

# NIL Deal Flow Report

## NIL Go Deal Activity Since Platform Launch

All data below current as of Mar 1, 2026 12:01am Eastern

<b>✓ CLEARED</b>	<b>× NOT CLEARED *</b>
<b>21,025</b>	<b>711</b>
total deals	total deals
<b>\$166.50M</b>	<b>\$29.30M</b>
total value	total value

\*These figures do not include Not Cleared deals that have been resubmitted or for which the time period for revision remained open on February 28, 2026.

**Total Deals in Arbitration as of 2/28/26: 18**

## NIL Go Platform Activity



**38,242**

Student-Athlete Users

Total Registered



**1,331**

Institution Users

Total Registered



**4,923**

Representative Users

Total Registered

## College Sports Commission Remarks

**Since the NIL Go platform launched on June 11, 2025, and through February 28, 2026:**

- 50% of deals submitted to NIL Go were resolved within 24 hours
- 70% of deals reached resolution within seven days following submission of all required information

**Between January 1 and February 28, 2026 (since the last NIL Deal Flow Report was issued):**

- 3,704 NIL deals were cleared with an aggregate value of \$39.29M
- 187 NIL deals were not cleared with an aggregate value of \$14.36M

### Arbitration

- The 10 deals in arbitration as of December 31, 2025, were all withdrawn by the student-athletes
- The 18 deals in arbitration as of February 28, 2026, have since been consolidated into a single arbitration

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**In comparison with the preceding two-month period, the CSC observed major shifts in the composition of deals submitted in January – February 2026 by A4 schools:**

- Associated A4 deal volume increased by 65%
- Associated A4 aggregate deal value increased by 364%
- The average value of an Associated A4 deal increased by 182%
- Associated A4 deals were responsible for 79% of the total deal value of A4 deals submitted in Jan-Feb (up from 56% in Nov-Dec) and Associated A4 deals represented 69% of total A4 deal volume submitted in Jan-Feb (up from 53%)
- Associated A4 football deals were responsible for 81% of the total deal value and 48% of the total deal volume of A4 Associated deals during this period, which included player movement through the football transfer portal

Overall, Associated deals made up 63% of total deal volume (up from 44%) and 78% of total deal value (up from 54%). Note that during this time period, there was no change in the definition of what qualifies as an Associated Entity or the CSC's interpretation of that definition.\*\*

The data on deals submitted includes all deals submitted for review in NIL Go during the specified time periods, not just those that have been "cleared" or "not cleared" by the CSC as shown on the first page of this report.

**These shifts were not observed in the Non-A4**, which experienced decreased deal volume and value in Jan-Feb compared to Nov-Dec:

- Associated Non-A4 deal volume and aggregate value declined by 20% and 34% respectively
- The average value of Associated Non-A4 deals declined by 17%
- Associated Non-A4 football deals were responsible for only 13% of the total dollar value of Associated Non-A4 deals

**Increased deal volume, and specifically Associated deal volume, has led to an increase in review times for deals, as Associated deals are subject to increased scrutiny pursuant to the rules. Additionally, many deals that purport to be with Non-Associated entities increasingly bear the hallmarks of Associated deals, necessitating closer review.**

For more information, please see the charts on the next page.

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## Deals Submitted: 11/1/25 - 12/31/25

	A4		Non-A4		Total	
	Deal Volume	Deal Value	Deal Volume	Deal Value	Deal Volume	Deal Value
Associated	53%	56%	22%	43%	44%	54%
Non-Associated	47%	44%	78%	57%	56%	46%

## Deals Submitted: 1/1/26 - 2/28/26

	A4		Non-A4		Total	
	Deal Volume	Deal Value	Deal Volume	Deal Value	Deal Volume	Deal Value
Associated	69%	79%	29%	60%	63%	78%
Non-Associated	31%	21%	71%	40%	37%	22%

*\*\*Pursuant to NCAA Bylaw 22.02.1 and the House settlement, an Associated Entity "is (a) An entity that is or was known (or should have been known) to an institution's athletics department staff to exist, in significant part, for the purpose of promoting or supporting the institution's intercollegiate athletics program or student-athletes; and/or creating or identifying name, image and likeness opportunities solely for the institution's student-athletes; (b) An entity that has been directed or requested by an institution's athletics department staff to assist in the recruitment or retention of student-athletes or prospective student-athletes, or otherwise has assisted in the recruitment or retention of student-athletes or prospective student-athletes; or (c) An entity owned, controlled, or operated by, or otherwise affiliated with an associated individual or an associated entity defined in (a) or (b) above, other than a publicly traded corporation."*

This report provides a recurring snapshot of activity on the NIL Go platform. These reports will continue to be produced and distributed periodically by the College Sports Commission. For additional information, visit [collegesportscommission.org](https://collegesportscommission.org).