



Section title: Welcome to ATH

Be an ATH with NILvana Sports.

ATH (short for Athlete) is the high school NIL initiative of NILvana Sports, a nonprofit educational organization based in Tennessee. Before you begin, please read this carefully, it explains what ATH is, what it asks of you, and what you'll get out of it.

What ATH is: ATH is an education-first NIL program for rising junior and senior high school athletes in the state of Tennessee. Our primary mission is education. Our secondary mission is to help you earn money by applying real business and branding skills to your own personal brand.

What ATH is NOT: ATH is not a guaranteed paycheck. You only earn money if your personalized product line hits the **25-unit minimum** required for an order to go to production. If your pre-sale doesn't reach 25 units in its window, the order doesn't ship and no profits are paid out.

The Business Behind the Business: Most students never get exposure to how brand, marketing, and personal business actually work. ATH is built to fix that. As an ATH, you'll learn to:

- Calculate cost vs. retail markup (clothing typically marks up 2.5x–3x — for a \$10 product, that's a \$25–\$30 retail price, leaving roughly \$15 in profit per unit, split 50/50 between you and the experiential learning fund)
- Track your return on investment and return on time
- Maximize your individual brand
- Build content cadence, posting strategy, and engagement
- Apply real-world business techniques to your athletic platform

The 50/50 Split: When you sell a product, profits are split evenly. Using the example above:

- \$25 retail – \$10 cost = \$15 profit per unit
- \$7.50 → your account (the athlete)
- \$7.50 → experiential learning programs for NILvana Sports athletes (training, education, opportunity)

Brand Alliance & Other NIL Deals: ATH is a nonprofit educational platform. You are free to pursue as many other NIL deals as you want, including with our competitors. There is no exclusivity requirement. The only thing we ask is that you understand and respect your own brand alliance — make sure your partnerships make sense for you in the long term.

Time Commitment Expectations: ATH isn't just a part-time gig. You will be expected to:

- Complete the online business and branding training
- Post about your product line consistently across every active social platform
- Track and report your engagement, ROI, and posting cadence
- Meet defined minimums to qualify for payouts

Tax & Legal Status: If selected, you will be classified as a contracted earner. You and your parent/guardian will be required to complete the appropriate tax form (typically a **W-9** so we can issue a **1099** at year-end if your earnings exceed the IRS threshold). This form must be completed and submitted before any payouts are issued.

Parent / Guardian Signature: If you are under 18 (which applies to virtually all applicants), this application is not valid without a printed, hand-signed parent or guardian signature page. **We do not accept digital signatures.** You will print, sign, scan, and upload the signature page at the end of this form.

By continuing, you confirm that you've read and understood the above.

Field 1: I have read and understand what ATH is, what it requires of me, and what I will (and will not) earn. [Checkbox — REQUIRED]

SECTION 2: ELIGIBILITY CONFIRMATION

Section title: Eligibility — Please Confirm Each Item

Section description: All four boxes must be circled to continue. If any do not apply to you, you are not currently eligible to apply.

Field 2: I am a current high school student in the **state of Tennessee**. Yes/NO

Field 3: I am a **rising junior** or **rising senior** for the upcoming school year. Yes/NO

Field 4: I currently compete in a **full-time school sport**. Yes/NO

Field 5: I have reviewed the TSSAA NIL guidelines and my school's NIL policy, and confirm I am permitted to participate. Yes/NO

SECTION 3: ATHLETE INFORMATION

Section title: Tell Us Who You Are

Field 6: Full Legal Name:

Field 7: Preferred Name / What you go by:

Field 8: Date of Birth:

Field 9: Current Age:

Field 10: Gender:

Field 11: Email Address:

Field 12: Cell Phone Number:

Field 13: Street Address:

Field 14: City:

Field 15: County:

Field 16: State:

Field 17: ZIP Code:

Field 18: T-Shirt Size: XS, S, M, L, XL, XXL, XXXL

SECTION 4: SCHOOL INFORMATION

Section title: Where Do You Go to School?

