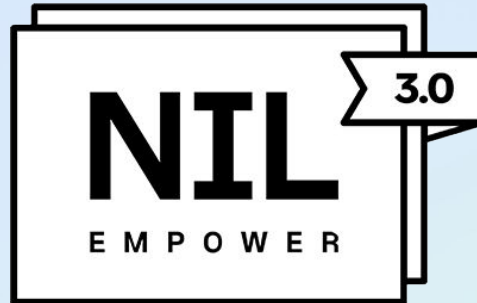


# NIL Empower 3.0

*Empowering the next generation of female student-athletes*



[Full List Here](#)

# 30

Female Athletes

# 25

Schools

# 13

Conferences

# 9

Sports

# 1.3M

Combined Followers



# PROGRAM OVERVIEW

Sept-Dec 2023

## NIL EDUCATION

5 educational sessions led by the Meta Sports Partnerships team and industry professionals



## INCENTIVES

Prioritization for Meta incentives, amplification opportunities & opportunity to receive NIL Deals.

## 1:1 SUPPORT

Access to 1:1 support from NIL & Career Coaches



## CAREER DEVELOPMENT

Career Development education, mentorship & prioritization for internship opportunities

# PROGRAM TIMELINE



# **NIL EMPOWER 2.0 RECAP**

🔍
**FRONT OFFICE SPORTS**
☰

## Meta Doubles Down on Women's Sports with Latest NIL Program


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- Meta has launched the second iteration of its NIL program.
- 30 women's sports athletes will get career coaching, social media education, and connections with brands.

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**BY AMANDA CHRISTOVICH**  
SEPTEMBER 07, 2022 | 10:47 AM

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*James Snook-USA TODAY Sports*

NAME IMAGE & LIKENESS

## Meta Announces NIL Empower 2.0 Class of Female Athletes

30 female college athletes were chosen for the Meta NIL Empower 2.0 program from nine sports across 13 conferences.


by **Kristi Dosh** September 7, 2022



Meta is announcing its Empower 2.0 program today, which includes 30 female athletes from nine sports across 13 conferences. The women will participate in a four-month long program designed to help the athletes increase their earning potential on Facebook and Instagram.

SPORTS BUSINESS JOURNAL
SBJ
SPORTS BUSINESS JOURNAL
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**CLOSING BELL**

## Meta adds more women athletes to NIL program

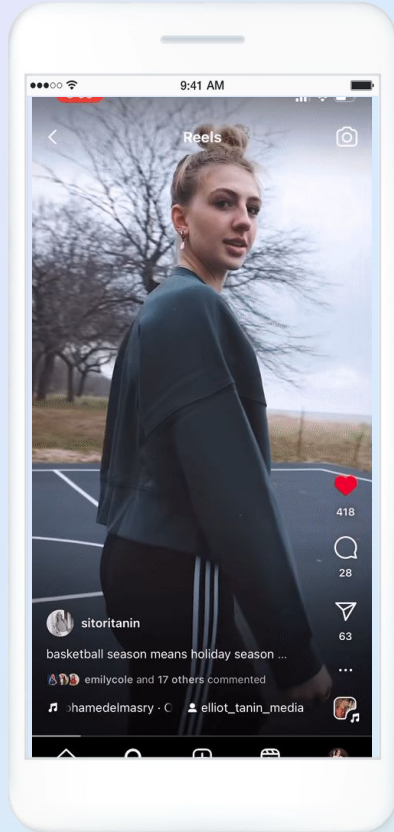
9.7.2022

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Meta unveiled its second NIL Empower class, giving 30 female student-athletes from across nine conferences the "opportunity to increase their NIL value on Facebook and Instagram." Each athlete "will be associated with a brand" as part of the deal; Meta has "already signed five athletes to a partnership with the meal-planning company Eat to Perform." The program gives the athletes access to "educational sessions with Meta and NIL experts," plus a "career development workshop" hosted by former WNBAer **Alana Beard**. Athletes also will be "assigned an NIL mentor." The first iteration of the initiative launched last fall. No terms of Meta's contract were disclosed ([ON3.com, 9/7](#)).

