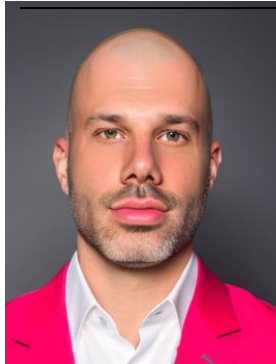


SETON HALL | LAW

Sports Law Symposium: Going Inside the Deal: The Art & Science of Negotiating, Structuring, and Managing Complex Contracts

February 27, 2025



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Founder SANIL

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Jason Belzer is Founder of Student Athlete NIL (SANIL), an agency of record that specializes in assisting brands, universities and student-athletes navigate the new era of name, image and likeness. SANIL manages more than 50 NIL collectives at universities across the country and has negotiated over \$75 million in NIL deals. The agency also hosts the annual NIL Summit at the College Football Hall of Fame in Atlanta.

Jason is also founder and President of GAME, Inc., an agency that specializes in the career management and marketing of coaches and the creation of collegiate sporting events. The firm has negotiated more than \$100 million in contracts to date.

He is also co-founder of AthleticDirectorU, a transformative digital media and professional development platform for college athletic administrators and coaches. ADU is the No. 1 consumed original content publication in the college sports industry.

Belzer graduated from Rutgers University, earning degrees in Sport Management and Political Science. He went on to receive his MBA from the University of Illinois and a JD from Rutgers University School of Law and is a licensed attorney in New York and New Jersey.