Field 19: High School Name:

Field 20: High School City:

Field 21: High School County:

Field 22: Current Grade (for upcoming school year):

Field 23: Expected Graduation Year:

Field 24: Current GPA (unweighted, if known):

Field 25: Athletic Director's Name:

Field 26: Athletic Director's Email:

Field 27: Head Coach's Name:

Field 28: Head Coach's Email:

SECTION 5: SPORTS & ATHLETIC INFORMATION

Section title: What Sport(s) Do You Play?

Field 29: Primary Sport: Football, Basketball, Baseball, Softball, Soccer, Volleyball, Track & Field, Cross Country, Wrestling, Tennis, Golf, Swimming, Cheerleading, Lacrosse, Bowling, Other.

Field 30: If "Other," please specify:

Field 31: Position(s) / Event(s) you compete in:

Field 32: Jersey Number:

Field 33: Years of varsity experience in your primary sport:

Field 34: Do you play other sports? Yes / No

Field 35: If yes, list your other sports and positions:

Field 36: Notable athletic honors, stats, or recognitions (*All-District, All-Region, All-State, team captain, school records, MVP, scholarship offers, etc.*)

Field 37: Highlight reel link (Hudl, YouTube, etc.) — optional but recommended:

SECTION 6: SOCIAL MEDIA HANDLES & REACH

Section title: Your Social Media Footprint

Section description: ATH requires you to promote your personalized products on **every** social media platform you actively use. Fill out a handle and follower count for each platform you're on. Leave blank if you don't use that platform.

Field 38: Instagram handle:

Field 39: Instagram follower count (approximate):

Field 40: TikTok handle:

Field 41: TikTok follower count (approximate):

Field 42: X (formerly Twitter) handle:

Field 43: X follower count (approximate):

Field 44: Facebook profile or page name:

Field 45: Facebook friend/follower count (approximate):

Field 46: YouTube channel name or @ handle:

Field 47: YouTube subscriber count (approximate):

SECTION 7: TELL US ABOUT YOU

Section title: Your Story

1. Why do you want to be an ATH? (100–500 words)
2. What does NIL mean to you, and what are you hoping to learn from this program?
3. If selected, what kind of personalized merchandise would you want to design? (*T-shirts, hoodies, hats, signed items, posters, etc. — be specific.*)
4. How will you promote your product line to hit the 25-unit minimum? [Paragraph — REQUIRED]
5. Do you currently have any other NIL agreements in place? (*Having other deals does NOT disqualify you — ATH allows non-exclusive partnerships: Yes / No.*)

SECTION 8: BUSINESS & BRAND COMMITMENT

Section title: Understanding the Business Side

Section description: ATH is built around teaching you the business behind your brand. Please confirm you understand each of the following:

- I understand that earnings are NOT guaranteed. I only earn money if my personalized product line hits the **25-unit** minimum required for production.
- I understand the markup model: a \$10 product typically retails for \$25–\$30, generating roughly \$15 in profit per unit, which is split 50/50 — \$7.50 to me, \$7.50 to the experiential learning fund.
- I understand that the experiential learning fund supports education, training, and opportunities for **ALL** NILvana Sports athletes (including me).
- I commit to completing the online business and branding training provided by NILvana Sports.
- I commit to promoting my product line on every active social media platform I use. I must also follow NILvana Sports on all of these platforms.
- I understand that posting cadence, return on investment (ROI), return on time, and engagement metrics will be tracked, and that meeting these benchmarks affects my eligibility for payouts.
- I understand that NILvana Sports is a nonprofit educational organization. The primary mission is education; earnings are secondary.
- I understand I can pursue NIL deals with other companies, including competitors of NILvana Sports — there is no exclusivity requirement — but I am responsible for managing my own brand alliance and partnerships responsibly.

SECTION 9: TAX Form Requirements

Section title: Tax Form Requirements

Section description: If selected and you earn payouts, you will be a **contracted earner** (not an employee) of NILvana Sports. This means you and your parent/guardian must complete the appropriate IRS tax form before any payouts are issued.

The form you'll complete is:

- **W-9** — used to provide your taxpayer information so we can issue you a **1099-NEC** at year-end if your earnings exceed the IRS reporting threshold.

