PSAC × TAPNPAY+

ONE-PAGE SUMMARY
FOR PSAC ATHLETIC DIRECTORS AND PRESIDENTS

ACTIVATE PSAC FANS. EVERY DAY.

PSAC fans already spend $14.3B a year in the categories TapNPay+ serves. Today none of it fuels the PSAC. TapNPay+ turns that everyday spending into revenue for all 17 schools, conference-wide NIL for 7,500 student-athletes, and new funding for the conference, at **$0 cost**.

$7.08M
TO 17 ATHLETIC DEPARTMENTS
THREE YEARS

$9.88M
NIL TO STUDENT-ATHLETES
THREE YEARS

$275K
PSAC REAL FAN FUND
THREE YEARS

HOW IT WORKS

PAY
Fans join for $50 a year in one PSAC app, pick their school or a student-athlete, and pay at 300+ national brands across retail, groceries, dining, entertainment and travel, in store or online.

STACK
Instant cash back stacked on top of the card points and brand loyalty rewards fans already earn. Fans keep every reward.

FUEL
$35 of every membership plus 50% of the fan's cash back, about $185 per fan a year, to the school or athlete they chose.

WHAT EACH SCHOOL GETS

- New revenue with no hold-back, and $127.5K in fees waived across the conference
- **Turnkey:** we set up, launch and support. The school approves and shares
- Mascot Real Fan #1 launch and one PSAC launch day
- On-campus NIL presentation within 60 days of signing
- Lens Intelligence: who its fans are and what they buy
- Chris King, two-time NACDA AD of the Year, as advisor

WHAT THE CONFERENCE GETS

- **Founding D2 Partner:** every unlock on day one, locked for three years
- $3 of every membership to the **PSAC Real Fan Fund**, unrestricted
- **A D2 first:** conference-wide NIL for all 7,500 student-athletes, fully compliant, run directly with each school's compliance officer
- Real Fan Cup, PSAC Days and a Women's NIL Summit
- Conference-wide fan intelligence that prices sponsorships
- The "+" NIL patch, one patch for every athlete, if D2 approves commercial logos in January 2027

WHAT WE ASK

- Board resolution: Official Fan Payment Platform and Official NIL Partner of the PSAC
- A one-page joinder from each school
- Endorsement of NIL to student-athletes, and reach on conference and school channels
- Annual member benchmarks by school size: 500 / 650 / 850 / 1,250

LENS INTELLIGENCE

BY TAPNPAY+

Everyone is chasing new revenue. You find it first. Real fan data from completed purchases, not impressions. Every school gets its own dashboard; the conference sees a PSAC-wide view, aggregated.

THE PSAC BECOMES OUR FOUNDING D2 PARTNER.

Letter of intent · board resolution and joinders · one PSAC launch day

Michael Thomas, Founder and CEO
Zach Biehl, CRO and NIL Director
tapnpayplus.com

Illustrative, pre-launch projections, not a guarantee. Based on PSAC-reported data (650,000+ living alumni, 100,000+ students and faculty, 7,500 student-athletes), BLS Consumer Expenditure Survey 2024, and TapNPay+ member data. Patch subject to NCAA Division II legislation and compliance review. "First" claim subject to verification. Full executive summary available.