

The Massachusetts Collective
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**THE MASSACHUSETTS COLLECTIVE SIGNS UMASS FORWARD TAFARA
GAPARE AS FIRST NIL (Name, Image, Likeness) ATHLETE**

*Gapare becomes the first International Basketball Player from New Zealand to sign an
NCAA NIL (Name, Image, Likeness) Deal*

AUCKLAND, NZ: The Massachusetts Collective is celebrating its first NIL (*Name, Image, Likeness*) agreement with UMass forward Tafara Gapare.

“We’re a new Collective and wanted to make a statement. Signing an international deal fewer than 50 days after starting this Collective, with a player as talented, likable and marketable as Tafara, fits that goal and then some,” said Patrick MacWilliams, Director of the Massachusetts Collective.

NIL Collectives support players’ right to publicity -- their ability to benefit from sponsorships, social media posts and other advertising income -- through fan-supported crowdfunding.

Gapare becomes the first NCAA basketball athlete from New Zealand to sign an NIL deal. “We worked hard with our counsel, immigration, compliance, etc. to get this done. Tafara signed once he landed in Auckland and will perform all work while in New Zealand, due to his visa status,” MacWilliams noted.

“I’m excited to be the first athlete the Collective signed. It means a lot to me and my family to be thought of,” said Gapare, shortly after landing in Auckland and signing the deal. “It’s cool to be the first player from New Zealand to get a deal done, and a good way to finish 40 hours of one-way travel.” Gapare said, with a laugh.

MacWilliams emphasized The Collective isn’t done and will remain aggressive in player acquisitions, but it needs to grow its 184-person membership.

“This should be a wake up call to anyone who cares about UMass Basketball. Get involved with the Collective and secure the future success of the program. Not just locally, regionally or nationally - but internationally.” said MacWilliams. “You don’t need deep pockets to make an impact, that’s the power of the Collective. I implore folks to reach out, ask questions and then join us in this effort.”

A series of press conferences, virtual meet and greets and other content will follow. Please visit TheMassCollective.com for more information.

About The Massachusetts Collective: The Massachusetts Collective is a donor-driven NIL (*Name, Image, Likeness*) Collective comprised of UMass Basketball fans, donors and businesses who together create income opportunities for UMass Basketball Student Athletes. The Massachusetts Collective supports both the Mens and Womens Basketball Programs.

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