

# NIL COLLECTIVE AND STATARA



The NCAA is finalizing an historic settlement around player compensation, and the payout is creating the foundation for a Name, Image, License (NIL) Collective model which schools can use to disburse income annually to student athletes. Schools need to fundraise to meet the demands of signing top tier talent. But with Congress recently grandfathering out tax deductions for certain athletic donations for higher education, schools are left with a major hole in their budgets for compensating their star athletes.

Statara has the data and the tools you need to compete with other schools for athletic donors who are vying for standout players. For your digital fundraising campaigns, Statara's data is sourced to include job title, employer, and alma mater. We can determine the number of people who have an affiliation with a particular college or university and can target them with a recurring digital ad campaign designed to encourage them to become a recurring donor. We can even deliver ads to current and former employees whose love for the institution runs deep.

We can identify tens of thousands of potential donors to the NIL Collectives. Because our data microtargets these potential donors, you are more likely to make a deeper connection based on shared values, interests, and even geography, which is more likely to convert them into recurring donations.

With Statara's Media Platform, you can easily use our microtargeted audiences to narrowly tailor your message. Using the Statara Media Platform means you won't have to pay for data - the audience is built and loaded for your use. Since it's Statara data, the match-rate on the Statara Media Platform is near-perfect. This means your ad dollars are going into ad delivery and not unnecessary fees.

## WHY STATARA



**Micro-Targeted Audiences**



**Transparent Reporting**



**No Hidden Fees**

Statara has been working with Division I Power 5 Conference Universities, as well as Mid-Majors, and Division II and Division III colleges and universities across the country and depend on us for Best-In-Class List Enhancement Services.



**Identity Resolution**



**Audience Segmentation for Targeted Outreach**

## ABOUT US

Statara Solutions is a data-driven communications, technology and public affairs solutions provider. Our suite of professional services, which is led by a team of industry experts, encompasses polling, market research, design, digital advertising, modeling, and data analysis.

### Who We Work With:

Advocacy Organizations

Companies and Trade Associations

Regulated Industries

Colleges and Universities

PACs