



THE ALABAMA ADVANTAGE
NAME, IMAGE & LIKENESS



NIL ADVANTAGE CENTER STAFF

Cole Price

Director

The Advantage Center & NIL Partnerships

John Lassiter

Supervisor

Always On Content Team

Lexi Graber

Manager

NIL Partnerships & Activations

Will Green

Editor

Always On Content Team

Jalen Gifford

NIL Content

Always On Content Team

Austin Mitchell

Social Content/Editor

Always On Content Team





YEA ALABAMA STAFF



Tripp Powell

Managing Partner

Aaron Suttles

Director of Communication

Peyton Browne

Event Coordinator

Jay McPhillips

Director of Marketing



ALABAMA ATHLETICS

#1

SELLING BRAND
IN COLLEGE ATHLETICS



7.5M
SOCIAL MEDIA FOLLOWERS

100K SOFTBALL FANS
HOSTED IN 2022

A NEW ALABAMA & COLLEGE SOFTBALL RECORD



38.6K
STUDENTS AT
TUSCALOOSA CAMPUS

1.4M FANS

ATTEND UA ATHLETICS EVENTS EACH YEAR



THE POWER OF ALABAMA ATHLETICS



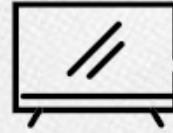
7.1 M+

SOCIAL MEDIA FOLLOWERS



7.2 M+

UNIQUE WEBSITE VISITORS



25.8 M+

HOME GAME NATIONAL TV VIEWERS



465,100+

AVERAGE RADIO LISTENERS FOR FB, WBB & MBB GAMES



OVER **38,644+** STUDENTS ATTEND UNIVERSITY OF ALABAMA



OVER **200,000+** UNIVERSITY OF ALABAMA LIVING ALUMNI

1.2M+

FANS ATTENDED HOME ATHLETIC EVENTS IN 2022-23



SOURCE: ALABAMA FANBASE DASHBOARD, WEB OVERVIEW JULY 2022 - JULY 2023 & CONVIVA AUGUST 2023 | NIELSEN NATIONAL TV DASHBOARD, JUNE 2022 - JUNE 2023 | ACT 1 RADIO DATA, 2021 | NCES, 2022 | ALABAMA ALUMNI ASSOCIATION, 2023 | NCAA ATTENDANCE, 2022-23. GOOGLE ANALYTICS JULY 2022 - JULY 2023



