



NIL & REV SHARE BY THE NUMBERS

RICK PERKO

NIL COLLEGE

JUNE 30, 2025

65%



N11 College
SINCE 2025



What Is An Effective Way to Think About College NIL?



It's Using an Athlete's Name, Image & Likeness to Create Revenue

Two Paths:

Passive (Jerseys, Trading Cards, Video Games)

Active (Appearances, Social Posts, Advertisements)

Passive NIL is Available to Everyone

Active NIL Generates More Revenue

How To Acquire Active NIL Opportunities

Academic Eligibility

Social Media

Star-Player Status



What Is The House Settlement?



10 Years

\$20.5 MM in Year 1/Increases in Years 2 and 3

Plus Legitimate NIL

Roster Limits (e.g., Tennis, Golf, XC, Swimming) After Grandfathering



HOW MUCH \$\$ CAN BE MADE THROUGH NIL?

- \$1500 to \$2000 for Passive (*EA Video Game)
- \$5000 to \$10,000 for Active
- Higher numbers for Elite Athletes (1%)
- Fair Market Value Considerations
- Clearinghouse Approval Necessary for \$600+ Deals
- Enforcement Through 3rd Party

HOW MANY D1 SCHOOLS ARE PARTICIPATING?

- 364 Division 1 Programs
- Approximately 300 Are Opting In. Why?
- Available Dollars, Perception, Competitive Reasons (e.g., NCAA Tournament)
- 50 to 75 Schools Are Opting Out. Why?
- Cost Savings, No Roster Limits, Enrollment Considerations
- Opt Outs can offer COA + Alston Awards (\$6k)

HOW AND WHEN DOES NIL & REVENUE SHARE IMPACT HIGH SCHOOL ATHLETES?

- Early In Recruitment Process for 3*-And-Above Athletes (e.g., After Freshman or Sophomore Year)
- Junior Year or Later for Lower-Level Division 1 Prospects
- Written NIL & Revenue Share Offers Each August 1st of Senior Year in HS

WHAT MISTAKES ARE HIGH SCHOOL ATHLETES MAKING IN THIS NEW MARKETPLACE?

- Athletes are “Chasing” More Than They Ever Have.
- What Are They Chasing?
 - Revenue Share
 - NIL Deals
 - Roster Spots (After Grandfathering)
 - New POSSIBLE Opportunities via the Transfer Portal
- Not Chasing:
 - Good Fits As Much
 - Certain Degree Programs

HOW DOES THE TRANSFER PORTAL WORK?

- Must Enter Name/ 30-Day Window
- Tampering Considerations
- Unlimited Movement (With Consequences)
- Changing Academic Degree Programs
- Poor Outcomes
- Downward Mobility/ Not Upward Trajectory
- What Will Happen to Graduation Rates??

PROGNOSTICATIONS:

- Litigation (4 Initial Causes)
- Decrease in Available \$\$ for Rev Share
- More Division 1 Colleges Opting Out
- Splitting of Division 1 Membership
- Graduation Rates Drop Slightly from 91%
- Athletes will find better fits with help from High School Admins & Coaches



THANK YOU

Rick Perko

910-322-2224

rickperko41@gmail.com



High School Athletes & NIL: What's Happening, Who's Involved, and How Many Are Cashing In



NIL -Allowed by IHSA 2023-2024

July 1, 2023, prior to Ali's Senior year

3.084 A student in a member school may earn compensation from the use of the name, image, and likeness ("NIL Activity"), subject to these By-laws and Board Policy 35. For purposes of this By-law, "NIL Activity" means any activity for which a student in a member school performs any work, service, endorsement, or makes any appearance, in exchange for compensation or other remuneration as determined by the Board of defined in the Board Policies.

Purpose: The bylaw allows student-athletes to receive compensation for their NIL, but it also includes limitations.

Limits on NIL Activities: Student-athletes may not participate in NIL activities during IHSA events or activities, and they cannot use their member school's name or logo when receiving compensation.



