



## For Immediate Release

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## **The Players NIL Partners with Johns Hopkins University to Provide NIL Education to the Men's and Women's Lacrosse Programs**

**BALTIMORE, MD (September 1, 2022)** - [The Players NIL](https://theplayersnil.com/) (TPNIL), an athlete-focused center of excellence, and Johns Hopkins University announced a new partnership to provide name, image and likeness (NIL) education for the nationally renowned men's and women's lacrosse programs.

Every member of the men's and women's lacrosse teams will have access to the TPNIL Five-Pillars Course, 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.

"Johns Hopkins University is a premier academic institution and its well-rounded approach to developing students includes proud athletic moments. We couldn't be more excited to work with the talented student-athletes on the men's and women's lacrosse teams to help them get the most value on and off the field through our five pillars of education," said Mark Koesterer, founder of The Players NIL.

When the NCAA adopted its interim NIL policy on July 1, 2021, it enabled student-athletes for the first time to monetize their intellectual property. In the year since an interim NIL policy went into place, many student-athletes are seeking guidance on how to make the best decisions about their NIL opportunities. Guided by national subject matter experts, the Five-Pillars Course condenses key concepts into engaging and easy-to-follow action plans.

### **About The Players NIL**

The Players NIL is a center of excellence that 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. For more information, visit <https://theplayersnil.com/>.

### **About Johns Hopkins Lacrosse**

The Blue Jay men's and women's lacrosse programs compete at the NCAA Division I level as affiliate members of the Big Ten. The men's program is among the most accomplished in the history of college lacrosse as the Blue Jays have won 44 national championships, including nine NCAA titles, and have produced a national-record 184 First Team USILA All-Americans. The women's program has qualified for the NCAA Tournament 19 times with 10 appearances since transitioning to Division I in 1999. Off the field, the two teams combined to produce a league-high 68 Academic All-Big Ten selections in 2022.