

Name, Image, and Likeness Resources for Student Athletes at Arizona

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Ricardo Valerdi & Brent Blaylock

The University of Arizona has been a leader in providing Name, Image, and Likeness opportunities for student athletes. Such activities may include autographs, promoting brands on social media, third-party media endorsements, running camps or clinics, providing private sport lessons, or personal appearances. See [Maya Nnaji example from women's basketball in the Fall 2023 Arizona Alumni magazine.](#)

Examples of how Arizona Athletics is supporting NIL opportunities for student athletes are provided below. These resources will adapt based on federal and state legislation that is expected to be in effect in the near future.

Altius Sports for In-House Leadership in NIL Operations

Arizona's NIL program has a partnership with Altius Sports Partners which is dedicated to identifying opportunities for student athletes (at no cost to the athletics department).

<https://arizonawildcats.com/news/2023/12/4/general-arizona-welcomes-altius-sports-for-in-house-leadership-in-nil-operations.aspx>

Learfield

Arizona Athletics has engaged Learfield (its multimedia rights holder) to pursue corporate sponsorships that involve student athletes.

<https://www.learfield.com/partner/arizona-wildcat-sports-properties/>

Marketplace: Arizona EDGE

Arizona student athletes can connect with the business community for NIL opportunities.

<https://arizonawildcats.com/news/2021/8/17/general-arizona-edge-marketplace>

Marketplace: Arizona Assist

Men's basketball student athletes can connect with the business community for NIL opportunities.

<https://arizonaassist.com>

Collective: Friends of Wilbur and Wilma

Friends of Wilbur and Wilma is one of the collectives aimed at supporting student athletes through NIL opportunities for all sports except football and men's basketball.

<https://friendsofwilburandwilma.com>

Collective: Desert Takeover

Desert Takeover is a collective aimed at supporting football student athletes through NIL opportunities.

<https://deserttakeover.com>