taxes & budgeting



Financial Advisor

- Planning



Social / Media Manager

- Content & posting



KEY TAKEAWAY

The people around you influence the opportunities in front of you. Choose carefully.

SECTION 2

The Rules You Actually Need to Care About

“The best opportunities are the ones you can keep.”

BIG-PICTURE RULES

Student-athletes may operate under:

- NCAA guidance
- School policies
- Conference requirements
- State athlete-agent laws
- Federal agent conduct rules



WHAT MATTERS PRACTICALLY

- Agents must be properly registered
- Opportunities may require reporting
- Agent conduct can affect eligibility

Red Flag:

If someone cannot clearly explain compliance expectations.





KEY TAKEAWAY

Understanding the rules protects your opportunities.

SECTION 3

What Student-Athlete Deals Really Are

> *Know what you are agreeing to before deciding what it is worth.*

STUDENT-ATHLETE INCOME IS A LICENSE

NIL = Licensing Your Identity

You may be licensing:

- Name
- Image
- Likeness
- Voice
- Social channels

Key Reminder: You are often licensing your rights (not selling) for a defined purpose and timeframe.



COMMON DEAL TYPES

- Appearances, Promos
- Sponsorships
- Influencer/Content Agreements

Contract terms commonly include:

- Scope
- Duration
- Exclusivity
- Approval rights
- Deliverables





KEY TAKEAWAY

Understand what rights you are granting—and for how long.

SECTION 4

The Agent Contract: Where Most Athletes Lose Money

“Small words in contracts can create big outcomes.”

SERVICES & SCOPE

Contract scope should be clear.

Should define:

- What the agent can do
  - Should be clearly limited to Rev Share and/or NIL
- Types of opportunities covered
  - Should ***not*** include:
    - Pro player contracts
    - Draft advisory services
    - Employment contracts
    - “All business opportunities”

Watch for language extending beyond intended services.



COMMISSIONS, EXPENSES & ADVANCES

COMMISSION: #1 RISK AREA

- Typical college student-athlete commission expectations (3-5% lower than pro deals)
- Understand how compensation works
  - Many NIL Deals are:
    - School-sourced
    - Collective-driven

RED FLAGS

- High Commission Rates (15%-20%)
- Commissions on deals the agent didn't source
- Commissions on scholarships, school benefits, and revenue sharing

EXPENSES & ADVANCES

Must Be:

- Defined
- Approved
- Limited

Watch for open-ended expense language

TERM, TERMINATION & CONTROL

Review Term & Termination:

- Term length (short initial term preferred)
- Termination rights (should be able to terminate without cause)
- Post-termination compensation (“tails”):
  - Short (no longer than 1 year)
  - Only for NIL deals signed during the term and secured by the agent

Control:

- Approval rights (you approve every deal)
- Authority limits (no broad power of attorney)
- No ability to bind you without your consent



KEY TAKEAWAY

You should understand how to enter—and exit—every agreement.

SECTION 5

The NIL Ecosystem

“Not every opportunity comes through representation.”

THE BIGGER PICTURE

COLLECTIVES & SCHOOL-SOURCED OPPORTUNITIES:

- Not all deals will be sourced by your agent.
- Question to ask: “What value does the agent add here?”

TAXES - HIGH-LEVEL REMINDER

- Student-athlete income may create tax obligations
- In-kind benefits may be taxable
- Set money aside early

BRAND & REPUTATIONAL RISK

- Morality clauses
- Content standards
- Termination rights

SECTION 6

Top Red Flags Before You Sign

“Pressure should never replace understanding.”

CONTRACT RED FLAGS CHECKLIST

Watch for:

- High commissions
- Broad scope
- Long commitments
- Long tails
- Broad authority
- Weak compliance expectations
- Resistance to review





KEY TAKEAWAY

Good opportunities survive questions.

SECTION 7

How to Be a Smart Athlete Consumer

“Your signature has value.”



FINAL GUIDANCE

- Don’t rush
- Ask questions
- Get contracts reviewed
- Good advisors welcome transparency

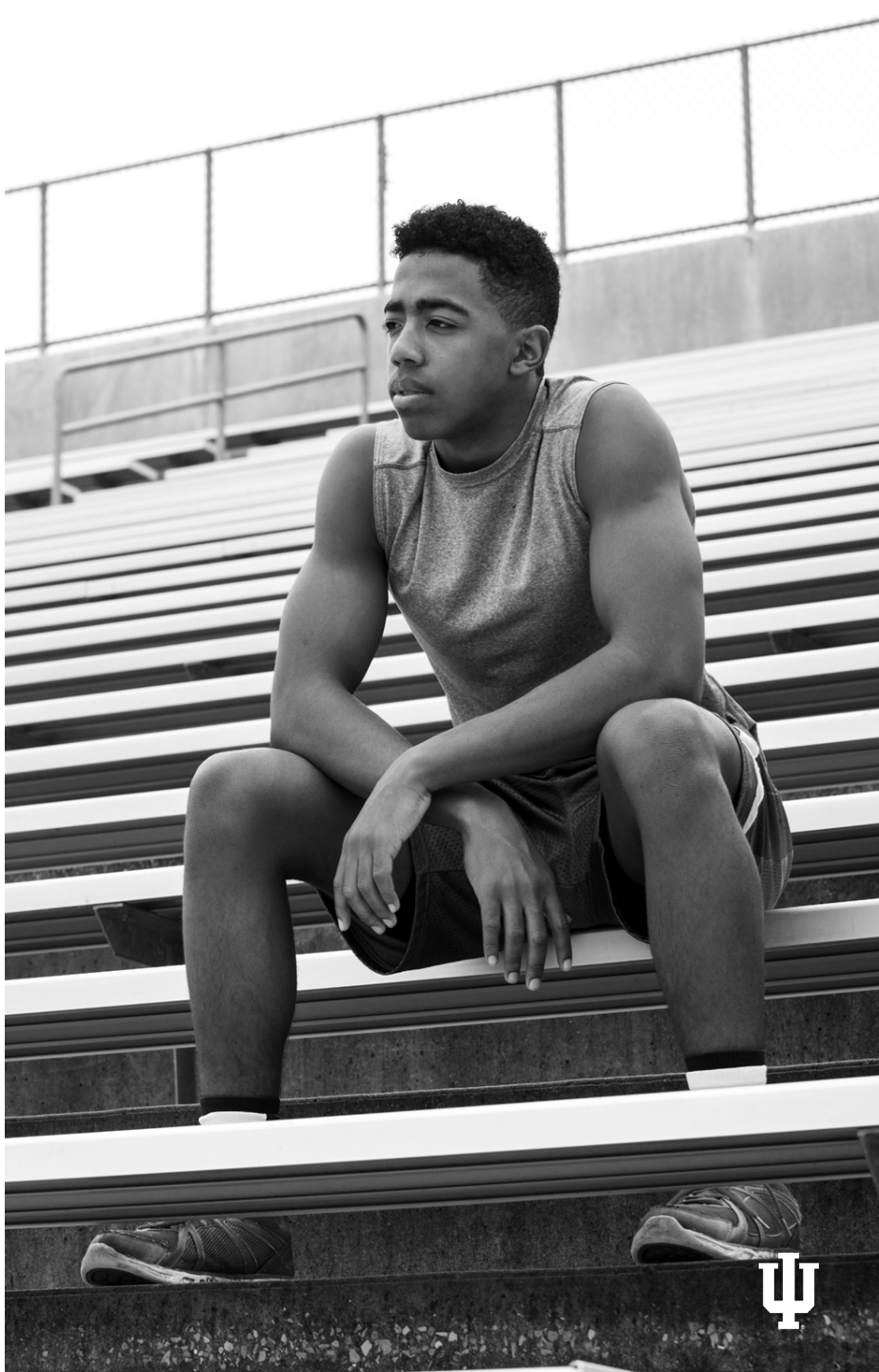
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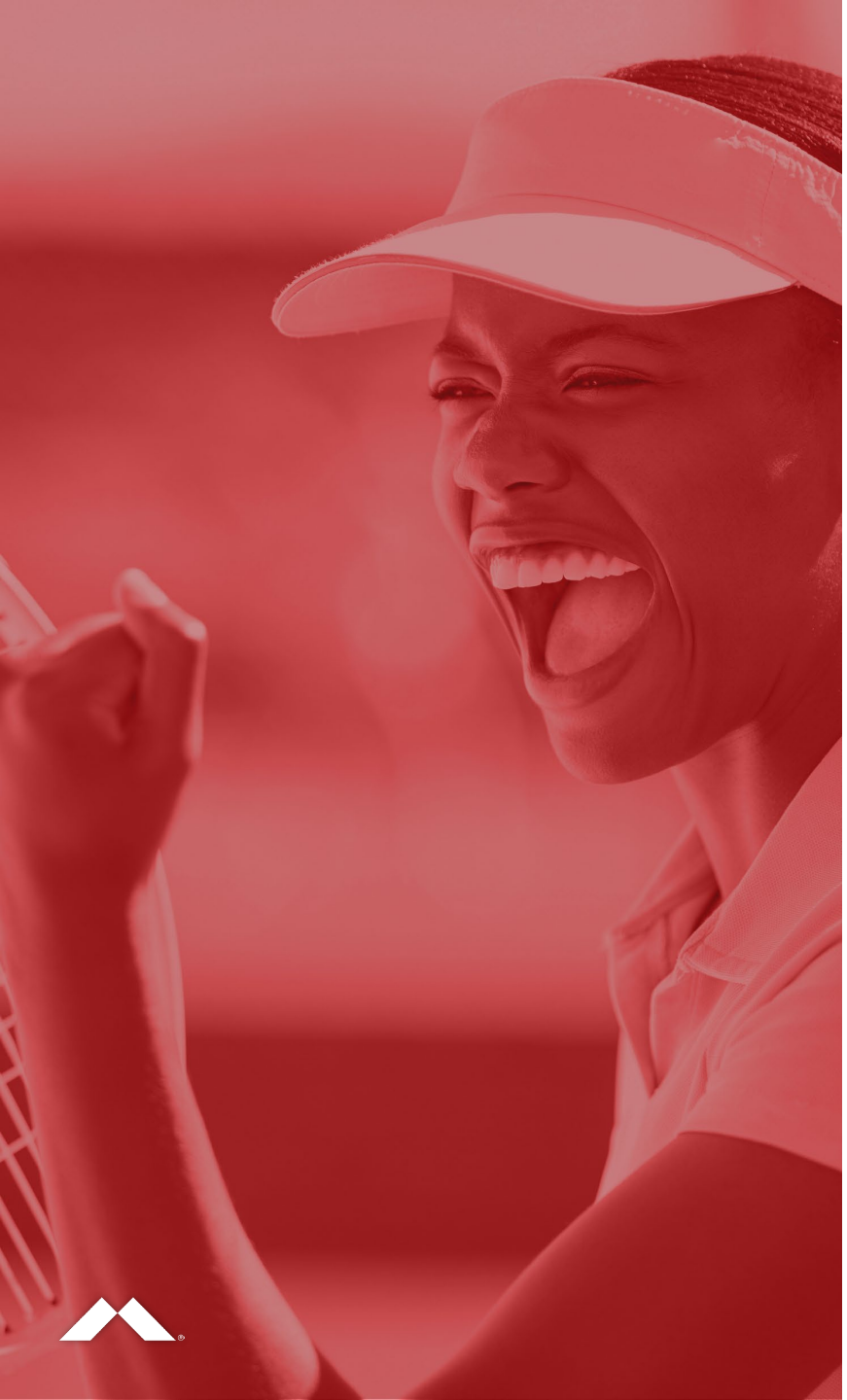
If you could not comfortably explain
the agreement to a coach or parent—pause.

FINAL REFLECTION

Ask Yourself:

- What questions would I ask first?
- What would make me slow down?
- Who would I involve before signing?
- What would make me trust an opportunity?





CLOSING KEY TAKEAWAYS

- Understand who is advising you
- Understand what you are signing
- Know your rights and obligations
- Ask questions
- Protect future opportunities

Final Message:

The best agreements protect opportunity—not create pressure.