



THE W1974 COLLECTIVE

The W1974 Collective is a groundbreaking initiative dedicated to revolutionizing women's sports through Name, Image, and Likeness (NIL) opportunities. Our mission is to empower female athletes and create an equitable sports ecosystem that enriches lives and strengthens our community bonds. Our vision encompasses support for all women's sports, fostering inclusivity and equality.

DEFINING THE PROBLEM:

Female student-athletes can be overshadowed by men's sports in NIL opportunities. We strive to provide them with equal and rewarding NIL experiences, fostering stronger community bonds and retention at the University of Kentucky for their college careers.

WHO WE SERVE:

- Female student-athletes at the University of Kentucky
- Local Kentucky community & charities
- Businesses seeking meaningful partnerships

BENEFITS:

- Empowered female athletes
- Stronger community ties
- Enhanced university sports programs
- Opportunities for local businesses
- Increased exposure and engagement

OUR SOLUTION:



Building Roots in the Community

The W1974 Collective addresses these challenges by procuring NIL Deals that connect student-athletes with the Kentucky community, fostering a profound sense of belonging and pride. Through events, campaigns, and partnerships, we strengthen the bond between athletes and fans.

HOW TO BE INVOLVED:

NIL COMMUNITY FUND

Your generous contribution goes into a pool that the W1974 Collective uses to create NIL deals centered around community service events in Lexington. Athletes earn NIL money for each event they attend, all thanks to your support.

Fun Fact!

\$5,000
contribution allows us to fund 18 NIL deals for the Women Athletes!

DIRECT MARKETING

Leverage our student-athletes to enhance engagement, awareness, and promotion of your company, project, or campaign. We offer three package levels: \$5,000, \$10,000, and \$20,000, with the flexibility to customize larger packages based on specific needs.

Fun Fact!

\$5,000
campaign typically gives you 9 social media posts & high ROI!

CORPORATE SPONSOR

A win-win partnership. Your support not only benefits the W1974 Collective but also offers you a choice of three unique packages: Community Events, Sport Events, or Corporate Sponsorship.

Average Analytics per NIL Athlete



7K
Weekly Average Reach



5K
Weekly Average Likes



20K
Weekly Average Impressions



2 - 4%
Average Click Through Rate

Average Audience Demographic

Gender

75%
Women

25%
Male

Age

15-24
25-35
36-45

FAQ

Yes, you can support a specific sport.

After making your contribution, send us an email with which sport you'd like to specifically support.

90% of your contribution directly supports the athletes of the W1974 Collective

All contributors receive an initial report which lays out clearly where your money is going.