Also in the NIL space: ASAP, the on-demand delivery brand for Waitr Holdings, announced a

## Brand Partnerships



### NIL Empower 2.0 x Champs Sports

- Partnered with Champs Sports to offer paid branded content & in-kind opportunities to all 30 athletes in the program
- The campaign centered around Champs Sports Holiday Season campaign.
- Athletes received products and compensation for content creation and social media posts.
- Champs worked with Opendorse for campaign management
- Meta provided talent introductions & content consultation to athletes

**In total, 45 posts were published and reached an aggregate audience of 6.9M+, reaching an audience 15X larger than the 461K+ total followers the athletes participating had.**

## In-Person Touchpoints



### NIL Empower 2.0 x NIL Summit

- NIL Empower 2.0 took home the award for “**Best Group Campaign**” at the NIL Summit beating out Reeses, Taco Bell and Bumble for the industry honor
- Featured members of the cohort on stage for a panel at the NIL Summit in front of 300 student-athletes, brands and industry professionals
- Hosted off-site social activation with cohort members, creators & athletes where we got to celebrate, collaborate & create content together



# MEET THE 3.0 COHORT



**Shelomi Sanders**

Colorado  
Women's Basketball  
[@shelomisanders](#) | 246K



**Kaila Novak**

UCLA  
Women's Soccer  
[@kailanovak](#) | 211K



**Audrey Nourse**

USC  
Beach Volleyball  
[@beachvolleyballtwins](#) | 140K



**Nicole Nourse**

USC  
Beach Volleyball  
[@beachvolleyballtwins](#) | 140K



**Jessica Gardner**

Nebraska  
Track & Field  
[@jessicagardnaa](#) | 126K



**Paige Shy**

Youngstown State  
Women's Basketball  
[@pshyhoops](#) | 68K



**Savannah Schoenherr**

LSU  
Gymnastics  
[@sav.fs](#) | 61K



**Amiah Simmons**

Alabama A&M  
Women's Basketball  
[@amiahsimmonss](#) | 57K



**Jayda Curry**

Louisville  
Women's Basketball  
[@jaydacurryy](#) | 54K



**Olivia Taylor**

Ohio State  
Dance Team  
[@oliviariamarietaylor](#) | 49K

# MEET THE 3.0 COHORT



**Michaela Edenfield**  
Florida State  
Softball  
[@mie51](#) | 37K



**Okikiola Iriafe**  
Stanford  
Women's Basketball  
[@kikiiriae](#) | 21K



**Paris Clark**  
Virginia  
Women's Basketball  
[@pariss.22](#) | 21K



**Sabrina Oostburg**  
Belmont  
Track & Field  
[@sabrina10\\_fit](#) | 21K



**Dominique Onu**  
USC  
Women's Basketball  
[@dominiqueonu](#) | 14K



**Kami Kortokrax**  
Ohio State  
Softball  
[@kami.kortokrax](#) | 12K



**Annabell Fuller**  
Florida  
Golf  
[@annabellfuller](#) | 12K



**Sofia Groth**  
Auburn  
Gymnastics  
[@sopfia\\_groth](#) | 12K



**Jaida Patrick**  
Miami  
Women's Basketball  
[@jaida.monique](#) | 10K



**Kennedy Todd-Williams**  
Ole Miss  
Women's Basketball  
[@kentoddy](#) | 8K

# MEET THE 3.0 COHORT



**Simone Jackson**  
USC  
Women's Soccer  
[@simonejackson.80](#) | 5K



**Charlotte Augenstein**  
Georgia  
Track & Field  
[@charlotte\\_aug](#) | 5K



**Bailey Ortega**  
Iowa  
Volleyball  
[@baileyortega](#) | 5K



**Emoni Bush**  
Washington  
Volleyball  
[@emoni.marie](#) | 4K



**Christine Wang**  
USC  
Golf  
[Thechrisitinewang](#) | 4K



**Paige McCormick**  
Louisville  
Swimming  
[@paige.mccormick](#) | 2.5K



**Bailey Moody**  
Alabama  
Wheelchair Basketball  
[@therealbaileymoody](#) | 2.2K



**Ara Cowper**  
Indiana  
Rowing  
[@aracowper](#) | 2.1K



**Sydney Moore**  
Cornell  
