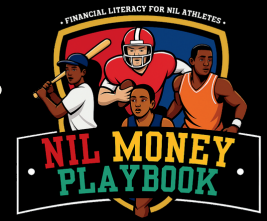


NIL FINANCIAL LITERACY & ATHLETE PROTECTION

HOW MONEY WORKS



CALIFORNIA LEADS WITH NIL

- California created the modern NIL era with SB 206 and served as the legal home of the House v. NCAA Settlement.
- With revenue sharing now underway, athletes are receiving substantial, complex compensation with no standardized protections.
- California must lead again — this time on financial literacy, consumer protection, and athlete safety.

THE CORE PROBLEM: ATHLETES ARE BEING FINANCIALLY EXPLOITED

A. Lack of Financial Literacy

- Most athletes cannot read a paycheck, file taxes, manage credit, or budget across multiple income streams.
- Only 33% received financial education in high school; 65% received none in college orientation.
- NIL and revenue-sharing require skills they were never taught.

B. Predatory NIL Deals

- Companies are offering **upfront cash in exchange for long-term NIL rights** — essentially **payday loans disguised as endorsements**.
- Athletes unknowingly sign away years of future earnings.

C. Family Exploitation & Identity Theft

- Growing cases of parents/relatives opening credit lines, misusing Social Security numbers, or taking NIL earnings.
- Current law offers minimal recourse for athletes.

D. Unregulated “Financial Literacy Programs”

- Many colleges outsource NIL education to banks, credit unions, and car dealerships in exchange for sponsorships.
- These are marketing vehicles, not real education.

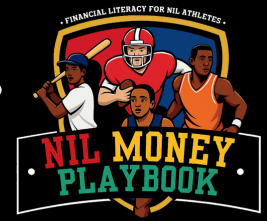
E. Mental Health Impact

- Financial stress is now a major contributor to athlete anxiety, exhaustion, and performance decline.
- NIL without literacy is harming athletes emotionally, academically, and athletically.



NIL FINANCIAL LITERACY & ATHLETE PROTECTION

HOW MONEY WORKS



WHY CALIFORNIA MUST LEAD

- California already mandated financial literacy for all high school students (AB 2927).
- Other states have partial requirements — none have a comprehensive, enforceable model.
- California has the credibility, precedent, and national influence to set the standard for athlete protection.

THE SOLUTION: FIVE POLICY RECOMMENDATIONS

Mandatory NIL Financial Literacy Certification

Require 24 hours of standardized, yearly curriculum for athletes to access NIL or revenue-share funds.

Ban Predatory Lending Structures in NIL Deals

Prohibit upfront-cash-for-rights contracts and extend payday lending protections to NIL agreements.

Guardrails Against Family Exploitation

Stricter penalties for fraudulent credit use by parents/guardians.

Mandatory identity verification by credit issuers.

Oversight of Financial Literacy Providers

Create a California NIL Education Registry.

Ban pay-to-play financial institutions from providing “education.”

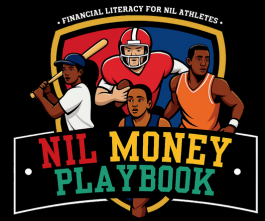
Athlete-Centered Financial Ombudsman

A state-funded advocate within DFPI to investigate exploitation and provide confidential support.



NIL FINANCIAL LITERACY & ATHLETE PROTECTION

HOW
MONEY
WORKS



THE LEGISLATIVE OPPORTUNITY

- This is nonpartisan, protection-focused, and education-first.
- It aligns with California's legacy of athlete advocacy and consumer protection.
- It positions California as the national model for NIL safety and financial empowerment.

THE ASK

- Support a hearing to advance NIL financial literacy and athlete protection legislation.
- Champion and carry legislation that establishes California as the national leader in protecting student-athletes from financial exploitation.

*“California opened the door **for athletes to earn.** Now we must ensure **they aren't exploited** the moment they walk through it.”*



REAL STORIES. REAL IMPACT.

HOW THE NIL LITERACY PROGRAM CHANGED THE GAME



"I knew you were good but you were GREAT! This kids loved it. They had a great time and can't stop talking about it!"

MIKE BIBBY,
HEAD COACH



"This is a world-class program! We are very impressed"

MIKE WARREN,
PRESIDENT OF BASKETBALL OPERATIONS



"I learned so much. I can't wait until the next class"

MIKEY WILLIAMS,
ATHLETE



"We want a budget game rematch"

BRANDON GARDNER,
ATHLETE



"If I had you as my financial literacy coach when I was in college, I would be a billionaire by now"

SHAQUILLE O'NEAL
NBA HOF & GENERAL MANAGER



"We want you to come present to our team. We heard what you did for Bibby."



