

# PUT YOUR MONEY WHERE YOUR NAME IS

## EXPLORING FAN SENTIMENT AROUND THE NCAA'S NEW NAME, IMAGE, LIKENESS RULES

Scout partnered with Horizon Media's Why Group to uncover 4 fan truths around the NCAA's new NIL rules that will shape the future of how brands engage and partner with student-athletes.



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# FANS **SUPPORT** THE CHANGE!

With support for the new rules strongly outweighing the opposition among college sports fans, brands shouldn't hesitate to jump into this new frontier of sponsorship.

## AMONG COLLEGE SPORTS FANS

**2X MORE**

likely to support than oppose  
the NCAA's new rules

&

**75%**

have positive or neutral  
feelings about the new rules



# SPONSORSHIP EARNS A SHARE OF FANS' HEARTS AND MINDS FOR BRANDS

Sponsorships of college athletes are a surefire way to grab fans' attention and even their respect, which can translate to further brand engagement down the line.

## AGREE STRONGLY / SOMEWHAT



Great way to support college athletes

58% | 77%



Great way to grab my attention

46% | 65%



More likely to respect

41% | 58%



More likely to purchase from

39% | 58%

TOTAL COLLEGE SPORTS FANS | AVID COLLEGE SPORTS FANS

## WHAT THIS MEANS FOR BRANDS

The NCAA's new NIL rules open up a world of possibilities for brands, allowing them to partner with fans' favorite college athletes. In doing so, brands can leverage the passion and emotional connection that come with college sports to build excitement and connection for themselves.



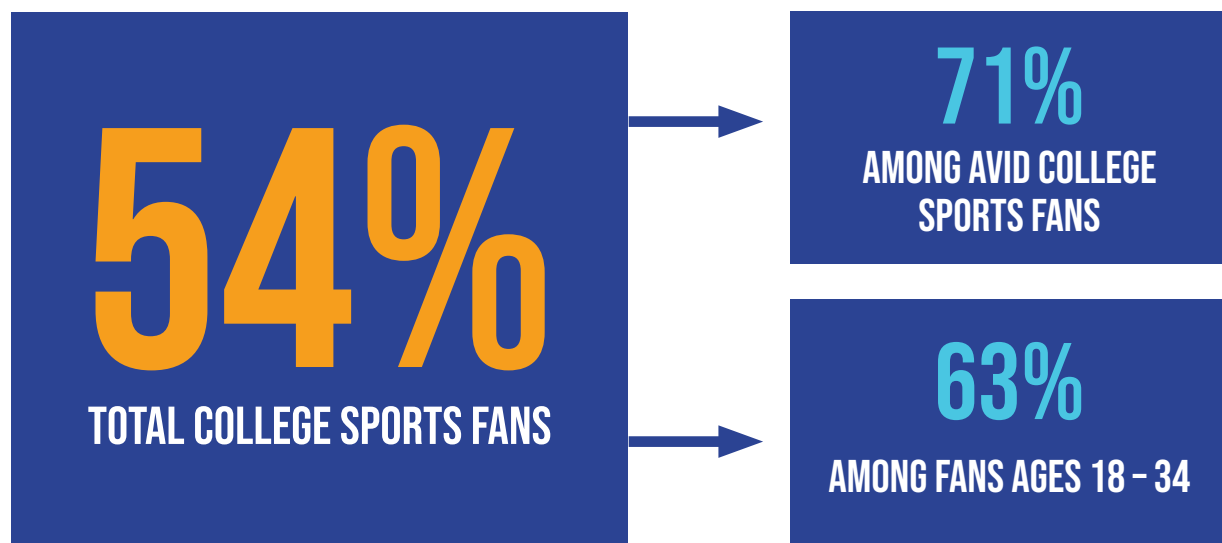
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# SPONSORSHIP IS A LOCAL AFFAIR

Many initial NIL deals have been hyper-local, paving the way for brands to break into new, mid-range markets.

## SPONSORSHIP CAN BRING ATTENTION TO COLLEGE SPORTS THAT DON'T GET AS MUCH VISIBILITY

(Agree Strongly / Somewhat)



### WHAT THIS MEANS FOR BRANDS

NIL deals can build fan connections at a grassroots level, providing the opportunity to connect with sports that have lower visibility. It will also be important for fans to see broad representation and inclusion in which athletes are receiving sponsorships within local communities.



# KEEP THE “STUDENT” IN STUDENT-ATHLETE

College sports have a unique spirit to them, and brands should be mindful to not interfere with that when signing sponsorship deals.



## AMONG THOSE WHO OPPOSE NEW NIL RULES:

(Agree Strongly / Somewhat)

72%

New rules will make college sports feel too much like the pros

&

70%

Sponsorships are a distraction for student athletes

### WHAT THIS MEANS FOR BRANDS

Sponsorship messaging that emphasizes athletes' roles as students will preserve the unique spirit of college sports. Though dependent on more detailed rules from the NCAA, sponsorships tied to academics may also ease hesitant fans.



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