

# NAIMAH MUHAMMAD

## NIL Strategy

1<sup>st</sup> HBCU Gymnast  
to compete at  
NCAA Level

Massuda Kohgadai  
Jour 499  
Oct. 2025

# Athlete Overview + Background

## Name:

- Naimah Muhammad

## Height:

- 5'3"

## Hometown:

- Rochester, NY

## Position/Events:

- Floor, Beam, Vault

## Year:

- Senior

## Social Media:

- Twitter: @ItsNaimahM
- Instagram: @its\_naimah24

## Academic:

- B.A. English Literature
- Cum Laude
- Bulldog Club Honor Status



# What Makes Naimah a Stand Out Athlete?



**01**

Trailblazer: First HBCU gymnast to compete at NCAA level

**02**

Cultural Advocate: Black female Muslim athlete, competes in tights for religious reasons

**03**

Authenticity & Lifestyle: Health-conscious, fashion-forward, posts lifestyle content, intersectional empowerment

**04**

Mentor & Role Model: Inspires young athletes through social media and mentorship



# Athletic Achievements

## Historic Milestone:

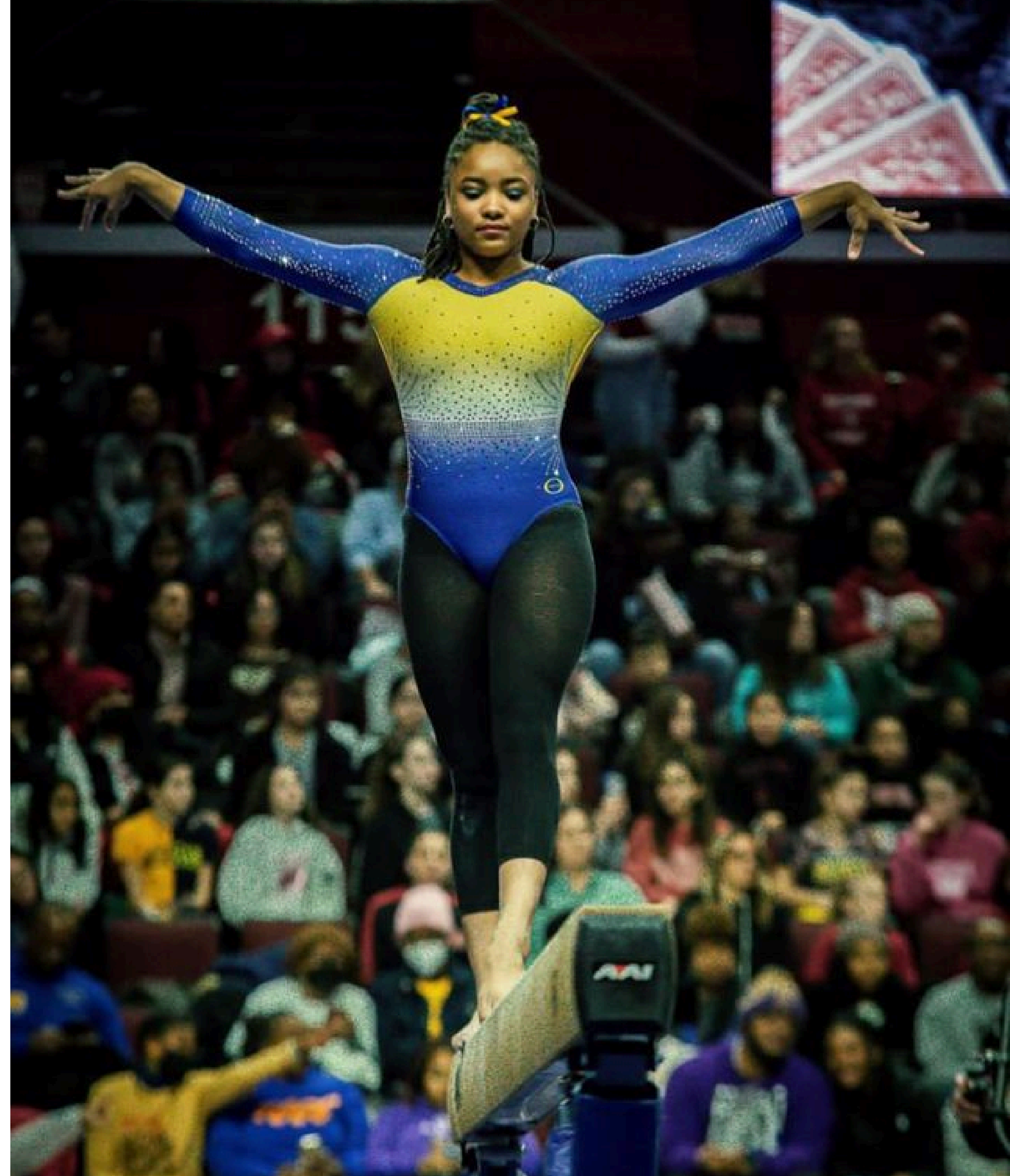
- **First HBCU gymnast to compete at NCAA level,** leading off floor, scored 9.6

