



FOR IMMEDIATE RELEASE - July 18, 2024

NIL Club App to be Released in Louisiana to Provide an Educational and Compliant NIL Experience for Students

Baton Rouge, LA – In communication with the Louisiana High School Athletic Association (LHSAA) NIL Club is proud to share the launch of the NIL Club APP in Louisiana. This opportunity aims to create a healthy and compliant environment for high school Name, Image, and Likeness (NIL) opportunities, providing all students with the tools and support needed to maximize their NIL potential. Ensuring that the amateurism bylaws and student eligibility is not compromised.

Empowering All Students

NIL Club is designed to empower every high school student, not just high-profile athletes. This inclusive approach ensures that students from various social groups, activities, and sports can benefit from NIL opportunities. Whether they are involved in band, theater, robotics, or athletics, the NIL Club app offers a platform for all students to engage their unique communities, talents and content.

Creating an Even Playing Field

NIL Club fosters an environment where success is determined by effort and creativity. Students are rewarded based on the quality and frequency of their content, encouraging a work ethic that promotes continuous improvement and engagement. This model ensures that NIL opportunities are not concentrated in any specific area or sport but are accessible to all.

Compliance and Educational Opportunities

In communication with the LHSAA, NIL Club has established robust compliance guardrails to ensure adherence to state regulations and school policies. With over 7,000 students seeking to engage the platform, The NIL Club wanted to ensure that the LHSAA was aware of the process prior to students engaging with the NIL Club APP in Louisiana. NIL Club seeks to ensure that all activities on the platform meet the highest standards of integrity and transparency.

Additionally, NIL Club provides students with educational resources in financial literacy, health, and wellness. These resources aim to equip students with essential skills for managing their finances, developing their entrepreneurial acumen, understanding NIL rights, and maintaining their physical and mental well-being.

Quote from Randy Eccker, NIL Education partner of the LHSAA

"The NIL Club App will provide the students of Louisiana with a safe and compliant platform for maximizing their Name, Image, and Likeness opportunities. This initiative ensures that NIL activities are conducted the right way, adhering to state regulations while empowering all students to benefit from their unique talents. By promoting educational resources in financial literacy, health, and wellness, we are committed to supporting the holistic development of our student-athletes."

For any further questions regarding NIL within our state, please reach out to Randy Eccker. (randy@ecckersports.com)

Quote from Mick Assaf, Co-Founder of the NIL Club App

"Our mission at NIL Club is to create an inclusive and equitable platform where high school students can leverage their Name, Image, and Likeness in a way that is compliant and educational. We are thrilled to collaborate with LHSAA to ensure that students across Louisiana have access to opportunities that promote hard work, creativity, and teamwork. This partnership underscores our commitment to doing NIL the right way, prioritizing the well-being and success of every student involved." - Mick Assaf, Co-Founder, NIL Club App

About NIL Club

NIL Club is a unique, student-run platform that enables high school students to create paywalled digital content for their biggest fans. By subscribing to the NIL Club, fans gain exclusive access to content and support participating students. The platform emphasizes compliance, education, and empowerment, providing a comprehensive solution for high school NIL opportunities. For more information about NIL Clubs, visit nilclub.com/faq.

