

## Benjamin T. White and Joseph W. Schafer Quoted in Buffalo Business First "NCAA Tournament's Return to Buffalo with New Layers of Lucrativeness"



March 15, 2022 | **IN THE NEWS**

Partner, Benjamin T. White and associate Joseph W. Schafer discuss the steps required to take part and get involved in player sponsorship.

"White said most of the companies he's worked with that have entered the NIL space have seen a substantial return on investment, particularly among people in younger demographic groups who tend to engage more in social media. Many are salivating at the chance to capitalize on the attention that March Madness gets. "

"Schafer said companies have gotten creative within these regulations. At Texas A&M, football linemen are pocketing \$50,000 each from a local nonprofit. Every Miami University football player is getting \$500 per month to advertise a south Florida mixed martial arts facility."

# Related Team



**Joseph W. Schafer**  
Senior Associate |  
Team Co-Leader -  
Cannabis



**Benjamin T. White**  
Partner | Team  
Leader - Sports,  
Entertainment &  
Hospitality