## Personal Bests:

- Floor: 9.725 at George Washington (02.26.23)
- Beam: 9.45 at Ball State
- Vault: 9.2 at Michigan

## 2024 Senior Season Highlights:

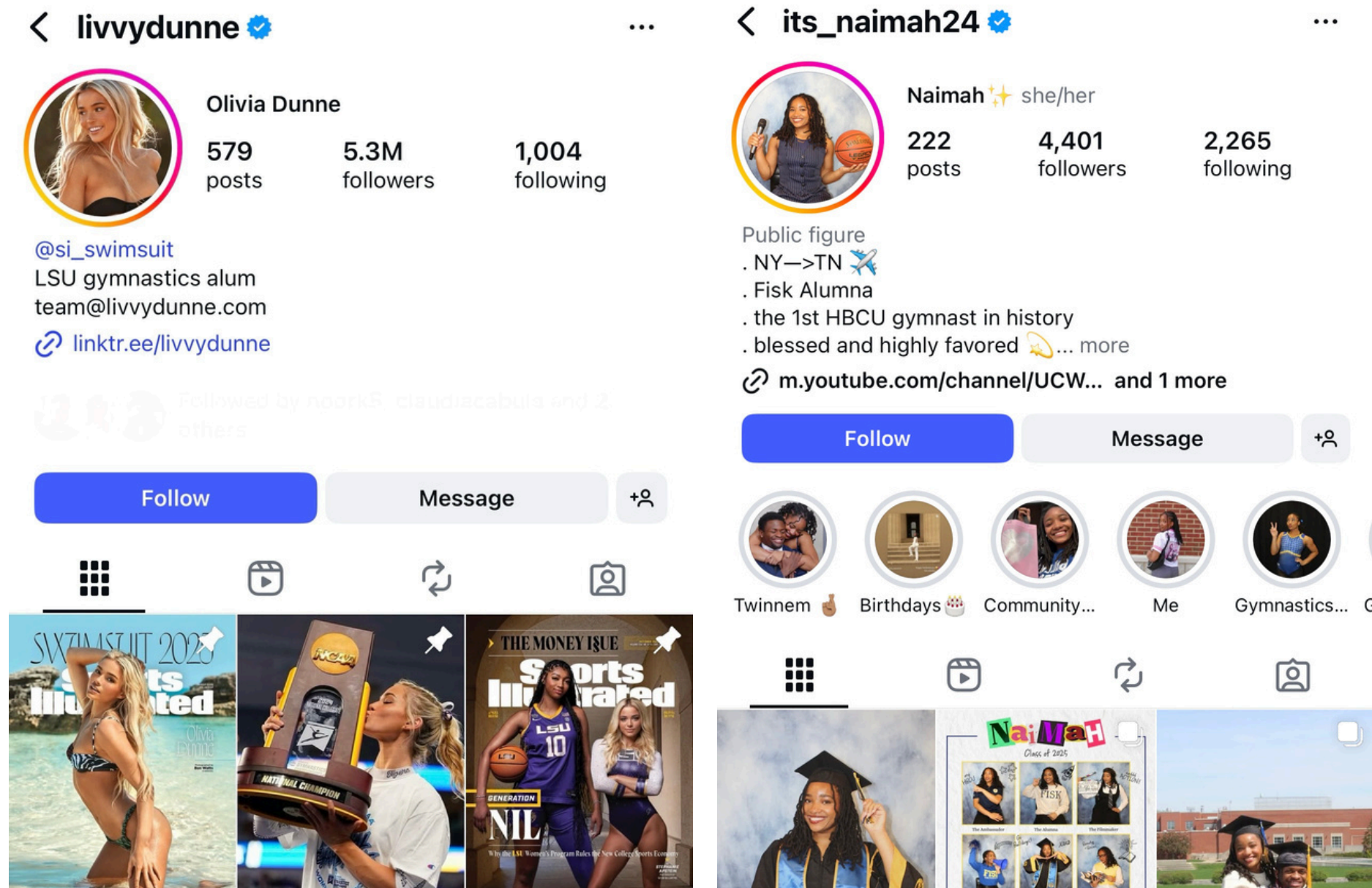
- Competed three times on floor
- Maintained above 3.0 GPA
- Earned Honor Status





