



D1Expectation

NIL Agency Partner Retainers (Pilot + Tiered Monthly Credits)

Full-stack recruiting + film + NIL-ready branding you can plug into your athlete roster.

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What we help your agency deliver

- **Clarity:** recruiting game plan + next steps for each athlete/family.
- **Execution:** written film evaluation + coach-friendly highlight (60–90 sec) when needed.
- **NIL-ready presence:** athlete website / link hub + positioning to look legitimate online.
- **Exposure:** athlete feature/spotlight to expand reach.
- **Consistency:** monthly touchpoints + deliverables so athletes don't stall.

How credits work (keeps tiers scalable)

- **1 credit = 1 Written Film Evaluation.**
- **2 credits = 1 Recruiting Game Plan Call** (strategy + next steps).
- **2 credits = 1 Highlight Cut** (coach-friendly 60–90 sec).
- **2 credits = 1 Athlete Website / Link Hub** (NIL-ready hub).
- **1 credit = 1 Athlete Feature** (content write-up / post assets).
- **2 credits = Athlete Spotlight** (paid ad targeted to coaches).
- **2 credits = Financial Literacy for NIL Athletes** (Zoom class for multiple athletes).

Each tier includes (1) a roster cap and (2) a monthly credit pool. Roster cap = how many athletes you can actively service. Credits = what we produce.

Start with a Pilot

- **Mini Pilot — \$499 • 1 athlete** • Highlight cut + written film evaluation + athlete feature + check-in.
- **Standard Pilot — \$999 • 3 athletes** • Same deliverables for 3 athletes + check-in.
- **Advanced Pilot — \$1,750 • 6 athletes** • Same deliverables for 6 athletes + 2 check-ins.

Turnaround time: typically **48–72 hours per athlete** for pilot deliverables once all film/assets are received.

Monthly Retainers (tiered)

Tier	Roster Cap	Monthly Credits	Includes (monthly)	Investment
Starter	Up to 4 athletes	10 credits	<ul style="list-style-type: none"> • 1 monthly agency call • Credits for your main roster • Add highlights/websites via credits • Email support (48-hr response) 	\$1,500/mo

Pro	Up to 10 athletes	24 credits	<ul style="list-style-type: none"> • 2 monthly agency calls • Faster turnaround priority over Starter • Great for steady monthly deliverables • Email support (24–48 hr) 	\$3,500/mo
Elite	Up to 20 athletes	54 credits	<ul style="list-style-type: none"> • Weekly agency touchpoint • Priority turnaround + workflow support • 2 athlete features included (credits already in pool) • Priority support (24 hr) 	\$8,000/mo
Enterprise	25+ athletes	Custom credits	Custom roster volume + deliverables, shared dashboard, white-label options, and dedicated SLAs.	Starting at \$10,000/mo

Add-ons (optional)

- **Additional credits:** \$200 per credit (for overflow months).
- **Parent/family strategy call:** \$100 (50–60 min).

Payment terms

- **Pilots:** paid in full upfront to start.
- **Retainers:** billed monthly in advance (due at the start of each month).
- **Late payments:** deliverables pause until payment is received.
- **Net terms:** available case-by-case for Enterprise partners only.

How it works

- **1) Kickoff:** agency sends roster + athlete links/film; we collect quick intake.
- **2) Monthly plan:** we agree on what your credits will produce that month (film evaluations, recruiting calls, highlights, websites, features, spotlights, financial literacy classes).
- **3) Deliver + report:** we deliver assets and share a simple monthly recap.
- **4) Scale:** upgrade tiers or move to Enterprise when roster expands.

Next steps

Book a call and we'll choose the right pilot + tier based on roster volume and sport mix.

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