



**BEDFORD**  
A G E N C Y

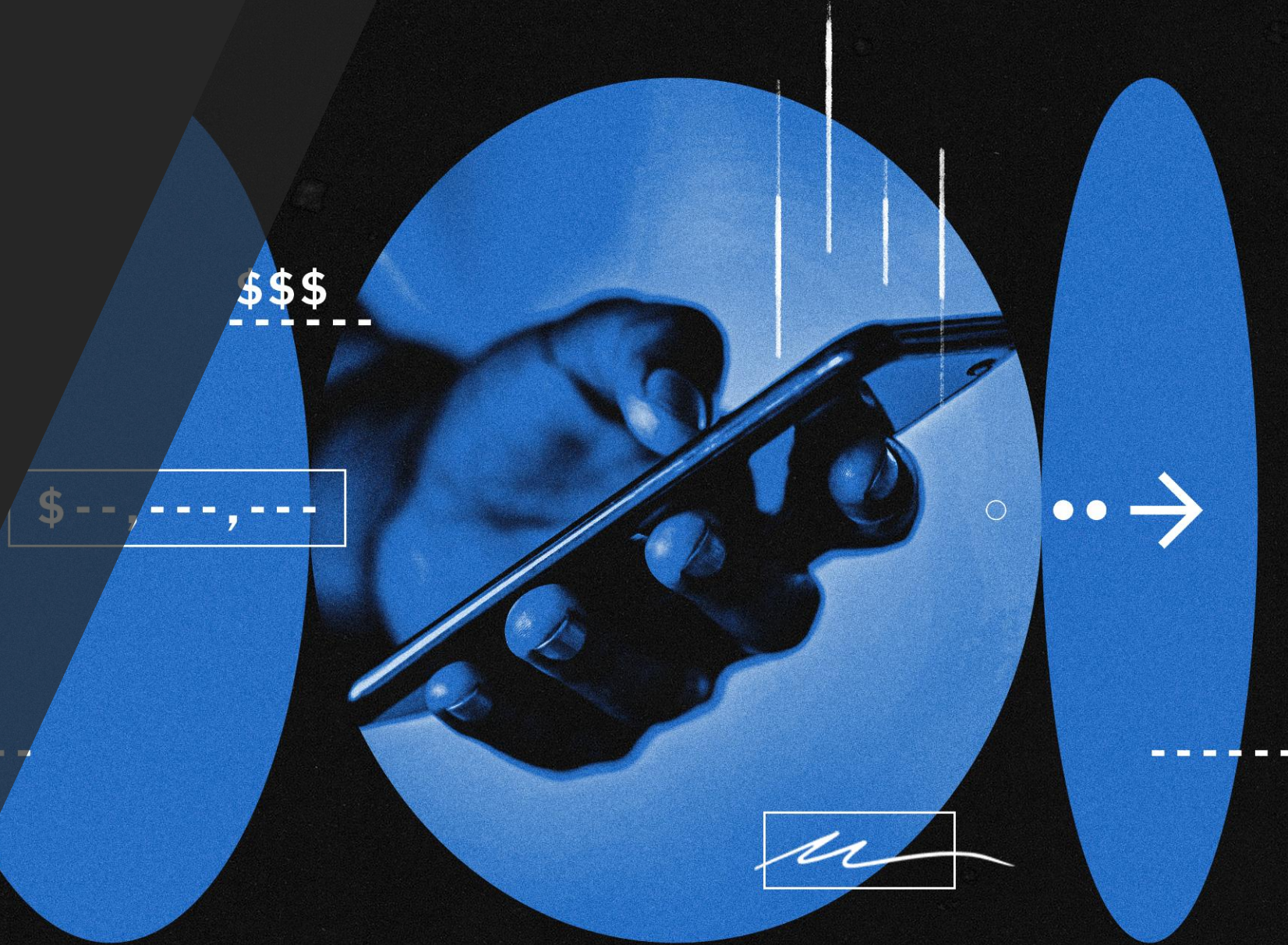


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**College  
Recruiting,  
Transfer  
Portal &  
College +  
High  
School  
NIL....(It's  
crazy)**



# Educational Resources

 substack

***RUN  
YOUR  
ROUTE***





# What is NIL?

- **Name, Image and Likeness = “The Right to Publicity”**
- What are your public rights? Name, Voice, Signature, Photograph, Image, Likeness, Distinctive Appearance, Gestures, and Mannerisms.
- **NIL is NOT pay to play!**