The W-9 will be sent to you separately upon acceptance and must be returned, completed and signed, before your first payout.

I understand that if accepted, I will be a contracted earner — NOT an employee — of NILvana Sports.

I understand I (and my parent/guardian if I am under 18) must complete and submit a W-9 form before any payouts can be issued. [Checkbox — REQUIRED]

I understand that if I earn over the IRS reporting threshold, I will receive a 1099-NEC and am responsible for reporting that income on my taxes. [Checkbox — REQUIRED]

SECTION 10: FINAL ACKNOWLEDGMENTS

Section title: Final Confirmations

All information provided in this application is true, complete, and accurate to the best of my knowledge.

I understand that submitting this application does NOT guarantee acceptance into ATH.

I understand that acceptance into ATH does NOT guarantee earnings — earnings are dependent on hitting the 25-unit minimum and meeting program requirements.

I authorize NILvana Sports to contact my school's athletic director and head coach to verify my participation in athletics.

I authorize NILvana Sports to use my name, image, and likeness in promotional materials related to the ATH program if I am accepted.

Parent / Guardian Acknowledgment & Consent Form

Please print this form, complete it by hand, and have the parent or legal guardian sign in blue or black ink. Scan or photograph the completed form clearly and upload it to the ATH application at NILvanasports.com/ath.

DIGITAL OR TYPED SIGNATURES WILL NOT BE ACCEPTED. Applications without a hand-signed acknowledgment will not be processed.

Athlete Information

Athlete Full Legal Name: _____

Date of Birth: _____

High School: _____

City, State: _____

Primary Sport(s): _____

Grade for Upcoming School Year: _____

Parent / Legal Guardian Statement

I, _____ (printed name), am the parent or legal guardian of the above-named athlete. I have read and understand the terms of the NILvana Sports ATH program, and I acknowledge each of the following:

1. ATH is a program of NILvana Sports, a nonprofit educational organization. The PRIMARY purpose of ATH is education; earning income is secondary.
2. My child's participation in ATH does NOT guarantee any earnings. Earnings are only paid out if a personalized pre-sale product line reaches the 25-unit minimum required for production.
3. If selected, my child will be a contracted earner (NOT an employee) of NILvana Sports. A completed and signed W-9 must be submitted before any payouts are issued. A 1099-NEC will be issued if earnings exceed the IRS reporting threshold.
4. Profits from my child's personalized merchandise are split 50/50 — half to my child, half to the NILvana Sports experiential learning fund, which supports educational programs for all participating athletes.
5. An example markup model has been explained: a \$10 product typically retails for \$25–\$30 (a 2.5x–3x markup), generating roughly \$15 in profit per unit, which is split evenly—approximately \$7.50 to the athlete and \$7.50 to the experiential learning fund.

6. My child will be expected to complete the online business and branding training, post consistently across every active social media platform, and meet program-defined benchmarks for posting cadence, engagement, and return on investment (ROI).
7. ATH is non-exclusive. My child may enter into other NIL agreements, including with competitors of NILvana Sports. We are responsible for managing our own brand alliances and partnerships.
8. I confirm my child's participation is permitted under TSSAA NIL guidelines and our school's NIL policy.
9. I authorize NILvana Sports to use my child's name, image, and likeness in ATH program marketing and promotional materials.
10. I authorize NILvana Sports to contact my child's athletic director and head coach to verify their athletic standing and eligibility.
11. I understand that my child's continued participation in ATH is contingent on meeting the program's requirements, and that NILvana Sports reserves the right to remove participants who do not meet the posted standards.

Hand-Signed Signatures Required

(NO digital or typed signatures accepted. Sign by hand in blue or black ink.)

PARENT / LEGAL GUARDIAN

Signature: _____

Printed Name: _____

Date: _____

Phone: _____

Email: _____

ATHLETE

Signature: _____

Printed Name: _____

Date: _____

Return this signed page by uploading it to the ATH application at NILvanasports.com/ath.

Questions? Email Dr. Josh Greer at NILvanaSports@gmail.com.

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