

September 5, 2025

UPDATED NIL Deal Flow Report

June 11, 2025 – August 31, 2025

Overview

Since the NIL Go platform launched on June 11, 2025, and through August 31, 2025:

- 28,342 student-athletes and 1,227 institutional users have registered and are approved to use the NIL Go platform
- 3,160 designated representatives/agents have been added by student-athletes
- Since launch, 1,658 student-athletes and 507 institutional users have logged into NIL Go during an average week
- **6,090** deals have been cleared, with values ranging up to \$1.6M+

This report provides a recurring snapshot of activity across the NIL Go platform. Moving forward, these reports will be produced and distributed periodically by the College Sports Commission. For additional information, visit collegesportscommission.org.

Platform Activity – As of Aug. 31

Total Registered Users	32,729
Student-Athlete Users	28,342
Institutional Users	1,227
Representatives/Agents	3,160
Weekly Active Users (On Average)	2,262
Student-Athlete Users	1,658
Institutional Users	507
Representatives/Agents	97

Deal Activity – As of Aug. 31

Total Deals in the NIL GO System* to Date	8,359
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College Sports Commission

Total Value of Deals in the NIL GO System* to Date	\$79.8M
Total Deals Cleared to Date	6,090
Total Value of Cleared Deals to Date	\$35.42M
Total Deals Not Cleared to Date	332
Total Deals Re-Submitted to Date	75
Total Deals Currently in Arbitration	0
Most Common Clearance Issues	• Delay in attesting to or providing required information • Contradictory deal terms, misreporting of deal terms and/or mistakes made in entering deal terms • Deal does not satisfy valid business purpose requirement

**This does not include deals cancelled by the student-athlete before review or following being “not cleared.”*

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