IHSA Policy 35. Name, Image and Likeness (NIL)

IHSA By-law 3.084 permits a student athlete to earn compensation from the use of that student's name, image, and likeness defined as "NIL Activity." NIL is subject to the following limitations:

1. The student may not use the IHSA name, logos, or trademarks in association with receiving the compensation or imply that the IHSA approves of the NIL Activity as that term is defined in the By-law;
2. The student may not use the name, logos, mascots, or trademarks of any member school in association with receiving the compensation or imply that any member school approves of the NIL Activity;
3. The student may not use any member school's facilities in association with the NIL Activity;
4. The student may not engage in any NIL Activity during school hours, while traveling to or from any IHSA event, or during an IHSA event including any practice, rehearsal, meeting, game, tournament, or any similar event that the Board deems inappropriate or distracting;
5. The student may not engage in any NIL Activity associated with gaming/gambling, alcoholic beverages, tobacco, cannabis, banned or illegal substances, adult entertainment products or services, firearms, or other weapons; or any other product or service that the Board deems inappropriate or distracting; and
6. The student is responsible for determining what, if any effect, the NIL Activity may have on eligibility with the NCAA, NJCAA, and/or NAIA.

IHSA Request for NIL Insights for High School Athlete Presentation

1. Have any high school students in your school received an NIL deal since the implementation of IHSA By-law 3.084 on July 1, 2023?

Total High Schools Surveyed: 815

Responses Received (within 72 hours): 337

Response Rate: 41% of IHSA member schools



Have any high school students in your school received an NIL deal since the implementation of IHSA By-law 3.084 on July 1, 2023?

● Yes 16
● No 321



If YES, enter the total number of students with NIL deals since July 1, 2023, below.

ID	Name	Responses
1	anonymous	1
2	anonymous	0
3	anonymous	2
4	anonymous	1
5	anonymous	1
6	anonymous	1
7	anonymous	We've had a handful of students that have just recently been involved with an NIL deal. I would say 3-4.
8	anonymous	3
9	anonymous	That I am aware of 3 currently
10	anonymous	1
11	anonymous	2
12	anonymous	2
13	anonymous	1
14	anonymous	1
15	anonymous	1
16	anonymous	1

ID	Name	Responses
1	# of students	9
2	# of students	3
3	# of students	3

What companies or products were the students associated with?



New Balance
Nutrition Company
New Balance & LightSpeed Lift
Brooks - Running
The product is an app tailored to HS baseball athletes.
Canes, clothing line, movie theater.... I am guessing there are more
BWP Wood Bats
Be the Hoss
Wrestling gear and HOSS
Rudis
A milk company
N/A
app
Chiropractor
VKTRY Gear
N/A



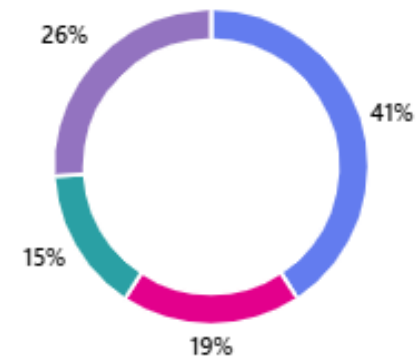
CUSTOMIZE NOW

The type of compensation involved (product, royalty, salary, etc.)

**Multiple answers could be selected*

4. The type of compensation involved (product, royalty, salary, etc.)

Product	11
Royalty	5
Salary	4
Minimal stipend	7



6. Please list the high school sport(s) the student(s) participated in.

4	Cross Country
4	Track
3	Baseball
2	Wrestling
2	Basketball
1	Bowling

How Many Are Cashing In?

Ali Ince, a standout athlete from Normal Community High School in Illinois, amassed a remarkable total of 10 Illinois High School Association (IHSA) state championships in track and field during her high school career .

Breakdown of Her State Titles:

- **800 meters:** 4 titles
- **1600 meters:** 3 titles
- **400 meters:** 1 title
- **4x400 meter relay:** 2 titles

Ince also set state records in both the 800 meters and the 1600 meters

Ince participated in basketball four years and also high school cross country. .

Ince's exceptional performance earned her the Gatorade Illinois Girls Track & Field Player of the Year award .



