



Athletics Committee  
October 10, 2023  
3:30 pm

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### **Discussion Item**

ATH-4      Name, Image, and Likeness (NIL) Discussion (Mackin)

### **Background Information**

Athletic Director Brian Mackin will discuss the impact of NIL on College Athletics and address how UNCG Athletics is responding with the creation of a Collective called Spartans Unite.

Spartans Unite is a third party entity with a mission to create and develop NIL opportunities for all UNCG student-athletes through a variety of avenues such as youth sports camps, filming commercials for business, autograph events, appearances, marketing partnerships, and much more.