



# ACCELERATING FRANCHISE GROWTH THROUGH THE INFLUENCE OF COLLEGE ATHLETES

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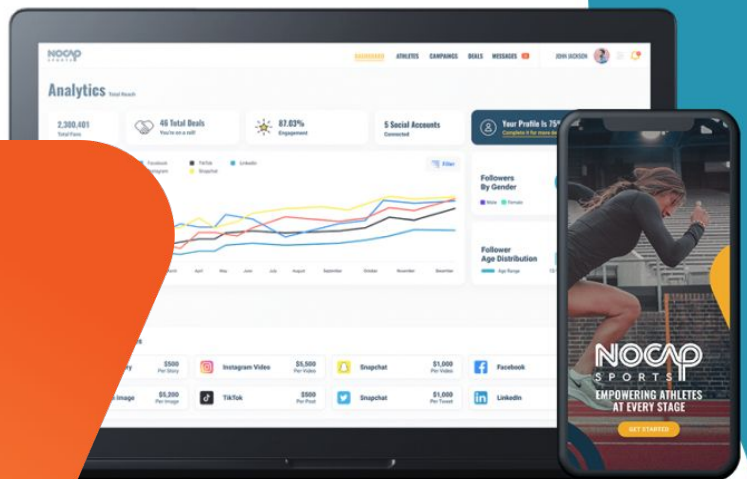
## WHY COLLEGE ATHLETES?

Athletes' sphere of influence is unique within the broader creator ecosystem. Their loyal fanbases follow more devotedly – as is reflected in their engagement rates – and athletes' audiences tend to reside heavily in the state where their university is located. For franchise businesses, this means each athlete is driving efficient reach with little wasted coverage in areas distant from your locations. Moreover, tapping into athletes as content creators connects local franchise locations to the spirit and culture surrounding fans' favorite school/team, delivering impact through positive associations.



## REACH LOCAL AUDIENCES. DRIVE LOCAL IMPACT.

It has only been legal to activate college athletes as influencers since July 1, 2021. Franchise businesses implementing this marketing strategy are far ahead of the game.



**JOIN NOCAP SPORTS**  
NO SUBSCRIPTION REQUIRED.

# WHAT IS NOCAP SPORTS?

NOCAP Sports is a leading athlete marketing and technology company enabling brands and franchise businesses to build, organize, measure and scale athlete marketing campaigns at the local, regional, and national level.



## BENEFITS TO FRANCHISE BUSINESSES

### + EXTENSIVE ATHLETE NETWORK

Access athletes in most key markets nationwide to activate near franchise locations.

### + SELF-SERVICE PLATFORM

Easy to use self-service platform to discover, activate, contract, pay, and communicate with athletes, all in one interface.

### + MANAGED SERVICE OFFERINGS

Ability to tap into NOCAP's readily accessible team for franchisors or franchisees who don't prefer self-service and want a dedicated account representative..

### + A LA CARTE SERVICES

Add on a variety of campaign services to broaden impact of your campaign such as creative consultation, targeted paid media, and more.

### + ADVANCED REPORTING

Know how athletes performed on your behalf, with in-depth, post-campaign reporting. No more screenshots. No guesswork. No vanity metrics.

### + AFFORDABLE PACKAGES

Customizable package offerings to suit any budget. Work with NOCAP's team to determine a campaign package and set of deliverables that works for you.

**ACCESS OVER 70,000  
ATHLETES NATIONWIDE  
TODAY!**



**Sarah Fuller**  
North Texas Soccer  
145K IG Followers



**Collin Gillespie**  
Villanova Basketball  
47K IG Followers



**Trinity Thomas**  
Florida Gymnastics  
58K IG Followers