# What's creating the Chaos?



# Executive Order

- Ban 3<sup>rd</sup> Party “Pay to Play” NIL Deals
- Revenue Share Payments can’t “harm” women’s sports
- Arms Agencies to Labor, Anti-Trust and Associated
- Support for Olympic Sports



# Score Act

- Federal Rules (National Framework) & National System
- Prohibits “Pay for Play”
- School Liability Protections & Academic Support
- Affirms Student-Athlete status rather than Employee Status



# How Big is NIL?

*“Data indicates a significant boom in Name, Image, and Likeness (NIL) spending, with projections reaching **\$2.26 billion** for the 2024-25 academic year, doubling the previous year's total. A notable shift is occurring, with commercial NIL (or "real NIL") catching up to collective spending, suggesting a more balanced market. Furthermore, the impending revenue sharing from the [House v. NCAA](#) settlement is expected to introduce a new category, "collegiate NIL," potentially adding **\$1.5 billion** through direct school payments.”*

**HIGH SCHOOL NIL - \$100M+ in 2024**



# Revenue Sharing Phase of College Athletics

(Impacting College & High  
School)





# Revenue Sharing

(Hard Cap)

## House vs. NCAA Settlement

- Back Pay: \$2.8B (2016-2021 “class” of athletes)
- Revenue Share: Each School can share \$20.5M –(Majority will go to Football)
- Roster Size: Massive Changes on Roster Limits/Scholarships
- Enforcement: Creation of College Sports Commission

# True NIL

(Soft Cap)

## “True NIL” AKA-Brand Deals with Companies

- Establishment of “NIL GO”-Compliance
- Payor Association
- Valid Business Purpose
- Range of Compensation

# Name, Image and Likeness:

- **College:**

- Where: National
- Logo Usage: Mixed
- Disclosures: Mandated
- Collectives: Widespread
- Education: Mostly
- Rev. Sharing: Yes (Opt in)

- **High School:**

- 40 States Allowed
- Logo Usage: NO
- Disclosures: Pending
- Collectives: VERY FEW
- Education: Limited



# What's the Impact of all this Change?

- **Recruiting:**

- 25% reduction in High School Offers
- Much more usage of the Transfer Portal
- Pending Roster Limits shrinking roster sizes
- Sports Eliminated at Colleges
- Agent Involvement

