Logan Nissley's NIL Media Kit

Midwest Made. Big Ten Proven

Nebraska Women's Basketball | Prepared by Finish Line Sports Group



Logan’s Story

Bismarck, ND ↠ Nebraska Women’s Basketball

Logan Nissley has an incredible story. A Bismarck native, who built her reputation as a two-sport standout in North Dakota is now entering her senior season at Nebraska, being a rare four-year player. Logan represents hard work, faith, family, and consistency.

Record Holder

Sharpshooter

Logan is currently 6th on the all time 3PT scoring list at Nebraska. Her long distance, efficiency, and loyalty has cemented her as a fan favorite.

Leader

Great Reputation

Logan is a faith-centered person who excels in front of a microphone and in the classroom. She is the ideal role model of a college athlete.

Hardware

Award Winner

Three-time Gatorade player of the year in basketball, ND ”Miss Basketball” two-time Gatorade player of the year in volleyball, Big Ten all freshman team, Big Ten distinguished Scholar.



Athletic Snapshot

Her Time at Nebraska so Far

Senior

Team Leader

Logan is a 4th year senior guard who has stepped into the leadership role on her team. Expect her to be a top face of Nebraska basketball in 2026.

Mental Toughness

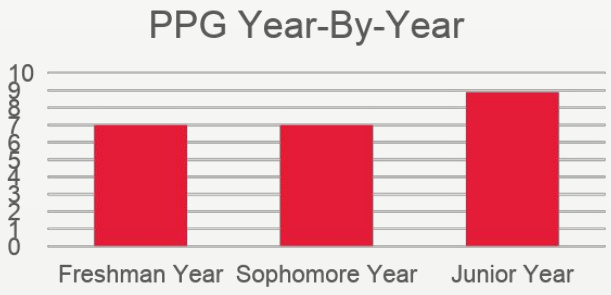
Injuries

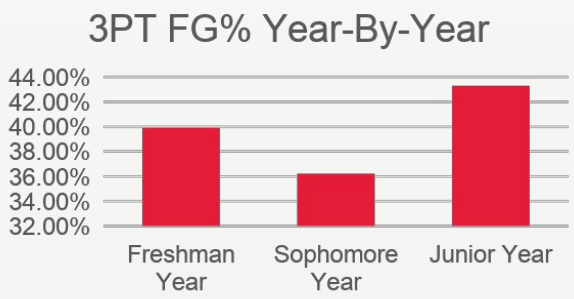
Logan has battled through four career threatening injuries and played on a partially torn Achillies heel. With that, she always stays positive and performs when she is needed the most.

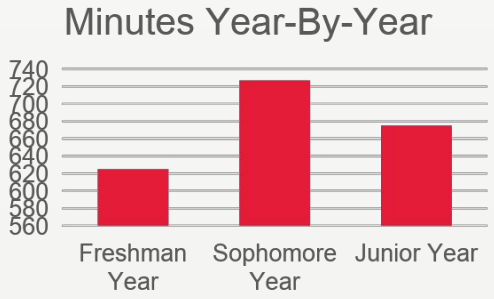
Statistics

On-Court Production

After averaging 7 PPG her first two seasons, she average 9 PPG while injured and in less minutes. She's now primed for a huge bump in production for her final season.







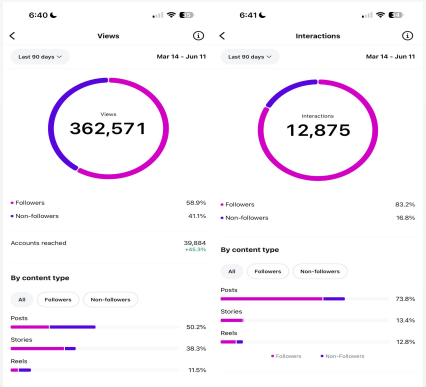
Engagement Snapshot

By The Numbers

Instagram

Engagement Rate

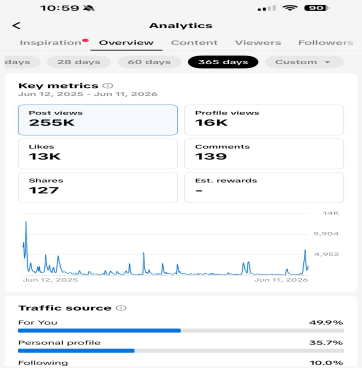
Logan is consistently reaching new accounts with a high interaction rate on her posts, stories, and reels. Making her a valuable asset all around Instagram



TikTok

Engagement Rate

Logan's TikTok content shows her personality, allowing fans to follow her personally, making it easy for brands to fit into content authentically.



