

2 STEPS TO SUCCESS ON THE OPENDORSE MARKETPLACE

STEP 1: SET UP YOUR OPENDORSE PROFILE

🕒 Time to complete: 5-8 minutes

CONNECT SOCIAL CHANNELS

Showcasing your social following increases your likelihood of a deal by 24%.

ADD A BIO

A sentence or two about yourself helps form a connection with fans.

CONFIRM YOUR INFORMATION

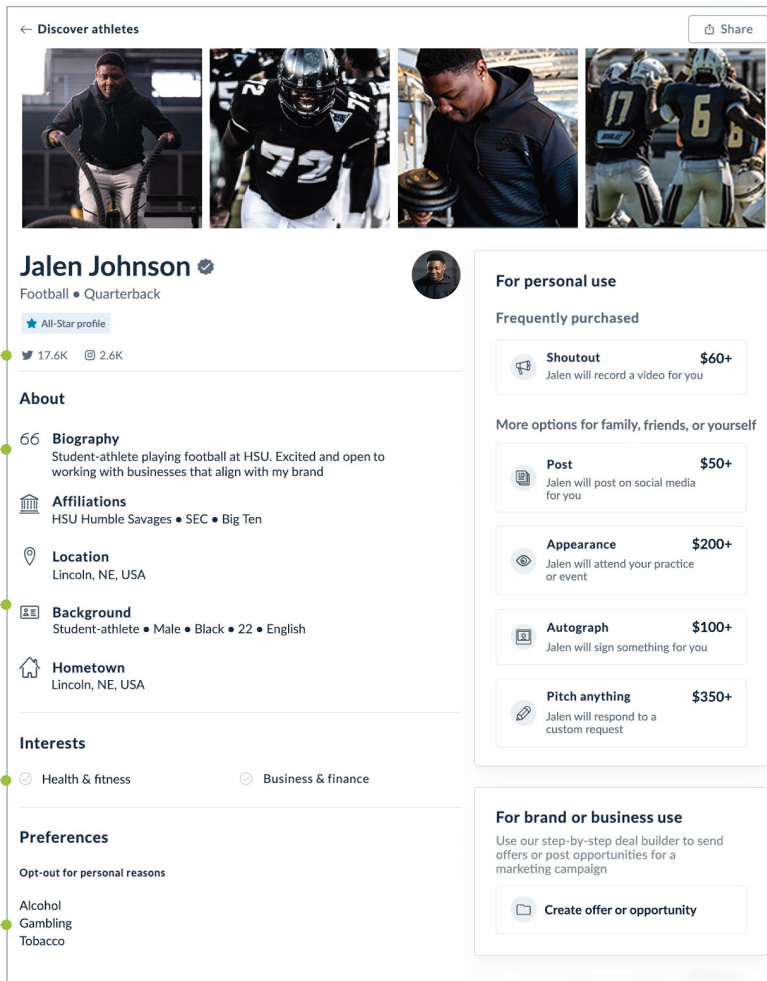
Affiliations, location, and hometown are the most common ways advertisers search for athletes.

ADD INTERESTS

Advertisers want to know that your interests align with theirs.

SET PREFERENCES

You have the option to opt-out of selected categories.



The screenshot shows a user profile for Jalen Johnson, a football quarterback. The profile includes a header with a 'Discover athletes' link and a 'Share' button. Below the header are four profile pictures. The main profile section displays the name 'Jalen Johnson' with a verified checkmark, followed by 'Football • Quarterback' and an 'All-Star profile' badge. It shows 17.6K followers and 2.6K following. The 'About' section includes a biography, affiliations (HSU Humble Savages • SEC • Big Ten), location (Lincoln, NE, USA), background (Student-athlete • Male • Black • 22 • English), and hometown (Lincoln, NE, USA). The 'Interests' section shows 'Health & fitness' and 'Business & finance'. The 'Preferences' section shows 'Opt-out for personal reasons' and a list of categories: Alcohol, Gambling, and Tobacco. On the right, there are two sections: 'For personal use' and 'For brand or business use'. The 'For personal use' section lists activities with prices: Shoutout (\$60+), Post (\$50+), Appearance (\$200+), Autograph (\$100+), and Pitch anything (\$350+). The 'For brand or business use' section includes a 'Create offer or opportunity' button.

ADD A PROFILE PICTURE AND FEATURED PHOTOS

- + We recommend you add at least four high resolution featured photos to your profile.
- + Include images of you playing your sport, as well as a photo or two that gives fans and brands an idea of your personality.

GET YOURSELF PAID. CONFIRM YOUR ACTIVITY PRICES

- + Fans will be able to send you offers for shoutouts, posts, appearances, and autographs.
- + Your default activity prices will be automatically set in Opendorse ARC™, but you can always adjust them.



Opendorse Tip: We recommend you log in and check your notifications at least once a week.



"With Opendorse, a lot of the deals I had came to me. I didn't necessarily have to go out and look for them."