EXPLOSIVE MARKET GROWTH IN COLLEGE ATHLETICS

\$3-4 BILLION

Estimated size of the NIL
economy in 2026

\$2.5 BILLION

Direct rev share earnings
flowing to student-athletes

\$20.5 MILLION EVERY YEAR/ SCHOOL

Schools can now pay
athletes through revenue
sharing, on top of NIL deals

CELEBRITY-INFUSED ECOSYSTEM

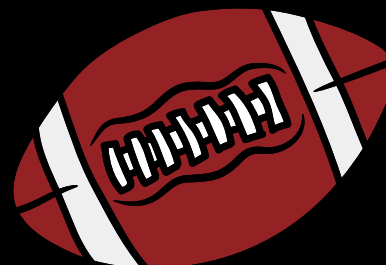
College sports are no longer **just amateur athletics**. Icons like **Deion Sanders, Marshall Faulk, Shaquille O'Neal, Master P, and Mike Bibby** are actively shaping the college sports narrative through coaching, mentorship, and NIL influence.



TOP NIL VALUATIONS IN FOOTBALL & BASKETBALL

F O O T B A L L

	<p>ARCH MANNING (QB, Texas)</p> <p>\$6.8 MILLION</p>
	<p>CARSON BECK (QB, Miami)</p> <p>\$4.3 MILLION</p>
	<p>JEREMIAH SMITH (WR, Ohio State)</p> <p>\$4.2 MILLION</p>
	<p>GARRETT NUSSMEIER (QB, LSU)</p> <p>\$3.7 MILLION</p>



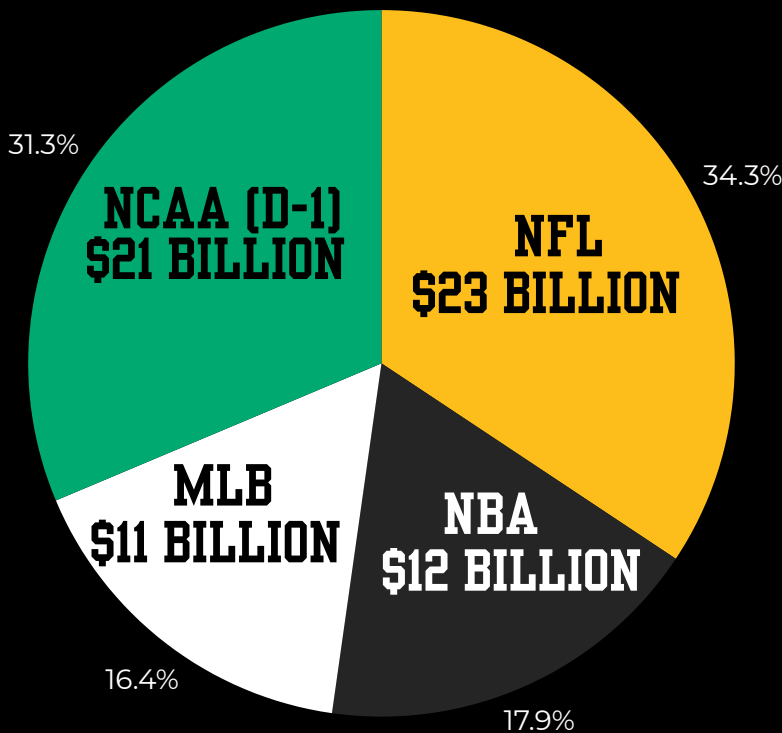
A handful of college stars now command multi-million-dollar NIL valuations, rivaling pro athletes. Football standouts like Arch Manning and Carson Beck, and basketball phenoms Cooper Flagg and AJ Dybantsa, lead the pack, showing how NIL has turned top college talent into major brand assets.

B A S K E T B A L L

	<p>COOPER FLAGG (Forward, Duke)</p> <p>\$4.8 MILLION</p>
	<p>AJ DYBANTSA (Forward, BYU)</p> <p>\$4.1 MILLION</p>
	<p>JT TOPPIN (Forward, Texas Tech)</p> <p>\$2.8 MILLION</p>
	<p>YAXEL LENDEBORG (Forward, MICH)</p> <p>\$2.3 MILLION</p>



NCAA VS PROFESSIONAL SPORTS



TOTAL REVENUE

“We are asking 18–22-year-olds to navigate an economic system the size of the NFL — without the mandatory financial literacy protections the NFL, NBA, and MLB already require.”