Women's Sports

Crazy Growth

As women's basketball viewership grows, athlete's platforms grow with it.



Dual-Market Influence

Nebraska & North Dakota

- **Nebraska Influence**
  Lincoln, Omaha, Nebraska Athletics fans, Big Ten audience
- **Women's Basketball Supporters**
  Women’s basketball is on a record-breaking high, join the wave.
- **Familiar Face**
  Logan has been at Nebraska for four years and a top producer since day one. Everyone knows who she is.
- **North Dakota Market**
  Logan has won multiple state championships and 5 total Gatorade player of the years in ND, everyone knows the name.
- **Youth Sports Community**
  Along with the awards, Logan holds a basketball camp every summer in her hometown, connecting with the youth sports community

Audience Reach

Who sees her content?

- **Women's Basketball Fans**
  Logan is playing in a top 2 conference in the country for women's basketball, which is on a massive growth wave.
- **Volleyball Fans**
  Logan, being a standout HS volleyball player, has tons of younger, and same-age volleyball fans following her.
- **Families**
  Logan is family-friendly and a great role model to look up to with high moral standards.
- **Young Athletes**
  Logan's story gives a lot of younger athletes hope that they can be like her and play power 4 basketball
- **College Students**
  College students are incredibly invested in sports programs on campus. With women's basketball growing at this rate, most students are following players social medias.
- **Midwest Sports Fans**
  For brands that want more than a one-time post.

Content Pillars

Core Assets Before Outreach Begins

NIL MEDIA KIT

Sharpshooter

Logan is chasing the all-time 3-point record at Nebraska, sitting at number six.

BRAND PITCH

Athlete Development

Logan's increased production has increased her social following as well. Logan is primed for a breakout season, which will increase her reach during the season and beyond.

TRACKING

Prospect Tracker

A live list of brands, contacts, pitch angles, status, and follow-up dates.

CONTENT

Husker Life

Non-athletes love seeing student athlete's routine and how they spend their day. VLOGs have become the most popular short-form content in the world.

PRICING

Purpose & Impact

Logan is passionate about mental health for athletes and her faith. These are great things to build content around to improve the brand's image.

Partnership Opportunities

Custom Packages

01 Social Media Campaigns

Planned series of posts around one theme or goal.

02 Youth Basketball Clinics

Logan helps lead or appear at a basketball skills clinic for younger athletes. Creating community impact, youth engagement, parent attention.

03 Speaking Engagements

Logan speaks at an event, sharing her a personal message, answering questions etc. bringing inspiration, credibility, and audience connection.

04 Brand Ambassador Partnerships

Logan builds an ongoing relationship with the brand over time, featuring recurring posts, appearances, discount codes. Creating long-term association.

05 Content Creation

Logan creates a specific piece of content for the brand.

06 Event Appearances

Logan attends an event to draw attention, and interact with fans/customers through signings, photos, and conversations. Bringing foot traffic, and brand excitement

07 Community Events

An event built around giving back, awareness, or local impact. Boosting the brand's community trust and positive association.



Why Women’s Basketball?

Why Now?

Nationwide

Viewership

Women’s basketball viewership is growing nationally, with the last final four being a top 3 most televised women’s championship game since 1996.

Deal Volume

NIL

NIL deal volume is increasing year-over-year, with women’s athletes taking 52% of that and averaging more deals per athlete than males.

Growth

Brand Value

Women’s basketball athletes are driving strong social engagement and brand value everywhere they go.



Contact

Finish Line Sports Group Will Handle Communication

- **Tucker Dunseth**
  Tucker is her agent and will be her main point of contact
- **Phone Number**
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- **Email**
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- **Website**
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