QWASI BRINGS NIL SOCIAL ENGAGEMENT & SPONSORSHIP TO COLLEGE ATHLETES

NCAA®

QWASI
Innovation Realized™

## NIL – Name, Image, and Likeness

QWASI is working with college sports programs and athletes to make NIL data and management seamless for brands and athletes alike.

SOLUTION

QWASI's NIL Hub solution allows athletes to build their brand, grow their audience, and monetize NIL persona to branding sponsors.

The value of NIL endorsements is just starting. The 14 players on the Duke basketball roster had a combined Instagram following of 1,545,400 (tops in college basketball), an audience estimated at more than $1.2 million in annual advertising value. Combining INFLCR's approach with methodology established by INFLCR partner Athletic Director University (ADU) and Navigate Research that valued each Instagram follower at $0.80, the NIL team also reviewed the potential annual advertising value for INFLCR partner Duke University, specifically the members of the 2019-20 Duke men's basketball team.
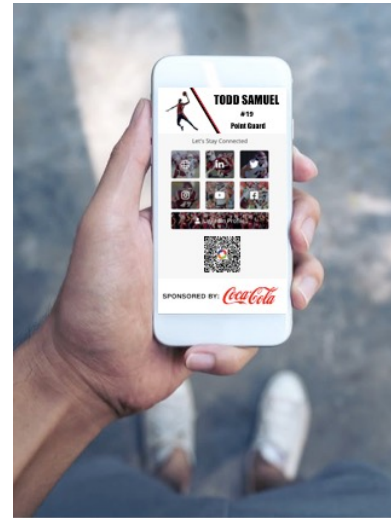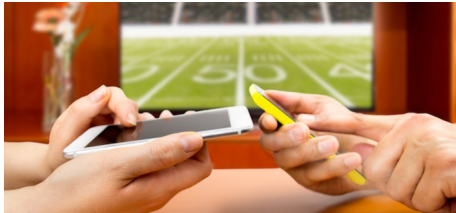
SCAN TO LEARN MORE & SIGN UP

NAME IMAGE LIKENESS

MARKETING SERVICE FOR COLLEGE ATHLETES

NIL BRAND INNOVATION

+ Activation for Players to Grown Their Brand
+ Branded Engagement for Sponsored Media
+ Data Insights for Players & Brand Sponsors

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QWASI's NIL Social Hub makes it seamless for players to grow their social following, track their brand engagement, and offer sponsored positions to brands looking to engage with their fans.

The QWASI NIL solution is $0 cost for athletes to setup, offers complimentary customization for the NIL social hub page, brand sponsor management, and data insights across all campaigns. Data insights includes brand engagement, fan database, conversion metrics, and time engaged.

To Get Started Today.

15+ Billion Devices are Online & QWASI Connects Them All
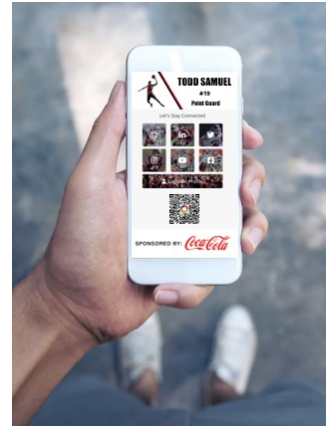
90%

Social media is the leading factor in student athletes earning compensation from brands or fans.

ABOUT

QWASI is the software leader in Mobile Innovation, creating Smart Spaces, Smart Products and touch free experiences for leading brands across Hospitality, Travel, Sports, Entertainment, Retail, CPG, Healthcare, Pharma, Education, and the Government Sector.

FORRESTER®
Top Vendor