

# NIL Strategy for Female Athletes: How to Build Partnerships that Last

*How to navigate and understand the college athletic realm through analyzing NIL strategy for female athletes.*

Developing an online presence and having an engaging audience has been the overall goal as Elevate Her Collective tries to understand the **NIL strategy for female athletes**. When name, image, and likeness entered college athletics, we tried to bridge the gap in opportunity between male athletes and female athletes. Not just striking a deal, but finding valuable connections and meaningful brands has played a big role in helping us understand the **NIL strategy for female athletes**.

Our most recent deals reveal how impactful and engaging female athletes are online. Our athletes pursue deals that reflect their passions and values and showcase their strong character outside of the sport they play.

Livvy Dunne, an LSU gymnastics star, [recently signed a deal to represent Vuori](#). Her passion and love for gymnastics started with her active lifestyle. Her content online reveals her everyday moments in the gym or outside and allows her to represent a way of life that she supports. Her success highlights that **NIL strategy for female athletes** can transform an Instagram brand deal into a meaningful partnership.



Livy Dunne in Vuori clothing, representing a strong **NIL strategy for female athletes**.

Another beneficiary of the **NIL strategy for female athletes** is Flau'jae Johnson, an LSU women's basketball player. As a basketball player and rapper, Johnson values sports, music, and culture. When thinking about her hopes and dreams for brand deals, she leaned into her strong personality and her striking style. Johnson got the opportunity to [sign with Puma](#) to highlight her passions in both athletics and performing.



Flau'jae Johnson in Puma highlights the strength of **NIL strategy for female athletes**.

Finally, our most recent and biggest NIL deal came with basketball star Caitlin Clark, partnering with many companies, but most recently State Farm. Her dominance on the court led people to believe she was aggressive and that her personality was intimidating. After getting to know Caitlin, we realized how fun and energetic her personality is, and through NIL deals she has the ability to reveal her passion for being competitive while also showing her fun personality. Partnering with State Farm offered her the ability to be on TV and share her humor and playful side. It also gave Clark more than just one post or one transaction for a brand deal. It offered her the opportunity to be the [face of State Farm](#), revealing that a successful **NIL strategy for female athletes** can lead to lifelong partnerships.



Caitlin Clark on set with State Farm, highlighting successful **NIL strategy for female athletes**.

The success of athletes like Livvy Dunne, Flau'jae Johnson, and Caitlin Clark reveals that the right **NIL strategy for female athletes** can lead to more than just a single brand deal. These athletes show that finding the right people to partner with, while also highlighting your passions and personality, can lead to connections and relationships that last a lifetime.