



A program from LEO MANN

30-year consumer contract attorney · Author of *Don't Sign That*

PUBLISHED 2026

THE PROBLEM

Student-athletes are signing contracts they cannot read.

NCAA Bylaw 16.3.1.2 requires NIL education that includes contract literacy — but the problem is bigger than NIL. In four years on campus and the decades after, student-athletes will sign leases, auto loans, employment offers, software terms of service, and eventually mortgages and prenups. Most have never been taught how to read any of them.

Existing financial literacy programs cover budgeting, taxes, and investing — necessary but not sufficient. The contract-literacy piece is harder to deliver because it requires practicing-attorney expertise. That is the specific gap this program fills.

“I Agree” — the two most dangerous words you'll click today.

The recurring premise of Leo Mann's work — from NIL contracts to leases, loans, and life.

THE PROGRAM

Four ways institutions partner with us.

I On-Campus Workshops

60–90 minutes · live walk-throughs

Plain-English contract literacy from a practicing attorney. Live walk-throughs of real contracts athletes sign — NIL agreements, leases, auto loans, employment offers, software terms.

II Custom Curriculum

4–6 modules · embeddable

A modular contract literacy curriculum athletic departments embed into existing life-skills programming. Satisfies Bylaw 16.3.1.2 NIL contract literacy requirements and goes further.

III Don't Sign That — Bulk

Welcome packs · team distribution

Bulk copies of Leo Mann's plain-English consumer contract guide. Designed for student-athlete welcome packages, summer reading, or financial literacy curriculum integration.

IV Conference Speaking

Keynotes · panels · symposia

Speaking engagements at compliance meetings, athletic director symposia, and association conferences (NACADA, NACWAA, N4A, NACDA).

THE METHOD

Real contracts. Real numbers. Real consequences.

Recent topics in The Clause — the contracts athletes will sign for the rest of their lives:

Lease clauses that cost renters their full deposit

Auto loan disclosures that hide thousands in interest

Employment offer IP and non-compete language

NIL exclusivity, arbitration, and termination terms

BY THE NUMBERS

\$1.2B+

NIL deal revenue

2023–2024 (Opendorse)

500K

NCAA student-athletes

across all divisions

9%

have met with a financial counselor

2022 NCAA survey, n=9,800

ABOUT LEO MANN

Leo Mann is a consumer contract attorney with 30 years of practice across New York, Chicago, and Silicon Valley. Author of *Don't Sign That* (Amazon, 2026) and publisher of The Clause — weekly consumer contract literacy at [clauseweekly.substack.com](https://www.clauseweekly.substack.com).

CONTACT & RESOURCES**DIRECT**

leo@leomannpublishing.com

THE CLAUSE

[clauseweekly.substack.com](https://www.clauseweekly.substack.com)

THE BOOK

[amazon.com/dp/B0GXQ3PHNN](https://www.amazon.com/dp/B0GXQ3PHNN)