

CAVALIER FUTURES

What is NIL (Name, Image, and Likeness)?

- Ability for college athletes to use their name, image and likeness to be compensated for:
- Traditional endorsements and social media
- Appearances, autographs, and camps
- In-kind deals
- Unique deals like equity and NFTs
- Ability for college athletes to hire a marketing agent, representative, or other professional service provider to assist them.

NIL Is Not...

- Agreements provided without quid pro quo (payments for work not performed)
- Pay-for-play (compensation contingent on athletics participation or performance)
- Recruiting inducement (compensation contingent on enrollment or continued enrollment at an institution)

What is Cavalier Futures?

Cavalier Futures is a Virginia Non-Stock Corporation, incorporated to provide guidance, support and assistance, including but not limited to educational, advisory and financial assistance, to scholarship-athletes of the University of Virginia seeking to derive economic support and benefit from their right of publicity consistent with the rules, regulations and policies adopted by the National Collegiate Athletic Association and applicable national sports governing bodies and applicable federal and state laws and regulations.

Cavalier Futures is Not For Profit; No Private Benefit

- Except for Permitted NIL Support, no part of the assets or net earnings of the Corporation shall be distributable to any director or officer of the Corporation or any private individual.
 - Management Control of Cavalier Futures is vested with an independent Board of Directors. The Board is responsible for naming officers as needed; Including an Executive Director responsible for day-to-day operations of the corporation
 - The board has also elected to appoint members to an independent Advisory Board to assist both the Board of Directors and Executive Director in direction and oversight of the company

Is Cavalier Futures part of UVA / UVA Athletics / VAF?

- **NO** – Per Virginia state law, no entity which has “authority over intercollegiate athletics”, may compensate a student athlete for NIL
- The role of the University and athletics is limited education and compliance

Are contributions to Cavalier Futures Tax Deductible?

- They are not. We have done extensive research and the few NIL entities that claim to be 501(c)3s have not gotten IRS certification, and the legal teams we work with do not believe they will. That puts Cavalier Futures and donors in potential jeopardy

How is this different than “Collectives” at other Universities?

- While we recognize the unique opportunity that NIL offers for student athletes, Cavalier Futures is focused on providing a comprehensive platform for UVA Student athletes that enables compliant NIL opportunities, while also promoting education, long term professional development and career readiness for a future in athletics or elsewhere
- We refer to the platform as – **Lifetime Branding**

LIFETIME BRANDING



What is a Marketplace?

- o A marketplace is a virtual exchange where **businesses and entities can find and connect with college athletes for NIL opportunities**
- o Cavalier Futures has created an exclusive exchange for UVA student athletes interested in pursuing NIL opportunities which are compliant with University, Conference, NCAA, State and Federal guidelines

What types of NIL deals are compliant?

- o They cannot be “pay for play”, tied to incentive for athletic performance
- o NIL cannot be an inducement for recruitment or retention of student athletes
- o NIL must include quid pro quo services and represent a fair market value for services provided

How is Cavalier Futures different than a marketing firm or agency?

- o Cavalier Futures is a resource for all student athletes at the University of Virginia. While the marketplace will enable interested student athletes to seek out and identify opportunities in NIL, Cavalier Futures is uniquely focused on providing a platform for education, long term personal and professional development, community engagement and partnership with the University community while ensuring compliance in all areas.
- o Cavalier Futures **does not profit from a student athlete's NIL**. Unlike Traditional marketing firms who earn a profit from a percentage of fees paid for endorsements or commercial activities, Cavalier Futures is a Non-Stock corporation. Neither the Board of Directors or Advisory Board receive financial or stock compensation for their services. Neither the Executive Director or any other positions approved by the Board of Directors are entitled to distribution of assets or equity from the company, beyond compensation for their services rendered.

How can I support UVA student athletes?

Contact Cavalier Futures to learn more: