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Getting NIL Right: A Live Q&A for Student-Athletes and Their Parents

May 20, 2026



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Speakers



Ben Cahill
Principal
CLA



Josh Juergensen
Principal
CLA



Joseph Wiser
Principal
CLA Wealth Advisors, LLC



Agenda

Quick intro to CLA

- Who we are and how we are working with athletes

College students, NIL, and taxes

Financial preparedness

Questions



National and International Reach

9,300

NEARLY 9,300 PEOPLE

ABOUT

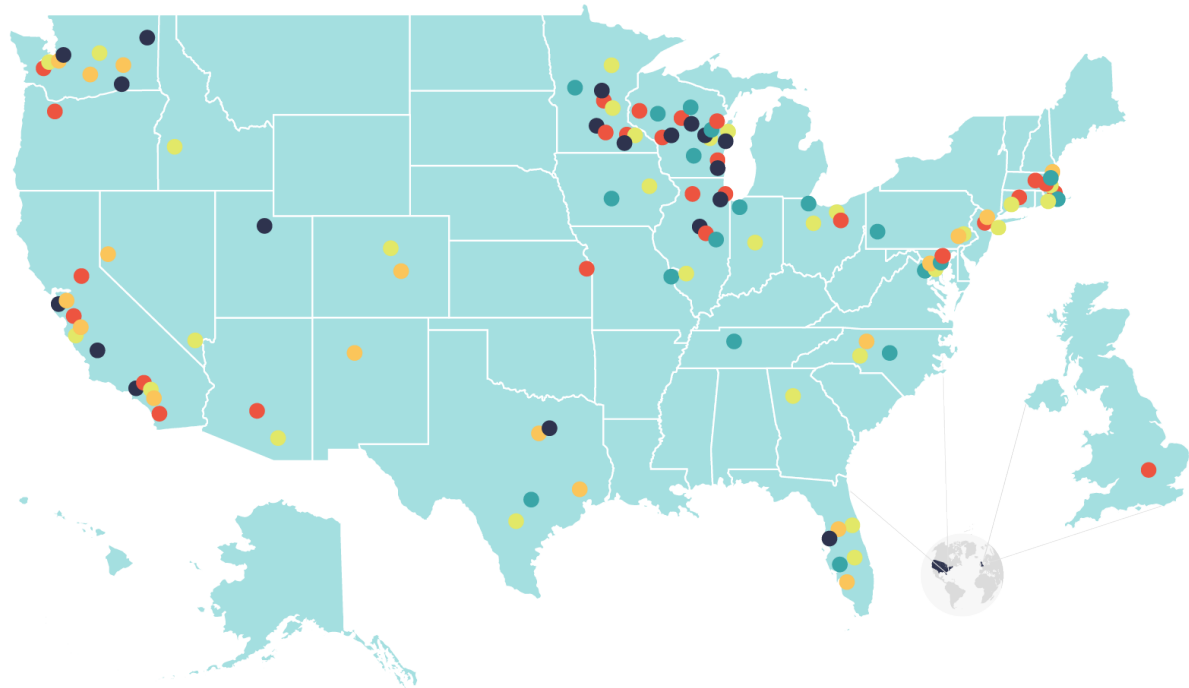
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College Students, NIL, and Taxes



College Students and Taxes

- Students may be filing tax returns for the first time
- Tax filing due date is April 15 (extension available to October 15)
- Students may be considered a dependent (under age 24 and full-time student)





Who Has To File?

- **Taxable income over the standard deduction**
 - (\$15,750 in 2025)
- **Self employment income over \$400**



Common Sources of Income

- **Employment income (summer work, on campus jobs) – Form W-2**
- **NIL or revenue share income – Form 1099**
- **Taxable scholarship – Form 1098-T**



Scholarships and Grants

Scholarship income that **IS NOT** taxable

- Amounts used for tuition
- Fees required for enrollment or attendance
- Books, supplies, and equipment required for courses



Scholarship income that **IS** taxable

- Room and board (housing, meal plans)
- Travel, transportation, personal expenses
- Payments received in exchange for services
- Stipends or fellowships intended to cover living expenses



NIL Federal Tax Implications

Independent contractor (1099), not employees (W-2)

Separate 1099 forms from each payor

Some athletes may form an LLC

Income type may vary between NIL contracts (royalties vs. services)

Tax is generally not withheld

Deductions may be available to reduce taxable income



Common Deductions Against NIL Income

Agency fees

Professional fees
(legal, accounting,
consultants)

Advertising and
marketing expenses

Training expenses
and equipment

Unreimbursed
travel expenses
(business mileage)

Equipment and
supplies
(cameras, video
equipment, etc.)