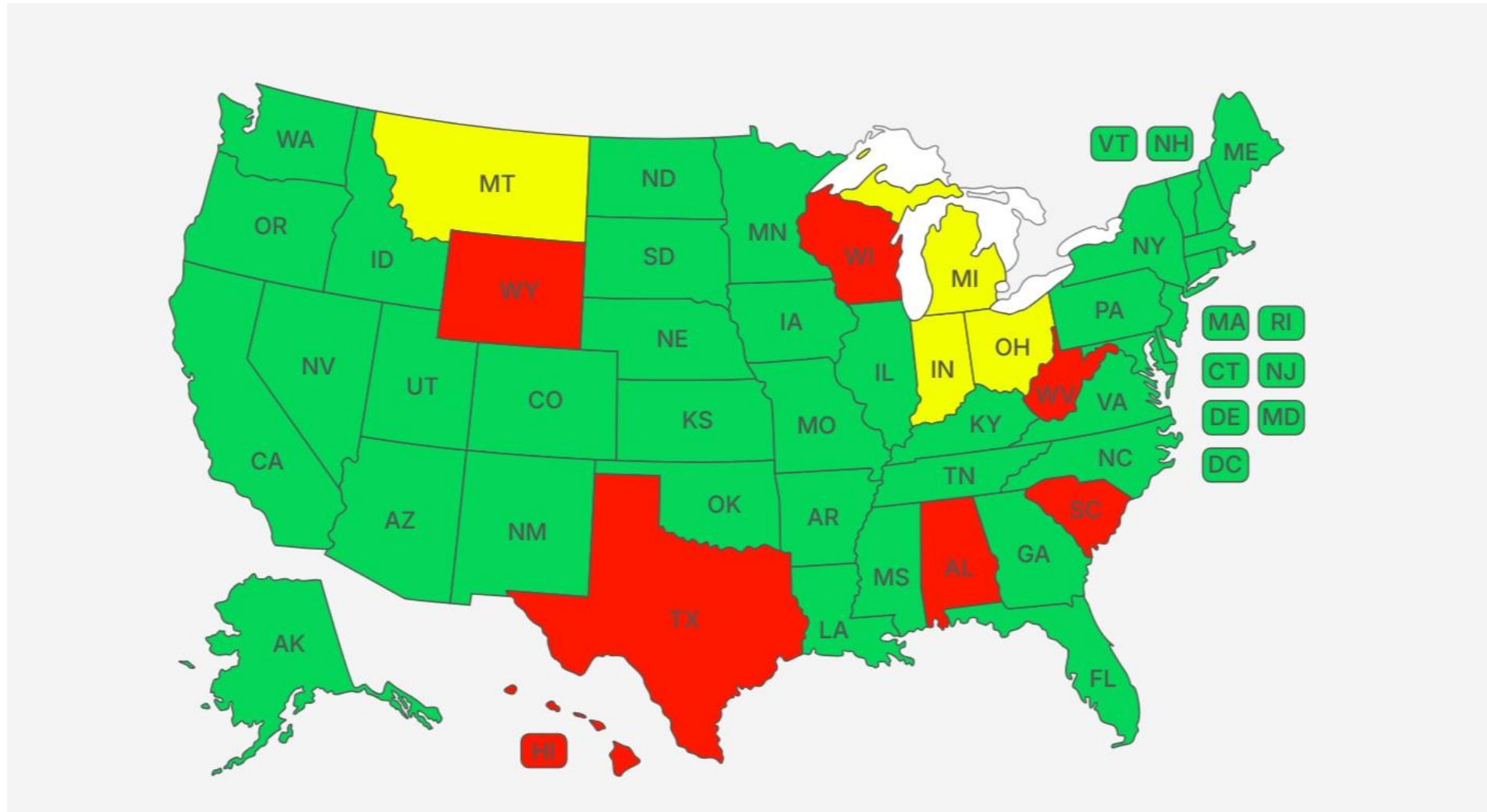
- **NIL:**

- Apparel & Product Trade Agreements
- Brand Ambassadors
- Athlete Apparel
- Autograph Sessions
- Influencer Posts (Youtube, IG, Tik Tok)
- Agent Agreements
- Appearance Fees
- Sales Spiffs & Social Media Promo Code Kickbacks
- Gaming Channels





# High School NIL State-by-State Status



# Current State Position

## OSSAA (Oklahoma Secondary Schools Activities Association)

The OSSAA does not specifically prohibit students from engaging in certain commercial activities as an individual. These activities, commonly referred to as name, image and likeness (NIL) will not put a student's amateur status at risk provided the student meets all the requirements for maintaining amateur status in compliance with Rule 5, and there is no violation of rules prohibiting influencing a student to attend or remain at a member school. (Rule 9)

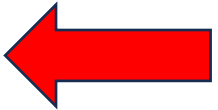


### High School Status

Approved, October 2022

A student may earn compensation from the use of their name, image and likeness (NIL) in compliance with Rule 5, and Rule 9 provided:

- The compensation is not contingent on specific athletic performance or achievement.
- The compensation is not provided as an incentive to enroll or remain enrolled at a specific school.
- The compensation is not provided by the school or any person acting as an agent for the school.



In seeking compensation for name, image and likeness:

- No "marks" may be used, including but not limited to school logos, school name, school mascot, or any trademarked OSSAA logo or acronyms.
- No school apparel or equipment shall be worn which includes school name, school logo, school mascot, or any apparel displaying trademarked OSSAA logos or acronyms.
- No member school facility may be used for the purpose of name, image and likeness compensation.
- No activities in conflict with a member school's local school district policy may be endorsed. Examples include but are not limited to tobacco or alcohol products.
- Collegiate level associations should be contacted for any rules regarding name, image and likeness for students participating beyond the high school level.



# College Recruiting & Disclosures

22.2.1.4 Effect of Violation. A violation of Bylaw 22.2.1 or its subsections shall be considered an institutional violation per Bylaw 8.01.3; however, a violation shall not affect the student-athlete's eligibility, provided the disclosure requirement is satisfied.