DIGITAL AUDIENCE

OFFICIAL ATHLETIC WEBSITE



22+

**MILLION PAGE
VIEWS**

SEEN BY 7.27 MILLION FANS

SOCIAL MEDIA OVERVIEW



2.98 M+

FOLLOWERS



2.12 M+

FOLLOWERS



2.01+

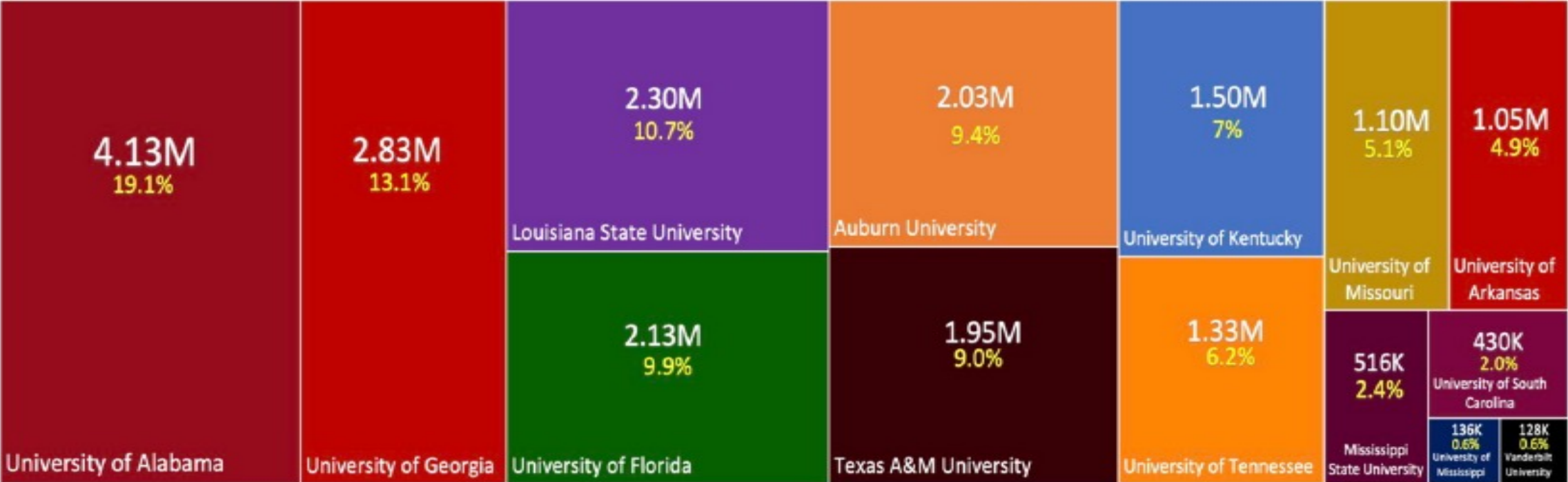
FOLLOWERS



SOURCE: ALABAMA FANBASE DASHBOARD, WEB OVERVIEW JULY 2022 - JULY 2023 & CONVIVA AUGUST 2023



Total Number of SEC Football Fans by School



Source: SBRnet 2021 Sports Fan Study

Samford University
Center for Sports Analytics



BAMA FANS TAKE NOTICE

45% OF ALABAMA FANS

SAY ADVERTISING HELPS THEM CHOOSE
WHAT TO BUY

ALABAMA FANS ARE

30% MORE LIKELY

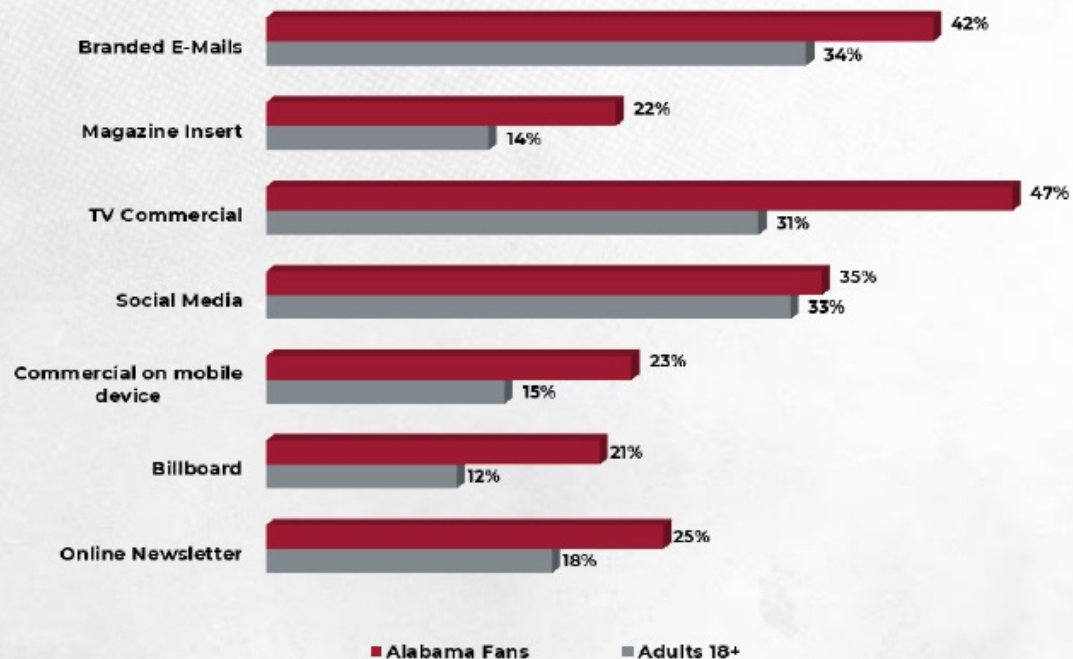
TO PAY ATTENTION TO THE ADS AT EVENTS

ALABAMA FANS ARE

25% MORE LIKELY

TO SUPPORT THEIR TEAMS BY BUYING PRODUCTS FROM THEIR SPONSORS

CRIMSON TIDE FANS NOTICE ADS THROUGH...



Source: YouGov Profiles 2.19.23. An Alabama fan is an adult 18+ whose favorite SEC football and/or basketball team is Alabama



BRAND PARTNER FOCUS



BRAND PARTNER FOCUS

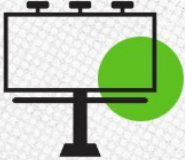
NIL INTEGRATION

Leverage NIL amongst various assets to create a well-rounded, holistic marketing campaign to increase engagement amongst brands and the fan base.

Various ways to integrate NIL include the following:



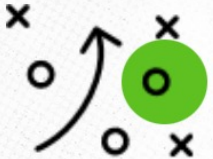
Social Content



Signage Creative



In-Person Appearances



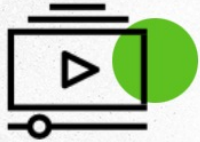
Camps & Clinics



Autograph Session



Radio or Podcasts



Content Creation



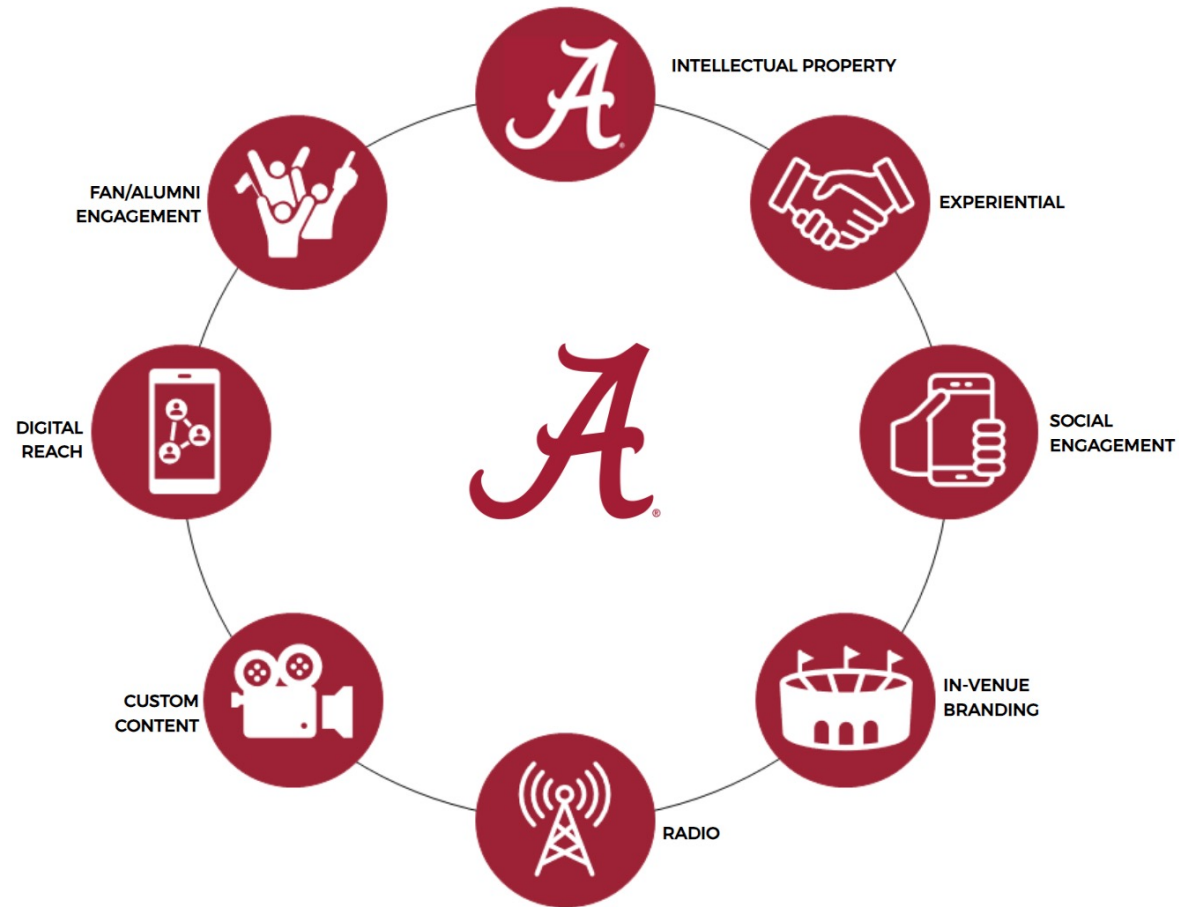
AMPLIFY YOUR ASSETS

**NIL IS ANOTHER ASSET
THAT CAN BE LEVERAGED
TO FURTHER YOUR...**

- REACH
- ENGAGEMENT
- AUTHENTICITY

**THROUGH CRIMSON TIDE
SPORTS MARKETING.**

**CTSM OFFERS A DIVERSE
MIX OF MARKETING
ASSETS THAT WORK
TOGETHER TO REACH
ALABAMA FANS 365 DAYS
A YEAR.**



BRANDS ENGAGING WITH NIL



BRANDS ENGAGING WITH NIL





WHY ENGAGE ALABAMA STUDENT-ATHLETES?