Cell phone,
internet, home
office
(business use)



State and Local Tax Considerations



Residency – state/city the student and his or her family resides



State/city the school is located



State/city where services
are performed

Ex. Filming commercials, sponsorship events,
appearances, and card signings



Different states and cities have different tax rules



Financial Preparedness



High School Playing NCAA D1 Sports

<u>Sport</u>	<u>Male</u>	<u>Female</u>	<u>Sport</u>	<u>Male</u>	<u>Female</u>
Basketball	1%	1.4%	Soccer	1.4%	2.7%
Golf	1.9%	2.8%	Tennis	1.5%	1.5%
Baseball	2.4%	-	Softball	-	2%
X-Country	2.1%	2.9%	Golf	1.9%	2.8%
Football	3%	-	Field Hockey	-	3.6%
Track/Field	1.9%	2.8%	Volleyball	0.7%	1.2%
Lacrosse	3.3%	4.3%	Ice Hockey	5%	10.2%
Water Polo	3.1%	4.4%	Swimming	3.3%	4.2%

1 in 610 (0.16%) will get drafted by an MLB team
 1 in 10,399 (0.0096%) will get picked by an NBA team

1 in 12,873 (0.0077%) will be chosen by a WNBA team
 1 in 3,960 (0.025%) will get picked by an NFL team

Source: NCAA



The ROI on NIL

Lifetime cost vs. lifetime earnings

Cost = tuition + R&B + loans + income lost

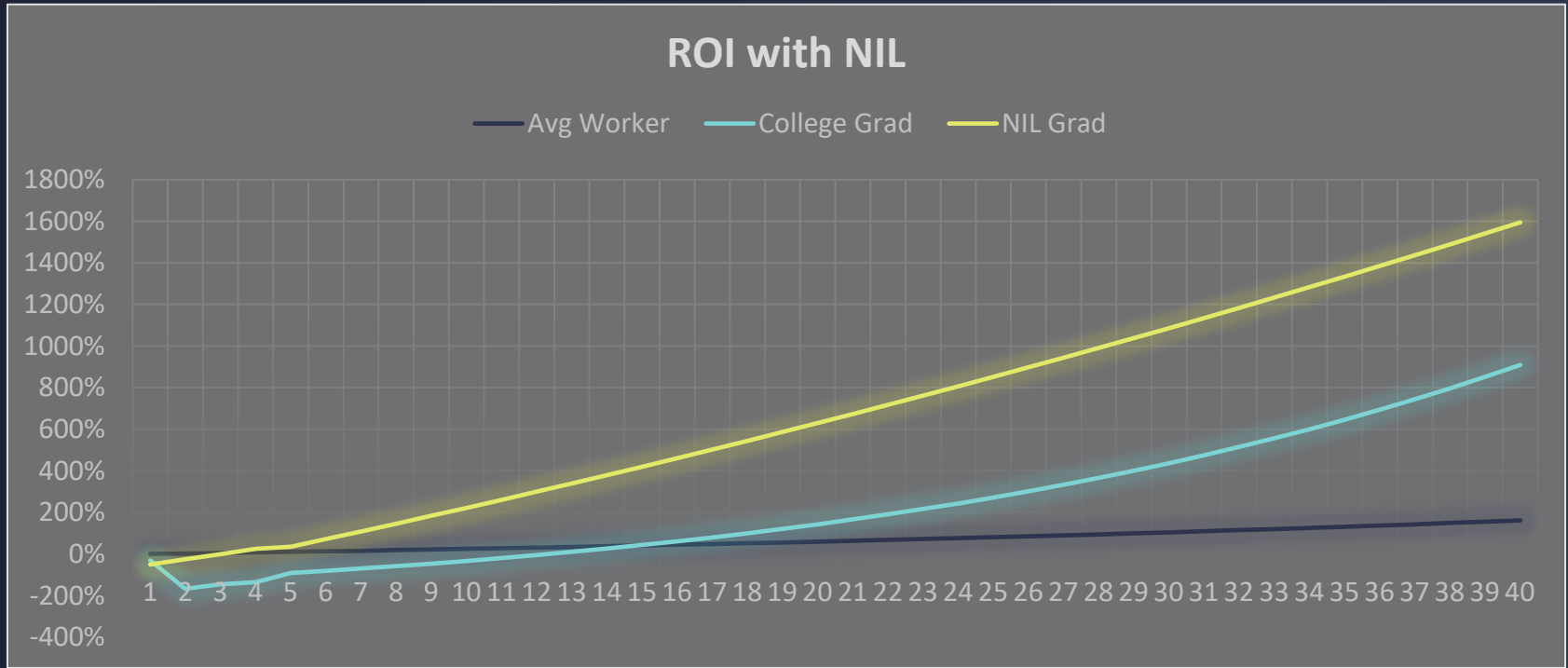
Earnings = AVG graduate starting salary + inflation

