



FOR IMMEDIATE RELEASE

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Collegiate and Opendorse Partner to Deliver NIL Opportunities and Digital Banking Built for Student-Athletes

LINCOLN, Neb. — Collegiate, a digital banking platform created by [Michigan State University Federal Credit Union](#) (MSUFCU), and [Opendorse](#) recently announced a nationwide opportunity designed for student-athletes to participate in NIL while building healthy money habits.

Student-athletes can earn \$50 for opening a Collegiate account and sharing a public social media post about their new membership. The opportunity is available to student-athletes who use Opendorse and includes an additional \$25 bonus when they withdraw funds from Opendorse to their new Collegiate account.

“This partnership shows what is possible when brands get creative to provide opportunities for student-athletes,” said Steve Denton, CEO of Opendorse. “Collegiate is leveraging our platform to engage athletes at scale across sports and schools, with an opportunity that is simple, inclusive, and built to make a difference.”

Unlike many traditional offers, which often set high barriers to qualify, Collegiate’s program is designed to be accessible to all student-athletes across divisions and sports. With a \$5 membership deposit — refundable if the account is ever closed — athletes unlock fee-free everyday banking, including a Visa® debit card, mobile check deposit, access to 30,000+ surcharge-free ATMs, and savings tools that help them set goals and track progress. Collegiate also provides free financial education resources to help athletes navigate budgeting, savings, and building credit.

“We want athletes to win on and off the field,” said Ami Iceman-Haueter, Chief Experience Officer at MSUFCU and Collegiate. “By pairing a simple, paid NIL activation with digital banking and financial education, we’re helping student-athletes turn a moment into momentum.”

How it works:

1. Athletes discover the opportunity on Opendorse and apply.
2. Once accepted, they receive a deal through Opendorse.
3. They open a Collegiate account and share a qualifying public post to earn \$50.
4. After withdrawing funds from Opendorse into their Collegiate account, they unlock an additional \$25.
5. From there, athletes can keep using Collegiate's tools to manage everyday spending and grow their savings — without monthly maintenance fees.

Student-athletes can learn more and apply to be part of this campaign at app.opendorse.com/opportunity/2860.

Those selected for partnership will receive instructions from Opendorse to create their Collegiate account. To be eligible, student-athletes must play any sport at any school and have at least 100 followers on one social media platform.

ABOUT OPENDORSE

Opendorse is the technology, data, and service platform powering the Name, Image, and Likeness (NIL) industry for colleges, collectives, consumers, and commercial partners. More than 150,000 athlete influencers use Opendorse to build, promote, and monetize their personal brands through the largest athlete media network. Learn more at opendorse.com.

ABOUT COLLEGIATE

Collegiate is a digital banking platform created by MSU Federal Credit Union. Built to support students at every stage of their college journey, Collegiate offers simple, modern banking through a mobile-first platform. With access to no-fee checking and savings accounts, built-in spending insights, customizable goals, and financial literacy tools, Collegiate helps students build healthy money habits that last a lifetime. Learn more at collegiatecu.org.