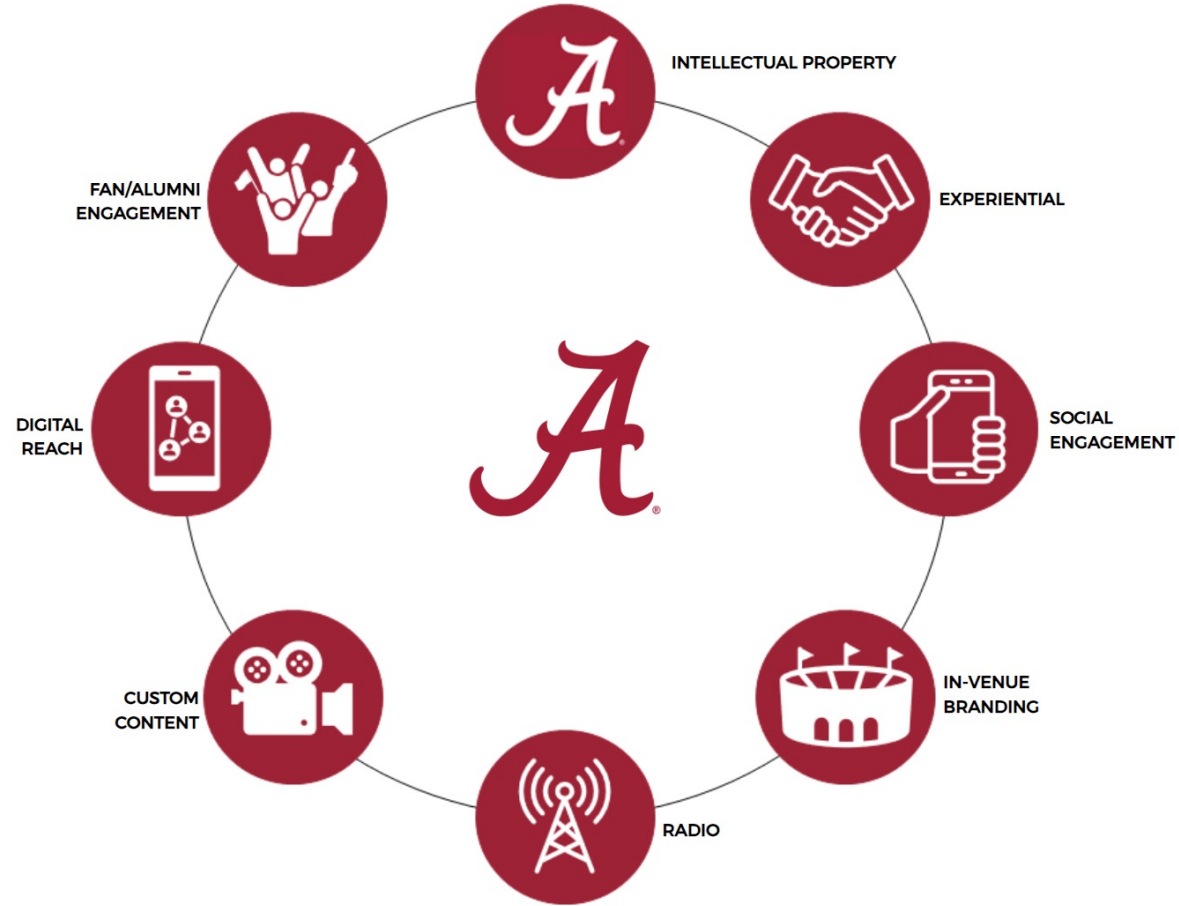


STUDENT-ATHLETE ENGAGEMENT

HOW DOES IT WORK?

WHAT STEPS DO I TAKE?

1. REVIEW ASSET INTEREST AND MIX.
2. DETERMINE BUDGET.
3. WE BUILD AN NIL ACTIVATION PLAN FOR YOU.
4. FINALIZE AND EXECUTE.



IN-PERSON ENGAGEMENT

STUDENT-ATHLETES CAN ALSO MAKE AN IMPACT IN-PERSON FOR YOUR BRAND.

YOUR BRAND CAN ALSO HAVE A PROFOUND EFFECT ON OUR STUDENT-ATHLETES.

IN-PERSON ENGAGEMENTS INCLUDE, BUT ARE NOT LIMITED TO:

- 1. MEET & GREETINGS**
- 2. PRODUCTION SHOOTS**
- 3. APPEARANCES**
- 4. CLIENT ENGAGEMENT**
- 5. HOSPITALITY**
- 6. EMPLOYEE ENGAGEMENT**
- 7. NETWORKING EVENTS**
- 8. LEAD GENERATION**
- 9. COMMUNITY ENGAGEMENT**
- 10. ENDLESS OPPORTUNITIES...**

STUDENT ATHLETE + IP

IP USE INCREASES FAN ENGAGEMENT

WHEN VIEWING CO-BRANDED ADVERTISING ASSETS, COLLEGE SPORTS FANS ARE:



2x MORE
LIKELY

TO BE MOTIVATED
TO PURCHASE THE
CO-BRANDED PACKAGE



4x MORE
LIKELY

TO CLICK ON THE AD
IN A CO-BRANDED
SOCIAL MEDIA POST



33% INCREASE IN
MOTIVATION

TO PURCHASE A PRODUCT
FROM THE SPONSOR ON
THE CO-BRANDED SIGN



55% INCREASE IN
LIKELIHOOD

TO LOOK FOR MORE INFORMATION
ABOUT THE BRAND IN A
CO-BRANDED SOCIAL MEDIA POST

SOURCE: LEARNFIELD/TURKEY INTELLIGENCE, INTELLECTUAL PROPERTY STUDY, 2017

DIGITAL INFLUENCE

College Sports Fans Feel Positively About NIL

68%

FEEL THAT STUDENT ATHLETES SHOULD BE ABLE TO EARN MONEY AND ENDORSEMENT OPPORTUNITIES OFF THEIR IMAGE AND LIKENESS



66%

FEEL COMFORTABLE WITH BRANDS INCLUDING COLLEGE ATHLETES ON PRODUCT BRANDING AND ADVERTISEMENTS



60%

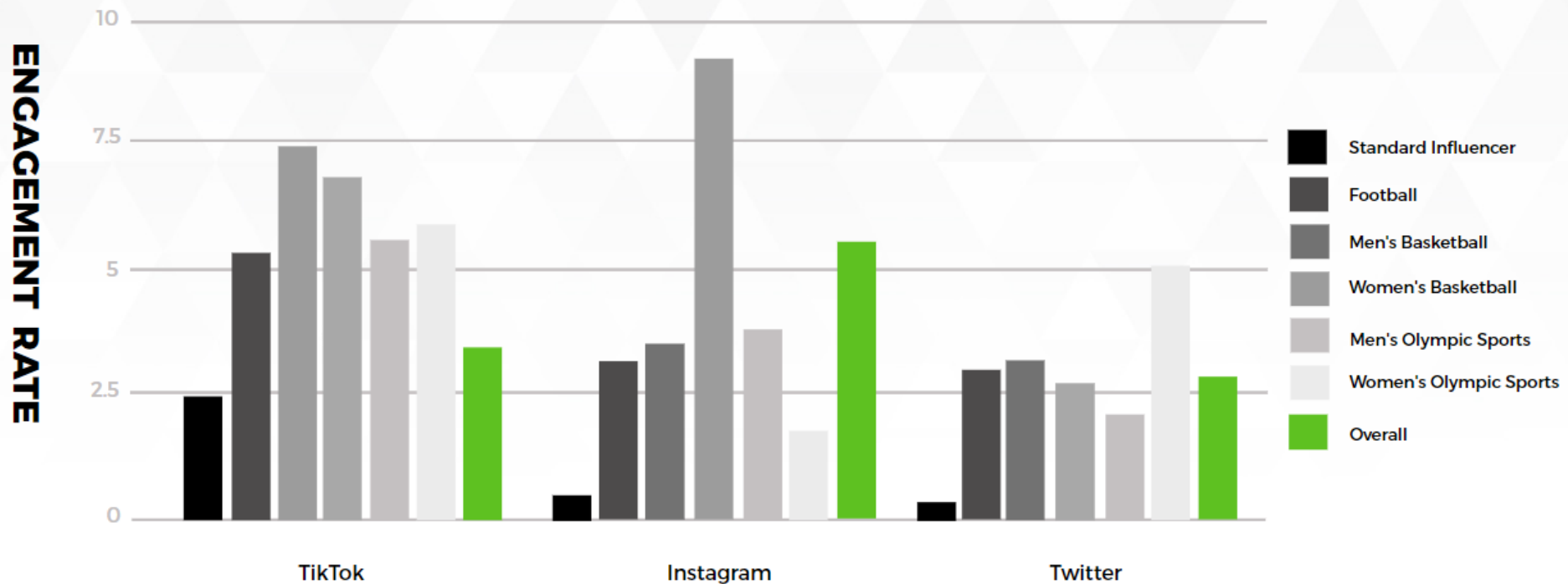
ARE LIKELY TO PURCHASE PRODUCTS AND SERVICES THAT COLLEGE ATHLETES ENDORSE



Source: 2022 LEARFIELD IP Study; Sample Size (n = 5989)

DIGITAL INFLUENCE

Student-Athletes Are Outperforming Standard Influencers by At Least 2X the Industry Benchmark



Source: Captiv8 Influencer Marketing Report, July 2022



DIGITAL INFLUENCE

MICRO-INFLUENCER VS. MACRO-INFLUENCER



10-50K
followers

90%

of all influencer
marketing deals



higher engagement
rates than macro



100K+
followers



more influence
over followers to
take action



higher potential for
content to go viral



Source: Fanword: Unpacking NIL; Forbes Macro-Influencer vs. Micro-Influencer

DIGITAL INFLUENCE

”

The micro-influencer trend has become more popular because when you get people with smaller followings with smaller networks, the things that they promote or suggest come off as more genuine.

- **Dustin Elliot**

Sr. Brand Manager- The Vitamin Shoppe

79%

Searched for more information

46%

Made a purchase

65%

Visited the brand's website or app

29%

Talked to someone about it

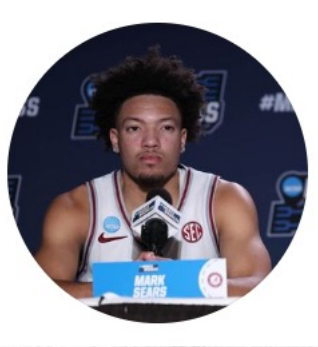
Source: Fanword; How College Athletes Are Getting Paid From Brand Sponsorship's As NIL Marketing Takes Off



WHO'S TAKING ADVANTAGE?