Average ROI for bachelor's degree = 560.53%

*Based on a 40-year career
Education Data initiative source: U.S. Bureau of Labor Statistics, U.S. Department of Education, National Bureau of Economic Research, National Student Clearinghouse Research Center, National Center for Science and Engineering Statistics, The Conference Board, Urban Institute, and One Wisconsin Now



NIL Is Your Superpower



Leveraging NIL: Building Future Leaders

Financial freedom

- Student athletes graduate with zero debt
- Can choose a career path they want

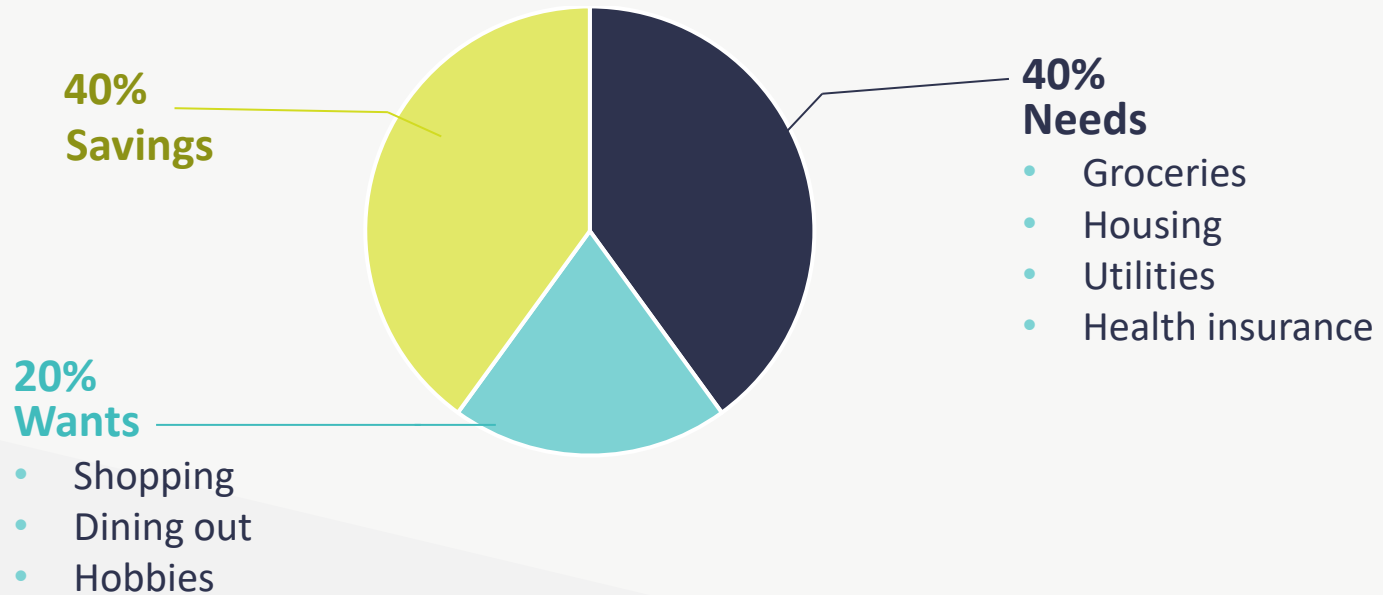
Growth network

- Access to university alumni and donor network
- Work with a professional support team

