

saucony

GALEN COLLEGE OF NURSING

NIL

STUDENT NURSE INITIATIVE

THE SITUATION:

A recent study from the National Council of State Boards of Nursing found 100,000 nurses quit during the COVID-19 pandemic, and another 800,000 intend to leave the profession by 2027, citing burnout and exhaustion. Now more than ever, it's critical that we champion and inspire the next generation of student nurses.

THE IDEA:

The NCAA recently changed their rules, allowing student athletes to sign endorsement deals and get paid for the use of their name, image and likeness (NIL). But what if we gave that same love to elite student nurses who also perform at the highest level and according to research, run nearly a marathon a week on the job?

Running brand Saucony decided to change the NIL game by offering the country's first NIL deal to student nurses instead of student athletes.

The brand partnered with one of the country's largest schools for nursing, Galen College of Nursing, to sign four of their top students. Then, they made them the face of their brand. Proving that elite students can be recognized for what they do on the field AND what they do in their field.



This is incredible 🙌
@tedybruschi
3x Superbowl winner

Don't see Nike doing this. Saucony just went up again in my book.
@L_morningstar0611

Awesome move Saucony! As a nurse, I feel seen.
@romamontana



AdAge

"A great example of combining two hot topics - NIL deals and support of healthcare workers - into something completely fresh."

\$2.8M

TOTAL AD EQUIVALENCY

400+

MEDIA STORIES IN 24 HRS

294M

EARNED IMPRESSIONS

Outside

"A first of its kind to be tied to an outside industry such as nursing... brands have begun to take notice."

FOX

AP

NBC

abc NEWS

Outside

yahoo!

MarketWatch

AdAge

MM+M
MEDICAL MARKETING AND MEDIA

MARKETS INSIDER

FN

RUNNER'S WORLD