



*Nest*

**NIL EDUCATION &  
SUPPORT TEAM**

*“Connecting Rice Athletes to NIL  
Opportunities Beyond the Game.”*





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*Our* **TEAM**

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# Introduction



- Our Mission: designed to bridge the gap between Rice Athletics and the NIL marketplace.
- We connect Rice athletes to brand opportunities, NIL resources, and one-on-one mentorship so they can confidently grow their presence on and off the field.

Interns will serve as an opportunity discovery team, identifying, curating, and organizing NIL opportunities for Rice student-athletes, thereby making NIL more accessible, equitable, and streamlined for all student-athletes.

# Key SERVICES

## Brand Opportunity Research & Outreach

We connect athletes with local, regional, and national brands actively investing in NIL, tracking new sponsorship trends and partnership opportunities.

## LinkedIn Development

We help athletes build professional profiles that highlight their athletic, academic, and community impact, setting them up for future careers and NIL visibility.

## Personalized One-on-One Sessions

Schedule time with our team via Calendly to review your brand presence, NIL goals, and receive tailored content and growth strategies.

## Opendorse Optimization

We help athletes enhance their Opendorse profiles with strong bios and brand interests to attract deal opportunities.

## Local Collaborations

We partner with Houston-area businesses to create creative NIL activations and community-based opportunities.

## Social Media Strategy

Get guidance for TikTok and Instagram and access to our Excel of trending content ideas to help boost visibility and engagement.



# *what* WE OFFER



## One-on-One Athlete Meetings

- Schedule a personalized session with our team via Calendly to:
  - Review your social media and personal brand
  - Identify NIL opportunities aligned with your sport and interests
  - Create a step-by-step plan to increase your visibility

1.) Social Media (TikTok & Instagram)

2.) LinkedIn

3.) Opendorse

# *Social* MEDIA



Why it matters: 85% of NIL deals come from social media visibility.

What we do:

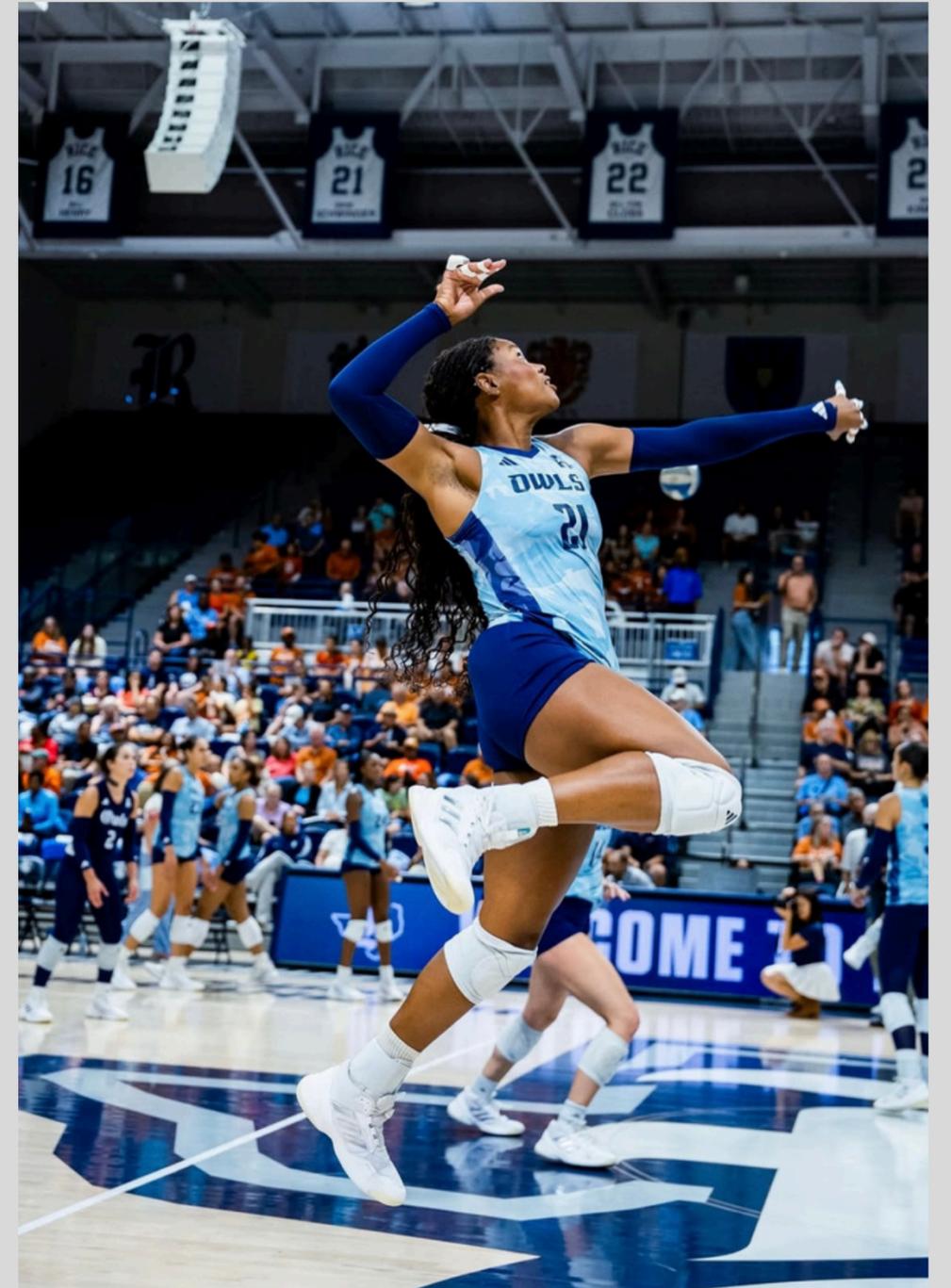
- Analyze your current content and engagement
- Provide weekly content trend inspiration
- Offer editing, posting, filming, and caption-writing guidance
- Help you develop a consistent brand aesthetic
- So much more

# LinkedIn

- Why it matters: Recruiters, brands, and alumni check your profile before they DM or email.

What we do:

- Help you craft a professional bio and tagline
- Add your athletic experience as brand capital
- Position you for post-graduation career opportunities





# Opendorse

- Why it matters: Brands discover athletes through these verified platforms.
- What we do:
  - Make sure your Opendorse profile is complete and active
  - Review profile analytics, media kits, and tags
  - Help you understand compliance and fair market value

# *Brand* OUTREACH

- Our team actively researches and contacts local, regional, and national brands to identify potential NIL deals for Rice athletes.

We focus on:

- Houston-based business activations (e.g., Rice Village, local restaurants, fitness brands)
- Industry-aligned partnerships (sportswear, nutrition, lifestyle, and community outreach)
- Whatever you want...let us know!



# *Why* IT MATTERS

- N.E.S.T. is here to make sure every Rice athlete has access to:
- Education: Understand NIL rules, compliance, and your rights.
- Exposure: Grow your online visibility and brand presence.
- Empowerment: Build lasting connections that support your career beyond sports.

