



For Immediate Release

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The Players NIL Named an Official NIL Education Partner of New York State Athletic Administrators Association

NEW YORK - Aug 16, 2022 - [The Players NIL](#) (TPNIL), a center of excellence that guides student-athletes through the high school recruiting process and supports them during the collegiate NIL experience, is proud to announce that it's been named as an official NIL education partner of the [New York State Athletic Administrators Association](#) (NYSAAA).

"As an official NIL education partner of the NYSAAA, our goal is to guide athletic administrators and student-athletes, all across the great state of New York, on how to get the most value on and off the field through our five pillars of education," said Mark Koesterer, Founder of The Players NIL.

The Five-Pillars course includes a comprehensive NIL curriculum that provides foundational learning in personal brand development, influencer and brand relations, legal, tax and compliance, philanthropy and community service, and financial literacy.

As an official NIL education partner of the NYSAAA, TPNIL will offer complimentary access to the curriculum for all athletic directors and in-person consulting and education at statewide meetings. Finally, TPNIL will establish a scholarship program so that athletic administrators can share access to the curriculum with their student-athletes."

"We are thrilled to partner with The Players NIL to provide value to our Athletic Administrators as well as the student-athletes and their families," said Alan Mallanda, Executive Director of the NYSAAA. "Name, image, likeness is important at the college level and the next wave is in the high schools. We want to be at the forefront of this movement in the state of New York, and nationally as well, and this is the perfect fit."

Last October, New York followed California, as the second state to allow high school athletes to benefit from their name, image, and likeness. Currently, NIL monetization is officially permitted at the high school level in 14 states.

There are over 760 public high schools in the NYSAAA, serving over 280,000 athletes.

"New York is one of the largest states in the nation in terms of athletic participation," Koesterer added. "Partnering with the NYSAAA and having them realize the importance of NIL education for student-athletes is one step in how we plan to impact the future of NIL, and guide student-athletes nationwide in their journey. Our goal is to positively affect the lives of student-athletes."



About [The Players NIL](#)

The center of excellence provides continuing education for student-athletes at critical touch points in their professional development, from mental health and physical rehabilitation to professional networking and raising capital for a startup. While knowledge gained from those core areas will help student-athletes make the best decisions about their current NIL opportunities, The Players NIL will also be a resource for the rest of their professional lives.

About [NYSAAA](#)

The New York State Athletic Administrators Association was formed in 1981 under its parent affiliate organization, the National Interscholastic Athletic Administrators Association. It is dedicated to promoting the professional growth and image of interscholastic athletic administrators throughout New York State. It is also dedicated to preserving the educational nature of interscholastic athletics and the place these programs have in the curricula of every school in New York State.