22.2.2.1 Reporting of Disclosed information. Aggregated information related to name, image, and likeness activities disclosed to a member institution shall be reported to the NCAA national office on a biannual basis. An institution shall make disclosed information available for examination on request by an NCAA staff member or an authorized representative of the NCAA.



22.2.2.1.1 Publication of Aggregate Name, Image and Likeness Data. The NCAA national office shall make available an aggregated database of disclosed name, image and likeness information.

D. Bylaws: Amend 22.3, as follows:

## 22.3 Recruiting.

22.3.1 Requirements for Written Offer of Athletically Related Financial Aid. A prospective student-athlete shall disclose involvement in name, image and likeness activities in a manner consistent with Bylaw 22.2 before an institution may provide a written offer of athletically related financial aid per Bylaw 15.3.2.2.

E. Bylaws: Amend 22.4, as follows:

## 22.4 Education.

22.4.1 Name, Image and Likeness Education. The NCAA national office shall make available comprehensive education regarding name, image and likeness activities in a manner approved by the Board of Directors, or an entity designated by the Board. Such education shall include the provision of standardized contract terms for use in name, image and likeness agreements.

Source: NCAA Division I Council

Effective Date: August 1, 2024

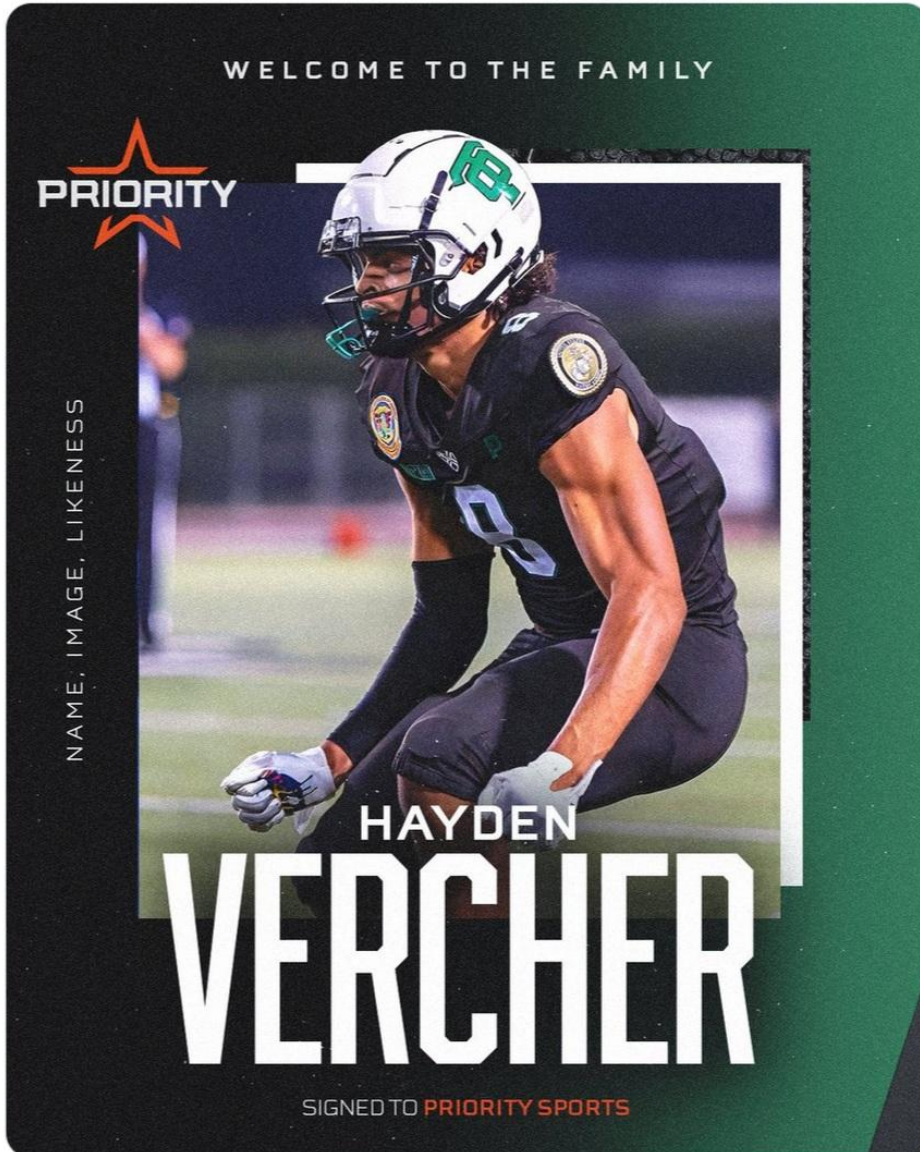


**Show me some examples  
of High School NIL?**



Welcome aboard, @Hayden\_Vercher!

