



BREAKING NEWS

August 10, 2022

Lincoln University Partners with NIL Marketplace MOGL

HBCU Lincoln University selects MOGL as their exclusive NIL solution. Through MOGL Monetize™, Lincoln University will be provided with leading NIL technology to help with deal sourcing, compliance, and education.

LINCOLN UNIVERSITY, PA (AUGUST 2022) - Lincoln University has selected MOGL as its exclusive NIL Solution to provide marketplace, compliance, and education to its student-athletes and staff. Lincoln University is the first degree-granting Historically Black College and University. Through MOGL Monetize™, Lincoln University will receive leading NIL deal sourcing, compliance and education technology for all of their student-athletes.

“We are excited for this partnership between MOGL and Lincoln University. MOGL’s platform and amazing technology provides our student athletes with opportunities to explore the NIL market. It also provides the university and our student athletes with compliance safeguards, tools and training that is far more advanced and equitable than anything else on the market,” said Lincoln University Director of Athletics and Recreational Services, Harry Stinson III. “We are excited about MOGL’s commitment to diversity and HBCU empowerment. MOGL has found the perfect sweet spot which engages campuses in this market that is economical and have built solutions that benefit and educate all of our student-athletes while providing us a safe medium to connect with our alumni and business community.”



MOGL Monetize™ provides partner institutions with leading marketplace, disclosure, compliance, and education capabilities to provide equal access and opportunity for their student-athletes to engage in NIL activities. With MOGL, partner universities are provided a free compliance dashboard with activity logs and automatic disclosure. They also are provided a preferred marketplace to direct their brand partners, local businesses, and alumni to engage with their student-athletes. The marketplace already has thousands of brands available for athletes to engage with.

MOGL is minority-founded and was built to provide equal access and equal opportunity for all NCAA athletes and institutions. This partnership ensures that Lincoln athletes are granted free access to NIL deals on the marketplace and university administration is provided with technology to monitor automatic disclosures and protect their student-athletes.

“Year 2 of NIL is about equal access and equal opportunity. This partnership with Lincoln University is an important step in ensuring HBCU athletes have the same access to NIL deals and technology that athletes in the Power 5 conferences have,” said MOGL Chief Executive Officer Ayden Syal. “At MOGL, our main goal is to provide leading technology and support for all institutions and student-athletes. MOGL Monetize™ does just that.”

An added benefit for MOGL partners is opt-in access to MOGL Master™, a holistic NIL education course and e-learning curriculum covering key topics such as financial literacy, tax guidance, contract and legal review, and brand building.

MOGL is venture-backed and made headlines earlier this year after winning the world-renowned SXSW pitch competition. Brands on the marketplace include Allbirds, DoorDash, Meta, Applebees, Pure Barre, SportsClips, and over 1,000 others. In alignment with their commitment to providing opportunities for all athletes, MOGL successfully facilitated the first NIL deal for a NCAA athlete with down syndrome (Caden Cox) and was responsible for the first NIL deal for a black female lacrosse athlete (Maddie Johnson).

MOGL is currently onboarding university partners who are committed to providing equal access and opportunity to NIL deals for all of their student-athletes.

Universities who are looking for market-leading NIL technology can learn more here.

Read the full article



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