Athlete: All Ince- Accomplishments-National Accolades

2022- Clinched the 800m title at the Brooks PR Invitational with a time of 2:04.14, ranking No. 4 nationally.

- Secured second place in the 800m at the Nike Outdoor National

- Gatorade Illinois Girls Track & Field Player of the Year

- Wins the 800 at the Arcadia meet and sets the 800-meet record at 2:05.42.

2023- Places second in the 800 at the Arcadia meet in the 800

- New Balance Nationals Indoor 800-meter Champion 2:04.77

2024- Makes Team U.S.A. and compete in the U20 Pan American games in Puerto Rico in the 800-meter

- Wins the 800 at the Arcadia Invitational with a time of 2:05.26

- New Balance Nationals Indoor 800-meter Champion 2:03.85



Name Image Likeness Endorsements

LIGHTSPEED LIFT



Use code INCE50 for \$50
off your LightSpeed
System

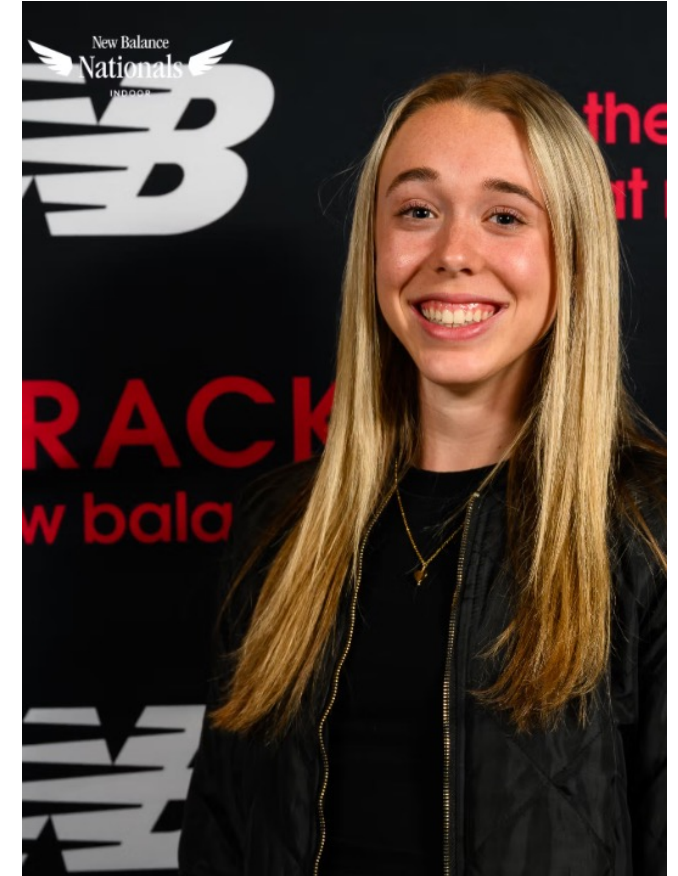
What social media platforms did you utilize for your endorsement.

Did any of the endorsements track the metrics or views on your posts?



Name Image Likeness Endorsements

New Balance



NIL Questions

- Did you have an agent or who helped you navigate these contracts?
 - What do you consider when it is best to accept a salary, product or both?
- What role do parents and guardians play in managing NIL deals for high school students?
- What are the potential long-term benefits and risks of NIL for high school athletes to be aware of?
- What's one thing you wish every high school student knew before trying to do an NIL deal?
- How do you balance school, sports, and NIL responsibilities?
- What has NIL taught you about business, branding, or even yourself as a high school student? How has your branding continued to evolve as a college athlete?
- https://ihsaorg-my.sharepoint.com/:v:/g/personal/thenry_ihsa_org/EeUA4t6qGL5ImhWflOFFTc8BoSiNzVjHrv2rzVrXDLd2RA?e=JwLzKH



New Balance Fulfilment



ali_ince24

Normal Community High School

...



2/10

 2,933

 30

 25



 Liked by fast_and_fueling and others

ali_ince24 Recently, with the help of @newbalance, I got to share my love for running at the place where I found joy participating in the sport 💖 The Kids... more

July 7, 2024





ali_ince24

Normal Community High School

...



10/10

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