Excited to represent the @TOLancers tight end and @ASUFootball commit for #NIL 



# HS NIL Examples

 Reese Lechner  
@ReeseLech2030

I'm excited to announce I am officially a @HuckleUp athlete. The CEOs Michael and Stephanie are building one of the best NIL marketplaces and they are great to work with. DM me for a referral or more info.  
[#huckle](#) [#huckleathlete](#) [#NIL](#)







**McKenzie Mathurin**  
@mathurin2025

I'm happy to announce that me and Attain Physical Therapy have reached a nil agreement, marking a significant milestone in our collaboration!

Dr. Ben Mayer and his staff did an excellent job at getting me back on the court quickly after a minor injury.

1:55 PM · Nov 1, 2023 · 13.6K Views



2



7



43



1



Post your reply

Reply



**McKenzie Mathurin** @mathurin2025 · Nov 1

With their expertise and our partnership, I know we will be able to help other athletes in our community do the same.

Not only is Attain able to quickly rehab an athlete, but also significantly reduce the risk of injury with their preventative care expertise.



1



1



538



**McKenzie Mathurin** @mathurin2025 · Nov 1

The specific care I personally receive every week undoubtedly plays a crucial role in keeping me healthy and active.

Beyond excited to partner with Attain Physical Therapy and Dr. Ben Mayer!!

#NIL @TeamTraeYoungWB #OklahomaHSAthletes #3SSBgirls



Attain Physical Therapy and 2 others

# HS NIL Examples



**Taybor Moss** ✓  
@TayborMoss

Excited to announce that Moore Bats has partnered with Grace Glove Company! Check out @GraceGloveCo and their website: [graceglovecompany.com](https://graceglovecompany.com)

Thank you @MooreBats for the new catchers mitt!! I ❤️❤️ the colors!!

#DontForgetYourNukeBat  
[moorebats.com](https://moorebats.com)







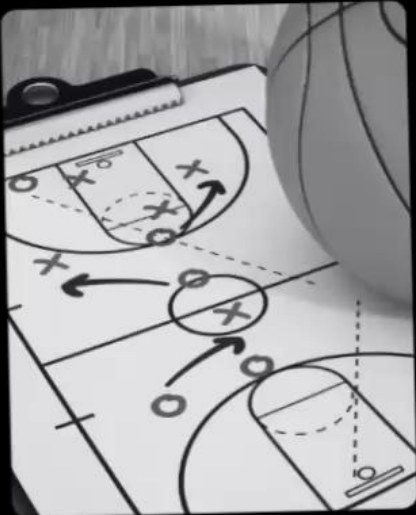
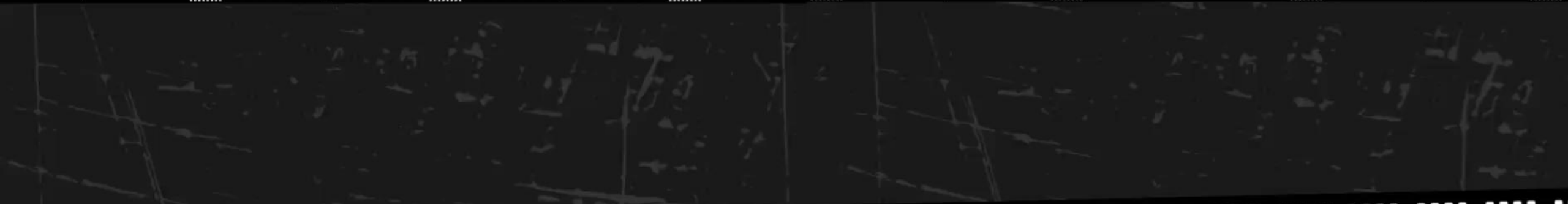
sweatisfree 4h

