

# Press Release



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For Immediate Release:

## Navigating NIL opportunities with HappyValleyTalent.com

**STATE COLLEGE, PA** – New laws that allow student athletes to get paid for their name, image and likeness (NIL) have opened the door to creative marketing opportunities for businesses and event organizers. The Happy Valley Adventure Bureau (HVAB) and the Chamber of Business & Industry of Centre County (CBICC) plan to hold a special webinar designed to help their respective memberships navigate the new NIL era and incorporate student athlete engagement into their overall marketing mix.

CBICC President and CEO Greg Scott said the new rules allow student-athletes to pursue endorsement deals and get paid for speaking engagements, autograph sessions, social-media campaigns, TV appearances, sponsorships and other ventures. In response, this past fall, the CBICC and HVAB launched HappyValleyTalent.com, the region's one-stop shop for connecting student-athletes with businesses, marketers, alumni and fans.

Now, both organizations want to make sure the business community is aware of how NIL rules can help them reach new customers, in addition to providing opportunities for students.

“Name, image and likeness rules give businesses, and event and tournament organizers, a means to capitalize on our proud sports tradition through new marketing tools and partnerships to reach broader audiences,” said Fritz Smith, HVAB President and CEO. “We want to provide our members with tips and advice on engaging with student-athletes in a mutually beneficial way, as well as provide some examples from businesses that have successfully incorporated NIL into their marketing mix.”

**The virtual event is set for 10 a.m. Tuesday, Feb. 8.**

The webinar will provide tips on how businesses can make the most of NIL on social media; things to think about before engaging with a student-athlete; creative ways to incorporate student-athletes into the marketing mix; how co-branding can bolster both the business and the student athlete; and considerations in working with student-athletes.

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Speakers will include:

Ellen Matis, Hello Social Co.  
Michelle Damiano, Impressions, WHQ  
Chris Ganter, Vesper Management Group.

In addition, HVAB Communications Director Edward Stoddard will detail the destination marketing organization's upcoming plans to work with Penn State athletes from multiple sports on a social-media campaign that will showcase some of Happy Valley's most popular tourism assets through the eyes of students.

Scott and Smith will also share insights during the webinar. A tutorial of the HappyValleyTalent.com website will conclude the event.

"The new NIL era offers a bold opportunity to spur economic growth in the region," Scott said. "It's early, but the website is already proving to be a valuable tool in bringing student-athletes together with businesses and organizations."

Businesses interested in participating in the webinar should register at <https://cbicc.biz/Feb8webinar>.

## **ABOUT HAPPYVALLEYTALENT.COM**

HappyValleyTalent.com is a joint effort by the CBICC and HVAB, with support from business organizations throughout Centre County and the area, including Downtown Bellefonte Inc. (DBI); Bellefonte Intervalley Area Chamber of Commerce (BIACC); Moshannon Valley Economic Development Partnership (MVEDP); East Penns Valley Community and Business Association (EPVCBA); Blair County Chamber of Commerce (BCCC); Patton Township Business Association (PTBA); the Downtown State College Improvement District (DID); and Philipsburg Revitalization Corporation (PRC).

Businesses holding current memberships with any of the above organizations may create a free business profile on HappyValleyTalent.com as an additional benefit of membership.

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*Happy Valley Talent is a joint effort by the Chamber of Business and Industry of Centre County (CBICC) and The Happy Valley Adventure Bureau (HVAB).*

*The Chamber of Business & Industry of Centre County (CBICC) is a 501(c)(6) non-profit organization with a mission of improving the economy in Centre County, Pennsylvania.*

*The Happy Valley Adventure Bureau (HVAB) is a nonprofit, membership-based organization with a mission to develop, promote, and engage in travel related activities and coordinate visitor services designed to enhance the economic activity and quality of life within the county and thereby contribute to the commonwealth. HVAB is the official tourism promotion agency for Centre County.*