

ADIDAS NCAA NIL: BACK TO CAMPUS CAMPAIGN

SPONSORED BRIEF



CAMPAIGN OVERVIEW

Our goal is to create content that embodies the idea that from comfort comes power, both within your life and while wearing the adidas Sportswear Collection.

Inspire your audience to head back to campus in comfort and style with pieces from our Sportswear Collection. Complete your look with your adidas collegiate Ultraboost.

Style the product in a way that feels authentic to your personal aesthetic.



THE ASK

Style and post your gifted adidas Sportswear articles with your university's collegiate Ultraboost sneakers.

Share your content on either Instagram and/or Tik Tok:

- 1 Vertical Reel / Video - Full Outfit Look (:15 – 60sec)
- 2-3 Story posts / amplification
 - Amplification of the video
 - One image of your school's Ultraboost
 - One image of the adidas Sportswear apparel

Draft posts of the videos and images to be submitted to adidas for review. Given the nature of this campaign, adidas encourages athletes to create multiple looks and shots for review.



PRODUCT OVERVIEW

SPORTSWEAR APPAREL

You will receive select Sportswear articles from the adidas team in your preferred size.* Sportswear is made with style and versatility in mind, designed to help you find comfort in your everyday life.

NCAA 1.0 ULTRABOOST FOOTWEAR

You should have already received a pair of NCAA Ultraboost from your University. In the case you have not received a pair, please reach out to your Postgame contact.

**In the event we are unable to send product, the adidas team will provide a gift card to buy product from the collection of the brand's choice.*



APPROVED AD COPY

OFFICIAL SPORTSWEAR APPAREL AD COPY FOR CONSIDERATION. CAN BE INCORPORATED INTO POSTS

POST COPY

More comfort, more confidence. Unlock all your potential in the new adidas Sportswear collection.

Versatile, elevated looks crafted for maximum comfort. From comfort comes confidence—adidas Sportswear collection.

HEADLINES

CRAFTED FOR COMFORT

Comfort can take you anywhere.

Shop Now at [adidas.com](https://www.adidas.com)

SELF CAPTURE GUIDE

LOCATION

Shoot in a relaxed environment and keep outfits aligned with activity (i.e. athletic gear for exercising, leisure clothes for lifestyle, etc.). For example: lounging at home, walking to class, or at a park.

STYLE & FRAMING

Make sure you or the product are fully in the shot and in clear view of the camera with nothing distracting in the background. Please do not have any brand logos other than adidas visible in the frame. Please avoid shooting any school logos, mascots or tag lines. School colors are permitted.

PRODUCT FOCUS

Make sure the adidas logo or stripes on product are visible in all content. Avoid university slogans, mascots, etc.



MESSAGING

tone of voice/tagging requirements

Your captions and responses to community comments should always be positive and encouraging while also showcasing the unique way you express yourself.

Tone of voice should be aligned with your usual content: if you normally create long & personal captions for your fans, feel free to create similar for adidas campaigns.

“adidas” is always lowercased

Tag @adidas and Postgame (see tags on next page) in your post and caption, and use #createdwithadidas #comfortleads

Please avoid directly calling out your university, slogans, or mascots in your caption.

COPY EXAMPLES

“Back to class but make it comfy. The @adidas gear is perfect for busy days running from class to class.
@postgame.official #createdwithadidas” #comfortleads”

“A change of season always inspires me to switch things up with my wardrobe. Added a few new pieces from @adidas sportswear collection to hit campus in style.
@postgame.official #createdwithadidas #comfortleads ”

POSTING GUIDLEINES

USE YOUR TRACKING LINK

The Postgame team will be providing your unique affiliate tracking link.

In order to earn commissions for the sales you drive to adidas.com you **MUST** use the affiliate link provided. Without the link we cannot track your commissions earned.

You can put this link in your bio and as a sticker in your stories. **Make your link visible and easy to click!** The more users who click through the link and make a purchase, the more you earn.

TAG ADIDAS IN YOUR POST

“adidas” is always lowercased.

Please ensure you tag @adidas in your copy and post.

Please ensure you tag Postgame as well in your post:

Instagram: @postgame.official

TikTok: @postgame_nil

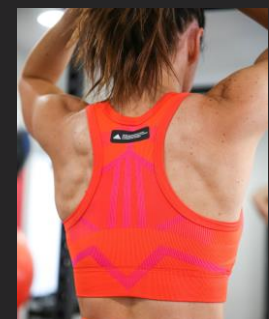
Please use the following hashtags in your post:
#createdwithadidas #comfortleads

INSPIRATION + EXAMPLES

FULL BODY



PRODUCT FOCUSED

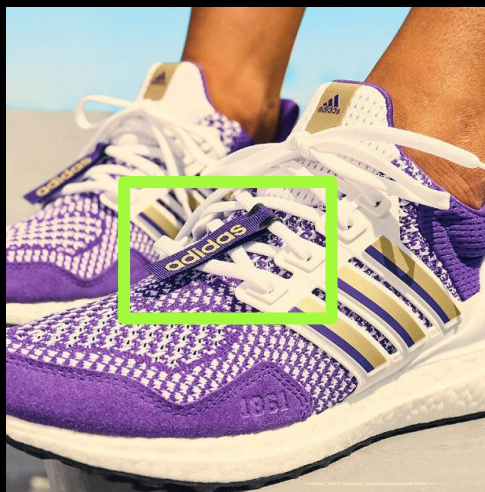


NCAA 1.0 ULTRABOOST GUIDANCE

UNIVERSITY MARKS

Due to NIL guidelines, please make sure your images of the NCAA Ultraboost feature the adidas webbing only. Please swap out the university specific webbings.

DO



DON'T



NEXT STEPS

CREATE YOUR CONTENT

Once you receive your Sportswear apparel from adidas, create your signature look. Enlist a friend with videography and photography skills to help.

SUBMIT POSTS FOR REVIEW

Please submit your posts for review by the deadline instructed to you from your Postgame contact.

POST AND EARN

Once approved by adidas and Postgame you can start posting. Make sure you add your unique tracking link to your bio and stories so you can earn more through commissions.

ADDITIONAL RESOURCES

[GETTING STARTED](#)

[HOW TO EARN & BEST PRACTICES](#)