Amare Cole



# HS NIL Examples







**What should my role be  
as a Coach or Athletic  
Director?**



# HS Athletic Directors & Coaches Checklist

- Train coaches on NIL (especially as it impacts College recruiting)
- Ensure your students understand the OSSAA NIL guidelines (Post Guidelines)
- Control, copyright or protect school specific Intellectual Property (domain names, logos, etc.)
- Have a policy/process for parents/boosters to discuss NIL opportunities that are in compliance with school policies or sponsorships.
- Have policy for dealing with Agents on your campus!
- Ensure you have a policy that protects your sponsors. Make sure coaches, athletes and parents understand your policies.
- Look to add curriculum into the school that helps educate kids on entrepreneurship, finances, marketing, branding, and more.
- Introduce NIL Community Education Nights!
- Consider Partnering with “Trusted” 3<sup>rd</sup> Parties to support NIL properly with your
- Disclosure!!!! Have a process by which each athlete/parent self reports NIL deals so that you have proper visibility.

# NIL Student-Athlete Cheat sheet!



Have a Gameplan  
(NIL is creating a  
brand business) ·



Confirm every deal  
includes a clear  
purpose and value  
for services (Easiest  
way is to leverage  
Marketplaces)



· Stay organize key  
terms and  
deliverables



· Disclosure: Save  
proof of work  
(social posts,  
appearances,  
signed assets) for  
easy review

# What Students should disclose?



DESCRIPTION OF  
SERVICES TO BE  
PERFORMED.



PAYMENT  
STRUCTURE (FEE  
RANGES,  
AMOUNT OF  
COMPENSATION)



DURATION OF  
CONTRACT.



TERMINATION  
CLAUSE FOR  
BREACH OF  
CONTRACT.



STUDENT-  
ATHLETE RIGHT  
TO TERMINATE  
CONTRACT AT  
CONCLUSION OF  
HIGH SCHOOL  
ELIGIBILITY.



ACKNOWLEDGE  
THAT PAY IS  
BEING PROVIDED  
FOR WORK  
PERFORMED  
AND NOT  
ATHLETICS  
PARTICIPATION.



ACKNOWLEDGEMENT  
THAT COMPENSATION  
PROVIDED IS NOT A  
RECRUITING  
INDUCEMENT.



# Questions?

# **How can you get help?**

# How can we help you?



- One Training Day for your Coaches
- One NIL Community Education Training Night
- Year Long NIL Retainer for the School
- All Coaches have Access to Premium Run Your Route Subscription

**RUN  
YOUR  
ROUTE**



- Branded Marketplace for your School Managed by Bedford Agency
- One Training Day for your Coaches
- One NIL Community Education Training Night
- Year Long NIL Retainer for the School
- All Coaches have Access to Premium Run Your Route Subscription

**RUN  
YOUR  
ROUTE**

**Just Announced!**

Opendorse / NCAA / MIAA / Central Oklahoma Bronchos

Share



## Ashton Schumann

Football • Wide Receiver

All-Star profile



259.1k



### About

#### 66 Biography

300k Followers across all profiles. I'm a student-athlete at the University of Central Oklahoma. I played football at Tulsa for 1 year and 1 year later decided it was best to transfer to UCO. I was fortunate enough to be named MIAA FRESHMAN OF THE YEAR as a Redshirt Freshman and 3rd Team all Conference at my position. I've had a love and passion way before NIL was even in the picture for me. I believe in showing younger athletes that anything they want to achieve can be done if they believe in themselves. I wouldn't be here without God. I would love the opportunity to work with any brand! It means a lot for even considering me. Thank you!



#### Affiliations

Central Oklahoma Bronchos • AAC • MIAA • Tulsa Golden Hurricane



#### Accolades

Collegiate Conference Champion • Collegiate All-Conference • Collegiate All-American • Collegiate Player of the week



#### Location

Edmond, OK, USA  
Tulsa, OK, USA

### For personal use

#### Frequently purchased



#### Shoutout

Ashton will record a video for you

\$100+

#### More options for family, friends, or yourself



#### Post

Ashton will post on social media for you

\$40+



#### Appearance

Ashton will attend your practice or event

\$200+



#### Autograph

Ashton will sign something for you

\$150+



#### Pitch Anything

Ashton will respond to your custom request

\$250+



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Follow us: @BedfordAgency or @Bryan\_Bedford