Volleyball  
[@ssydney.mmoore](#) | 2K



**Kristen Martin**  
Grace College  
Tennis  
[@kierstenmartin](#) | 1.5K <sup>11</sup>

# 1:1 Support



Sam Green  
*NIL Coach*



Kirby Porter  
*NIL Coach*



Chloe Pavlech  
*NIL Coach*



Corinne Milien  
*Career Coach*

**NIL**

**E M P O W E R**

**3.0**



**WRK**

**CAREER  
DEVELOPMENT  
PARTNER**

# Timeline



CAREER  
DEVELOPMENT  
PARTNER

2023 Dates	Activity	Newsletter Content
Sept 6	Program Kick Off (Meta)	WRK Intro and Overview
Week 2-4	Career Assessment and Game Plan Prerequisites (WRK)	WRK Video Assessment Schedule office hours with WRK Advisors
Oct 5	Reels Masterclass (Meta)	Reminders from WRK to complete prerequisites
Weeks 6 - 8	Game Plan courses (WRK)	Assigned courses based on cohort Intro to capstone
Nov 1	Using Data to inform Social Strategy + Threads (Meta)	
Week 10 - 12	Game Plans courses / All-Star Break (WRK)	Reminders from WRK on assigned courses Capstone reminder
Nov 29	Brand Partnerships 101 (Meta)	
Weeks 14 - 15	Elective Workshops (WRK)	Dates of workshops Capstone reminder Schedule office hours with WRK Advisors
Dec 13	Closing Session (WRK)	Capstone Presentation

# Program Outline

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WRK

CAREER  
DEVELOPMENT  
PARTNER



## WRK Assests

- Development Plan
- LinkedIn Headshot
- Athlete Interest Inventory Assessment
- Weekly Prompts and Challenges



## Core Resources

- Your Athletic Identity in the Workplace
- Framing Your Athletic Experience
- Life After Sport
- Using LinkedIn to Enhance the Transition



## Real-World Experiences

- Information Interviews and Job Shadowing
- Event Networking and Elective Workshops
- Microinternship
- Internships/Early Career Opportunities

# Cohort Breakdown

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WRK

CAREER  
DEVELOPMENT  
PARTNER



## Discover

- For student-athletes with <1 job/internship experience and no clear career path.
- Assigned Courses: Securing and Making the Most of the Internship, Writing a Cover Letter, Building a Strong Resume and LinkedIn Profile, Email Etiquette, What is Networking?

## Build

- 1 to 3 internships/job experience
- Assigned Courses: Steps to Getting a Job, Evaluating & Negotiating Job Opportunities, Building a Strong Resume and LinkedIn Profile, Writing a Cover Letter, Crafting an Elevator Pitch, Securing and Making the Most of the Internship

## Activate

- Job ready post-graduation
- Assigned Courses: The Job Interview: Prep For Success, Value of a Mentor, Time Management, Communication Skills 1: Presenting Yourself, Communication Skills 2: Organizing Your Content, Goal Oriented Networking



# Resources

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WRK

CAREER  
DEVELOPMENT  
PARTNER



## WRK Advisors

Personalized guidance from experienced career coaches and industry leaders to support career exploration and development journey.



## Game Plan

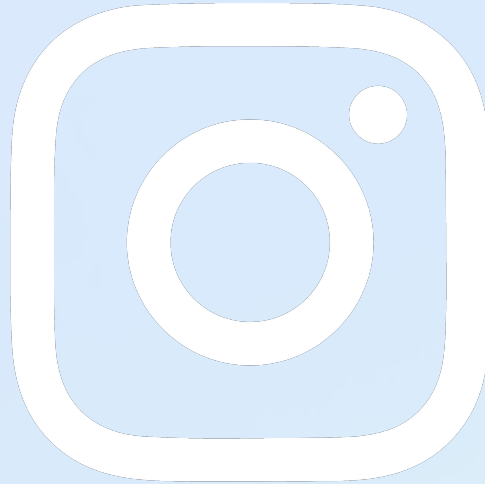
A comprehensive career development platform, offering resources, tools, and insights tailored to student-athletes' unique needs.



## LinkedIn Showcase

A dedicated page to showcase participants, connect with industry professionals, share experiences for meaningful networking.

Interested in providing an employer opportunity.  
visit [letsdownrk.com/empower](https://letsdownrk.com/empower)



Interested in providing NIL Opportunities?  
Contact [beccag@meta.com](mailto:beccag@meta.com).