



ELITE

Jrzy Elite

HOW TO PARTNER WITH YOUNG ATHLETES

Business Marketing
Insights



Social Media Marketing Campaigns

Social media is the heart of NIL partnerships, as most young athletes and their fans are most active on platforms like Instagram and TikTok. Here are **two popular ways** brands can collaborate with athletes through social media:

- **Athlete-Driven Content:** Athletes promote your brand, product, or campaign through posts, stories, or videos. Brands provide key messaging points but should still allow the athlete's creativity to shine for maximum authenticity.
- **Brand-Integrated Content:** Feature athletes in your social media or website content, adding credibility and a fresh voice to your marketing. Terms are usually negotiated on how long the brand is allowed to use the athlete in their content.

Compensation Models:

- Flat fee or product exchange
- Promo codes with performance-based commissions



Sponsor Camps or Private Lessons

One way athlete's can utilize their NIL is to give back to their community and inspire the next generation by organizing their own camps or private lessons.

However, for a camp/lesson to be successful, an athlete may need to rent a location, equipment, pay for additional coaches/help, provide t-shirts and gear, etc. This is where a brand can play a crucial role by sponsoring these events so the athlete is able to host their event without paying from their own pocket.

A sponsorship could also help cover registration fees for attendees in order to allow as many kids in the community as possible to participate.

The **brand benefits** via:

- Visibility at community events
- Association with youth development
- Content for social media promotion



Host On-Site Appearances

Many top athletes are role models to younger kids. Kids know who the top players in their local high school and area are and aspire to be like them in a few years. By hosting an athlete at your store or on-site location, you provide the opportunity for these kids to finally get to meet their role models.

You can have the athlete come to your location to sign autographs, take pictures, speak to a crowd, do product demonstrations, partake in interactive games, etc. Basically anything fun and entertaining you can think of.

Pro Tip: Record and repurpose event footage to extend its marketing impact across social media platforms.



Philanthropic Collaborations

NIL partnerships aren't just for-profit ventures. Many athletes are eager to partner with organizations that promote causes and messages they're passionate about. These partnerships can compensate the athlete, but many times the athlete isn't concerned with earning money when they know the partnership is serving something much greater.

Collaboration Ideas:

- Co-host charity events
- Promote fundraising campaigns
- Sponsor athlete-led volunteer days

Business Impact:

- Positive brand image
- Deeper community connections
- Engagement with socially-conscious consumers

Example: A local bank partners with a basketball player to promote a toy drive, generating significant donations and community goodwill.



Education / Mentorship Partnerships

Some of the most creative and rewarding NIL partnerships don't take the traditional form of brand partnerships. These partnerships instead focus on empowering athletes with valuable tools and hands-on real-world experience while highlighting the business's expertise.

Even if not partnering directly with an athlete, brands can partner with companies that are providing NIL services and help provide crucial resources and advice on personal brand development, financial planning, career guidance, mental health, and much more.

Example: A tax firm partners with a track star to promote financial education for teens, boosting the firm's community presence and credibility. The same firm also partners with a local NIL agency to host joint educational tax content on social media.





ELITE

**READY TO START AN NIL
PARTNERSHIP?**

**CONTACT US TO EXPLORE HOW WE CAN
CONNECT YOU WITH THE PERFECT ATHLETE FOR
YOUR BRAND.**

JRZYELITE.COM

CONTACT@JRZYELITE.COM

IG: @JRZYELITE

#BECOMETHEELITEYOU