SOCIAL MEDIA GROWTH



MARK SEARS

↑ 222%



JALEN MILROE

↑ 157%



TERRION ARNOLD

↑ 181%



GRANT NELSON

↑ 87%

College/University

Search College

Sports

Search Sport

Athlete

Search Athlete

Search Products →

COLLEGE

University of Alabama

LANK by Jalen Milroe & Terrion Arnold (1425)

Sort by: Best selling



LANK - NCAA Football : Jalen Milroe - T-Shirt Generic Shersey
From \$39.99



Lank - NCAA Football : Hooded Sweatshirt
From \$64.99



LANK - NCAA Football : Hand Sign Hooded Sweatshirt
From \$64.99

A
ROLL TIDE
> Natural Jerky <

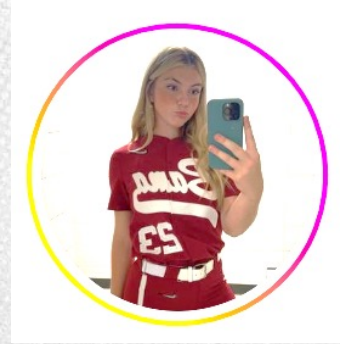


SOCIAL MEDIA GROWTH



KAYLA BEAVER

↑ 108%



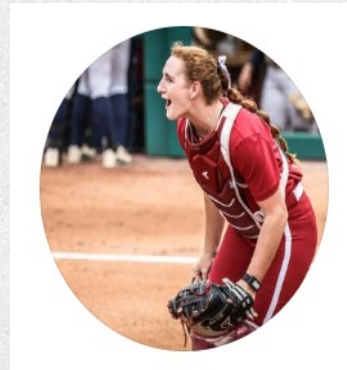
JOCELYN BRISKI

↑ 102%



LAUREN JOHNSON

↑ 72%



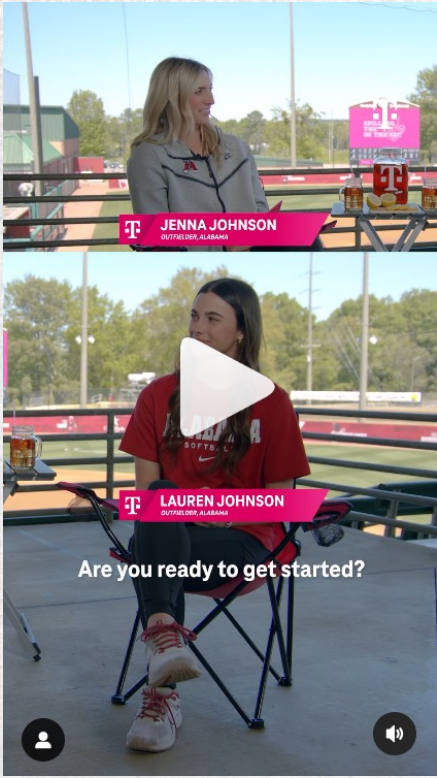
MARLIE GILES

↑ 40%



 **GOOD MOLECULES**
SEE A DIFFERENCE IN YOUR SKIN





jenna.johnson_ and laurenjohnson_0
Paid partnership with tmobile
Original audio

jenna.johnson_ Spilling "T" on and off the field 🎧 catch the latest episode of "Spilling the T in the SEC" @tmobile #TMobilePartner #RollTide
9w

