

MASB Board Meeting & 2021 Fall Summit

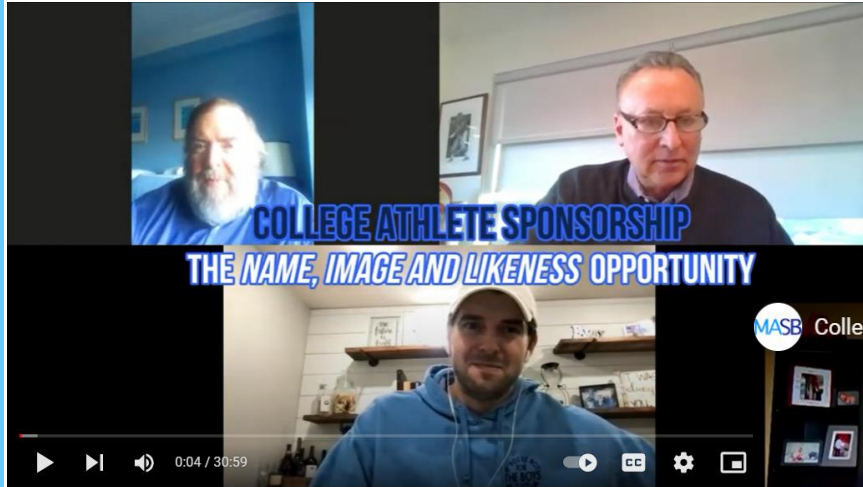
Sponsorship Accountability Panel Name, Image, Likeness + Influence



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

November 11, 2021

We Have Been Playing a Leadership Role on NIL+



Sponsorship Prescriptive Articles

1. [Elusive Dream or Quantifiable Reality?](#)
2. [Sponsorship Strategy and Brand Fit](#)
3. [The Business Case for the Business Case](#)
4. [Activation, Portfolio Management & Stewardship](#)
5. [Driving Sponsorship Value with Stewardship and Strategic Activation](#)
6. [eSports – An emerging sponsorship opportunity as great as the Super Bowl?](#)
7. [Social Distancing – A Boon for eSports?](#)
8. [Social Media Metrics for Sponsorship](#)
9. [Name, Image, Likeness AND Influence](#)




Were Early Movers Rewarded? What Are Early Best Practices?


MARKETING DIVE Deep Dive Library Events

BRIEF

Degree is quick to partner with college athletes that can now monetize

Published July 1, 2021

 **Chris Kelly**
Associate Editor



How Name, Image, and Likeness Deals Are Changing College Sports

Some U-M and MSU student-athletes are now making big bucks. Will college sports ever be the same?
Lindsay Kalter - November 4, 2021



CALLING ALL OF COLLEGE RUNNING BACKS

BECOME AN OFFICIALLY SPONSORED ARBY'S RB

THE RULES



Panelists Sponsorship Accountability



Michael Zoerb
VP, Channel Partnerships
Opendorse



Ray Katz
Co-Founder/COO
Collegiate Sports Management Group



Dan Donnelly
SVP, Advertising Sales Marketing
FOX Sports

“NIL+I has clearly been a hot topic of conversation, but in the media world it has not yet been a significant factor”

Topics

- 1) What are the 'early returns' on NIL+I?
 - 1a) After much coverage and an initial burst of activity, it seems that many brands and businesses are taking a 'let's see how this develops' approach. Do you agree?
- 2) Has the 'first mover' advantage materialized and might it still?
- 3) Are there NIL + I efforts that you made you think 'Wow, what a great idea! Wish I'd thought of that!'
- 4) There seems to be a somewhat negative tenor about NIL+I amongst college administrators. Have you noticed that? How might we mitigate that?
- 5) The value of female athletes as NIL+I representatives has been a positive and continuing storyline. Will that continue? Accelerate?
- 6) Any other predictions about what we will see next? Rise in usage of recently graduated/ completed their eligibility athletes?
- 7) Is NIL+I a unique sponsorship opportunity or a sponsorship activation tool?

Thank you!



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