

For Immediate Release

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The Players NIL Adds Education Leaders

The education leaders will provide subject matter expertise and guide the core curriculum that will help student-athletes make the best decisions about their NIL opportunities.

LOS ANGELES, CA – The Players NIL is proud to announce the first three education leaders selected to develop a comprehensive NIL curriculum for student-athletes.

Student-athletes need continuing education, timely resources, and ongoing support as the marketplace grows for paid NIL opportunities. The Players NIL places student-athletes at the center of this dynamic, evolving space and equips them with the know-how to make the best decisions regarding their NIL opportunities. The Players NIL core curriculum guides student-athletes through an online, five-pillar course that provides a foundation for future NIL opportunities.

The Five Pillars include:

- Brand Development
- Influencer and Brand Relations
- Legal, Tax, and Compliance
- Philanthropy and Community Service
- Financial Literacy

“Guided by national subject matter experts, the Players NIL core curriculum ensures that academic and athletic development is married with NIL preparation,” said Mark Koesterer, founder of The Players NIL. “We want to provide student-athletes with a foundation to learn the life skills necessary to navigate the new era of NIL, and to be prepared for the opportunities that await them in the corporate world.”

Dave Meluni, Assistant Teaching Professor at Syracuse University and a leading NIL authority, is overseeing the first pillar – Personal Brand Development – where student-athletes will learn how to effectively develop their personal brand, and market and position themselves to potential brand partners.

Josh Rosen, Founder and CEO of sports management and marketing leader TRG Sports, is spearheading the second pillar – Influencer and Brand Relations – where student-athletes will learn how to create strategic partnerships by preparing for, communicating about, and negotiating their brand deals.

Mit Winter, a leading sports law attorney at the Kennyhertz Perry law firm, is driving the third pillar – Legal, Tax, and Compliance – where student-athletes will learn how to navigate contracts, taxes, and legal matters of NIL.

Sports and entertainment executive Mark Koesterer, founder of The Players NIL, has carefully chosen these leaders for their robust experience in each of their respective fields. Stay tuned for additional developments on the selection of The Players NIL education leaders.

About The Players NIL:

The Players NIL is an online educational platform that helps student-athletes make the best decisions about their NIL opportunities. The core curriculum provides student-athletes with the necessary tools to build a holistic NIL brand that aligns with their personal values and goals. Upon completion of the core curriculum, The Players NIL will offer student-athletes additional resources and continuing education as they move into the corporate world. For more information, please visit www.theplayersnil.com.