Investing early

- Budget
- Save
- Invest





40/40/20 Budgeting



Save Early, Save Often

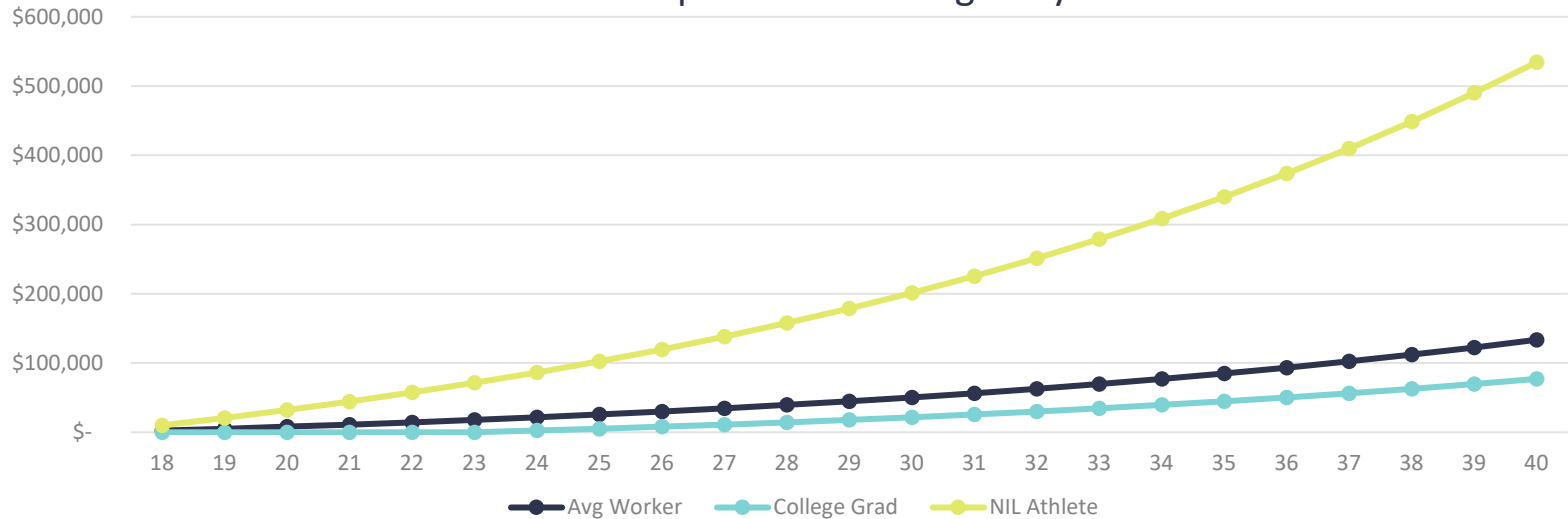
“Compound interest is the eighth wonder of the world. He who understands it, earns it ... he who doesn't ... pays it.”

– Albert Einstein



Key Takeaway: Long-Term Growth

The power of starting early



Note: Chart reflects the following:

- Investing \$2,500 as a worker
- Investing \$2,500 6 years post grad
- Investing \$10,000 per year starting at NIL Deal



Wiser Key's to Success

Have a plan

- Know what you want to accomplish, and align goals and objectives

Make your bed every morning

Have a back-up plan

- When planning, you always need to be prepared to call an audible

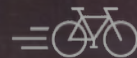
Leverage your network

- Get involved in your university alumni network
- Connect with the local community and supporters





Questions?



Thank you!

Ben Cahill

Principal, CLA

ben.cahill@CLAconnect.com

320-203-5511

Josh Juergensen

Principal, CLA

joshua.juergensen@CLAconnect.com

612-397-3261

Joseph Wiser

Principal, CLA Wealth Advisors, LLC

joseph.wiser@CLAconnect.com

425-250-6018



CLAconnect.com



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