

Major NIL Deals & Valuations in College Sports, by Sport

Data as of: June 2026 · Reflects the 2025–26 season. NIL valuations change continuously — **refresh each fall (recommended: September)** before the new season.

How to read these figures. Individual NIL *contract terms are private* — there is no public registry of signed deals. Each number below is one of two public proxies: (1) an **On3 NIL valuation**, a model estimate of a 12-month earning ceiling built from performance, social reach, and brand profile — *not* a disclosed salary; or (2) a **reported deal**, a figure cited by the press or a collective. Treat all values as directional estimates, not audited contract amounts. Athletes also earn from sources not captured here (music, business, family endorsements).

Football

Athlete	School	Pos.	Figure	Basis
Arch Manning	Texas	QB	~\$5.4M	On3 valuation — No. 1 in all of college sports
Jeremiah Smith	Ohio State	WR	~\$4.2M	On3 valuation — top non-QB
Bryce Underwood	Michigan	QB	~\$10.5M / 4 yrs	Reported collective deal (2025 signee)
Carson Beck	Miami	QB	~\$4M / yr	Reported transfer deal

Men's Basketball

Athlete	School	Pos.	Figure	Basis
AJ Dybantsa	BYU	Freshman	~\$4.2M	On3 valuation — No. 2 in college sports; reported 8-figure Fanatics deal
Cameron Boozer	Duke	Freshman	Among the highest	On3 top-of-list (co-leader with Dybantsa); precise figure varies

Women's Basketball

Athlete	School	Pos.	Figure	Basis
Flau'jae Johnson	LSU	Guard	~\$1.5M	On3 valuation — No. 1 in women's basketball; states ~\$4.5M combined with music
JuJu Watkins	USC	Guard	~\$739K	On3 valuation — No. 2 in women's basketball

Gymnastics

Athlete	School	Pos.	Figure	Basis
Olivia "Livvy" Dunne	LSU	Gymnastics	~\$4.1M	On3 valuation — highest among female athletes; eligibility completed 2025

Sources: On3 NIL Valuations (on3.com/nil/rankings) and On3 NIL deal coverage; ESPN, FOX Sports, Sports Illustrated, Yahoo Sports, and Pro Football Network reporting. Valuations are On3 model estimates as published during the 2025-26 season; reported deals are as cited by those outlets. Figures rounded.

Update cadence: On3 valuations are revised continuously and reset each recruiting/transfer cycle. Regenerate this reference **annually each September** and update the "Data as of" date above.