chloelhenderson so good
9w Reply

_audreycubillan I enjoyed this so much ❤️❤️
9w Reply

5,080 likes
May 5

Add a comment... Post



SHOE STATION APPEARANCE



ADPH PRODUCTION SHOOT



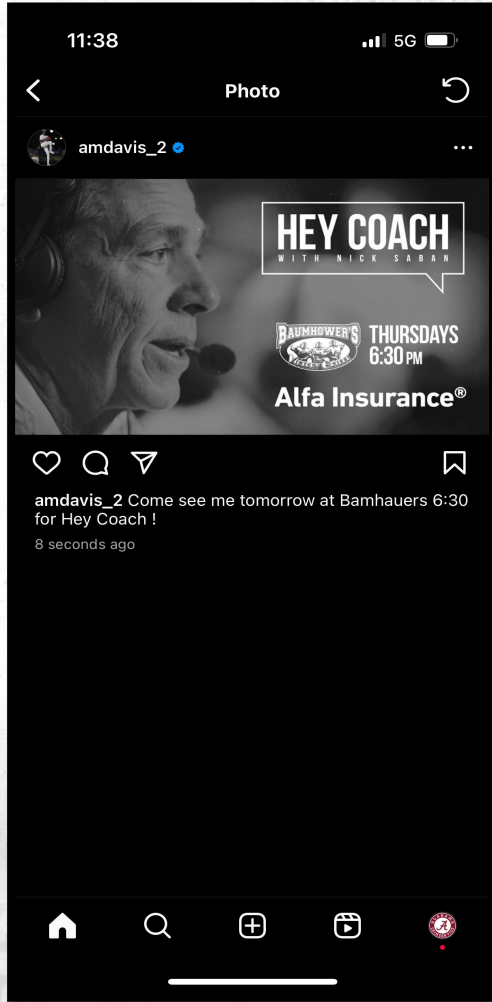
IHOP PRODUCTION SHOOT



ADPH AUTOGRAPH TENT



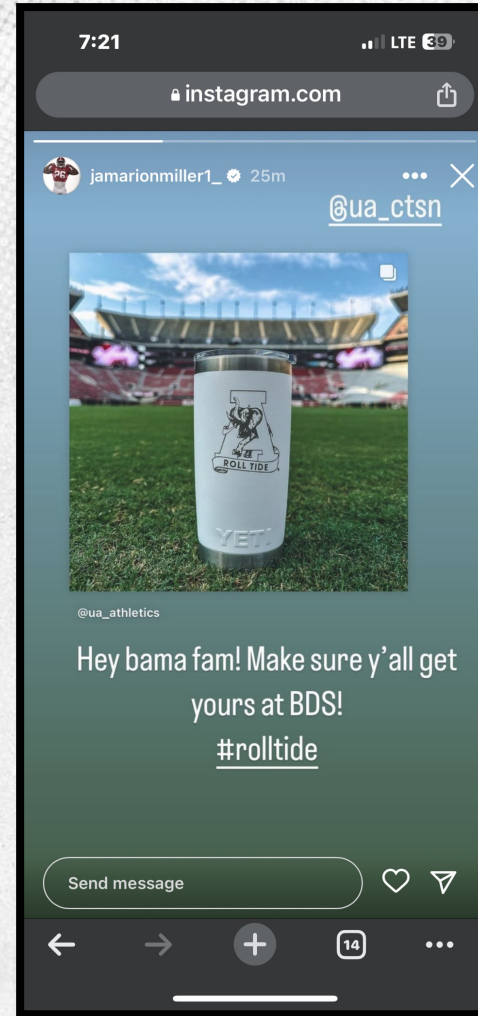
HEY COACH APPEARANCES



SAMSUNG



SOCIAL MEDIA POSTS



THE PANTS STORE CASE STUDY

THE PANTS STORE

LUISA BLANCO – GYM SA

14.6K FOLLOWERS ON IG

POSTED VIDEOS ON:

1. HER IG
2. CTSN
3. PANTS STORE

TOTAL IMPRESSIONS:

44,748



HELLMANN'S CASE STUDY

HELLMANN'S AWARD

TERRION ARNOLD – FB SA

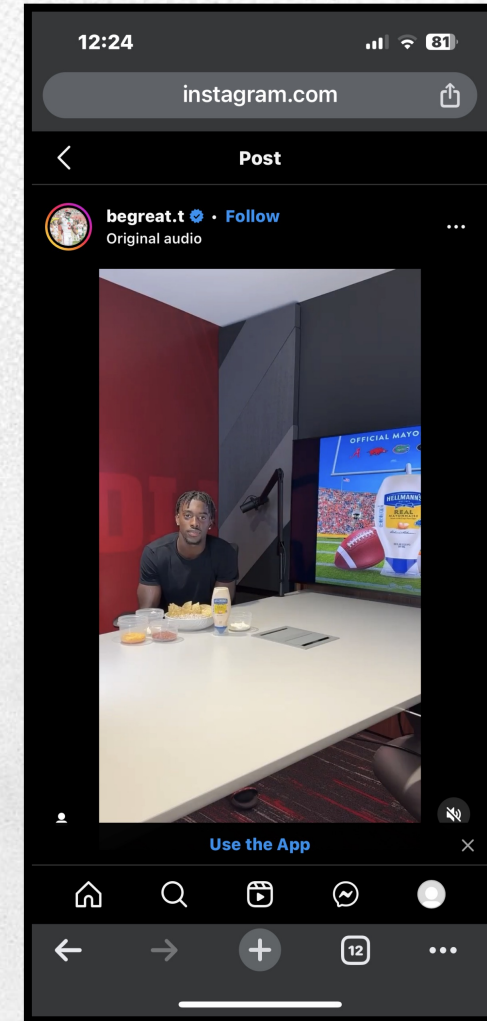
70.2K FOLLOWERS ON IG

**POSTED VIDEOS ON:
1. HIS IG BOOSTED**

**TOTAL LIKES – 21,004
COMMENTS – 260
TOTAL ENGAGEMENT – 31.2%**

TOTAL IMPRESSIONS:

10.6M



ALLSTATE CASE STUDY

ALLSTATE CROSSBAR CLASSIC

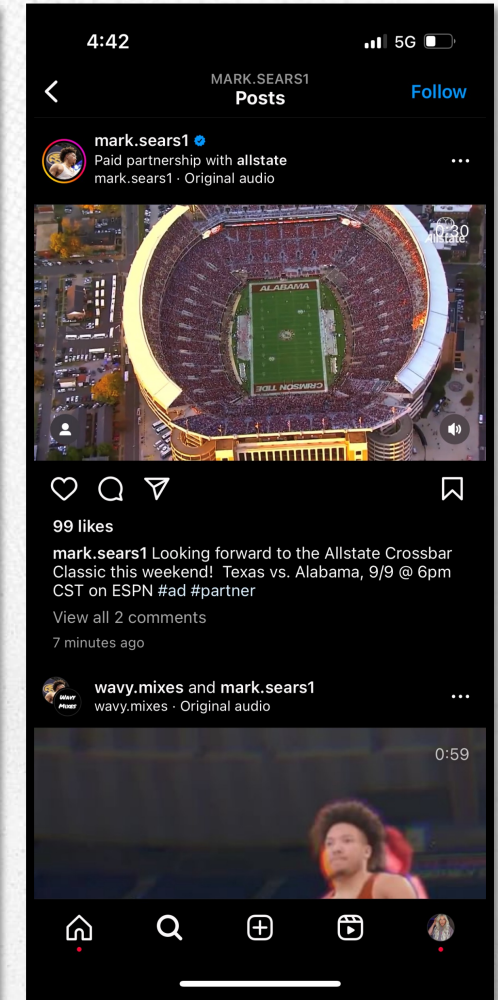
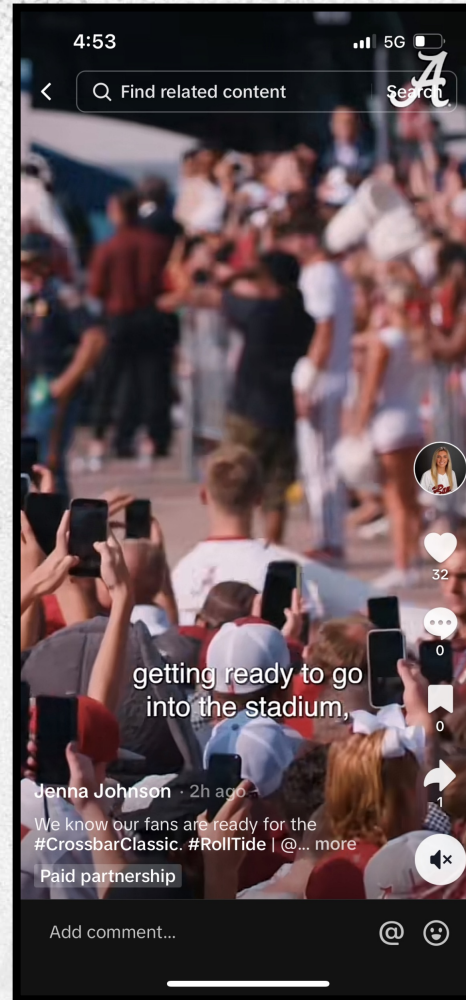
MARK SEARS: 11,500 FOLLOWERS
292,000 VIEWS

LUISA BLANCO: 17,100 FOLLOWERS
382,700 VIEWS

RILEY WHITE: 626,400 FOLLOWERS
368,100 VIEWS

AMARI BROWN: 26,221 FOLLOWERS
300,000 VIEWS

JENNA JOHNSON: 50,954 FOLLOWERS
433,937 VIEWS



HELP US HELP YOU

WHAT WE OFFER: NIL SIMPLIFIED FOR OUR PARTNERS.

1. **FULL-SERVICE NIL MANAGEMENT AND FULFILLMENT.**
2. **CREATE COMPREHENSIVE MARKETING AND DISTRIBUTION PLAN FOR PARTNERS.**
3. **ASSIST WITH STUDENT-ATHLETE SELECTION BASED ON OBJECTIVES MUTUALLY AGREED UPON WITH PARTNER.**
4. **MANAGE COMMUNICATION AND ACTIVATION OF ASSETS WITH STUDENT-ATHLETES.**
5. **SCHEDULE ALL ACTIVATIONS, PROPS NEEDED, AND CLEAR STUDENT-ATHLETE AVAILABILITY.**
6. **EXECUTE NIL OPPORTUNITY ON BEHALF OF PARTNER.**



CONTACTS

Cole Price

Director

The Advantage Center & NIL Partnerships

COLE.PRICE@CRIMSONTIDE.COM

Tripp Powell

Managing Partner

TRIPP@AAATUSCALOOSA.COM

