✦ ATHLETES · CREATORS · PARENTS ✦

# NIL RATE CARD WORKSHEET

A rough guide for setting your starting rates. It is not a valuation.

**Rough guide only.** This worksheet helps you organize your numbers and set a starting point for conversations. It does not predict what any brand will pay, and real offers vary widely.

## STEP 1 · GATHER YOUR REAL NUMBERS

| Platform | Followers | Avg. views (last 10 posts) | Engagement rate | Date checked |
|---|---|---|---|---|
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## STEP 2 · CHOOSE YOUR STARTING RATE PER 1,000 VIEWS

Pick a number you're comfortable defending. A common way to set a starting price is to multiply your average views by a rate per 1,000 views. Start with a number you set, then adjust it based on the responses you get.

**My starting rate per 1,000 average views: $**

**Starting price per post** = (average views ÷ 1,000) × your rate

## STEP 3 · ADJUST FOR WHAT'S INCLUDED

| Factor | Ask yourself | Adjust |
|---|---|---|
| Usage rights | Can the brand reuse my content in ads? For how long? | Up |
| Exclusivity | Am I agreeing not to work with competitors? | Up |
| Rush | Do they need it in under a week? | Up |
| Bundle | Are they buying several posts or appearances? | Per-item discount |
| Local / community | Is it a cause or local business I want to support? | Your call |

## STEP 4 · BUILD YOUR RATE CARD

| Deliverable | What's included | Starting rate |
|---|---|---|
| Feed post / reel | | |
| Story set (3 frames) | | |
| Short video (TikTok / Reels / Shorts) | | |
| In-person appearance (per hour) | | |
| Camp or clinic | | |
| Autograph signing | | |
| Bundle | | |

## STEP 5 · CHECK THE RULES BEFORE YOU SIGN

- [ ] Read your school, conference, state and association NIL rules (they differ and change)
- [ ] Find out whether you must report or disclose the deal to your school
- [ ] Never use school logos, uniforms or marks unless the rules and the school allow it
- [ ] Have a parent, guardian or attorney review any contract
- [ ] Keep records of payments. NIL income is usually taxable

General guidance only. Not legal, tax, financial or compliance advice. NIL, recruiting and eligibility rules vary by state, school, conference and association and change often, so always check the current rules that apply to you.