Cara Simpson, Florida Atlantic Women's Track & Field



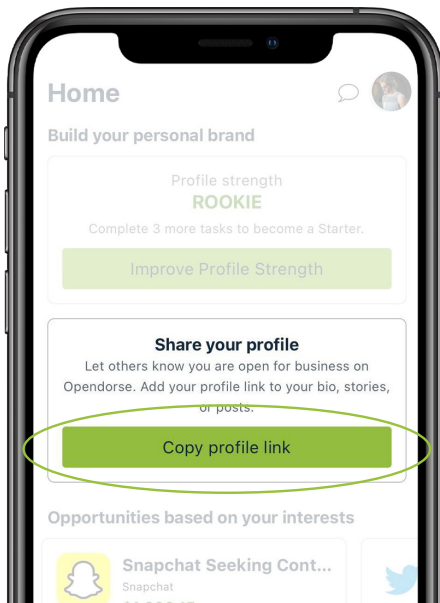
"A lot of our teammates asked, 'Hey, how did you guys get that deal?' I told them through Opendorse, obviously."

TaeVheon Alcorn, Kansas Men's Track & Field

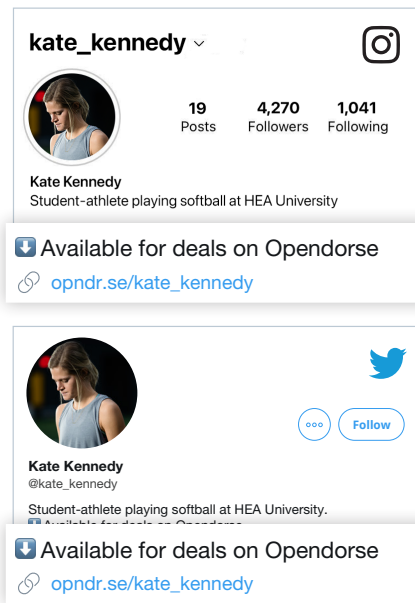
STEP 2: ADD YOUR OPENDORSE PROFILE LINK TO YOUR SOCIAL CHANNELS

🕒 Time to complete: 2-4 minutes

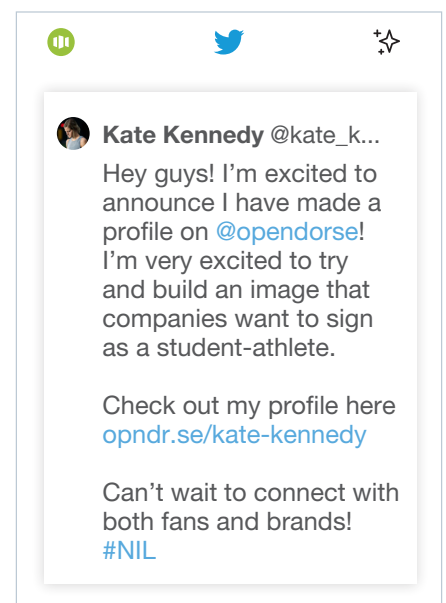
- 01** Copy your Opendorse profile link by tapping the button on the home screen of the mobile app.



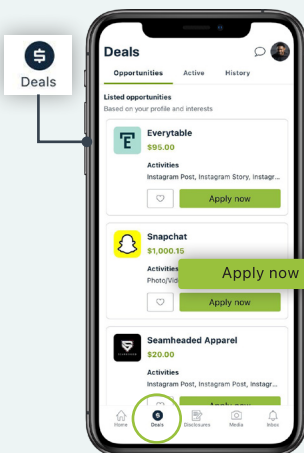
- 02** Paste your link into your social media profiles to increase your chances of getting a deal.



- 03** When you're done, feel free to let the world know you're open for business.

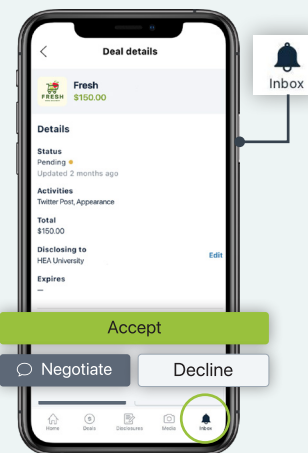


HOW DO I GET NIL DEALS IN OPENDORSE?



OPPORTUNITIES

Think of these as jobs that brands are accepting applications to. Applying to Opportunities is a proactive way for you to get more deals. There are many new Opportunities posted every week.



OFFERS

When fans or brands want to do a deal with you, they will send you an offer. Make sure you respond as soon as you can, since offers can expire. It's OK to decline or negotiate an offer! The deal sender will appreciate your response.



"[Opendorse] has helped me big time. I make money to pay bills, buy groceries, stuff like that."

DJ Johnson, Oregon Football



"Every partnership I've had, I owe a huge thanks to [Opendorse]."

Andra Espinoza-Hunter, Seton Hall Women's Basketball