# Market Proof & Differentiation

## Market Comparables – NIL Potential



- Livvy Dunne is one of the highest-earning college gymnasts through NIL, with major brand deals (e.g. Vuori, Crocs, Passes etc).
- Her large social media following (5.3M+) shows the potential earning power of gymnastics as a marketable sport.
- Naimah Muhammad represents a different but valuable niche (1st HBCU gymnast at the NCAA level, combining athleticism, advocacy, and representation).
- Even though Naimah's reach is smaller, her engagement is unique and authentic, which appeals to brands focused on diversity, empowerment, and purpose-driven marketing.

# Potential Brand Partnerships



**Orabella** – *Skin-nourishing, alcohol free, oil-based fragrances that celebrate natural beauty and self-care*

- Naimah's into wellness and confidence which complements Orabella's message of ingredient conscious luxury and self-care.
- Content could include her naturally incorporating Orabella during wellness routines and daily routines.

**Fenty Beauty** – *A leader in diversity, representation, and inclusivity in beauty.*

- Aligns with Naimah's story and embodies the power of representation and confidence.
- Could create GRWMs for training / game days

**Guest In Residence** – *Sustainable, timeless cashmere clothing.*

- As a fashion-forward student-athlete, Naimah's authenticity and aesthetic be a great fit.
- Can post fit checks and travel content wearing it.

**Community Goods** – *A popular / trendy matcha shop*

- Naimah's love for matcha and focus on balance and self-care make her a great fit + micro-influencer friendly.
- Content could include study seshions, trending audio videos, and "what I eat in a day videos"





# Monetization Strategy

## AKA How Naimah Get Paid \$\$\$

- 01** Sponsored posts, brand collabs, influencer partnerships (~\$1k-\$3k per post)
- 02** TikTok, Instagram, & other social platforms (\$500-\$1k earnings per month per platform)
- 03** Affiliate marketing: TikTok shop, Amazon storefront, other codes/links (\$100-\$500)
- 04** Merchandise & Co-Branded Items (~\$150-\$300)

\*estimates based on influencers who are transparent about their income\*



# NIL Vision & Potential Outcomes

- 01** Increased engagement and followers
- 02** Meaningful and loyal brand partnerships
- 03** Development into micro-influencer post college
- 04** Remains authentic and continues advocacy



# Additional Recommendations

➤ Have consistent aesthetics and messaging across all platforms



➤ Posting Frequency:  
TikTok (1-3 per day)  
IG stories (3-5 per day)  
IG Post (1 -2 every week)



**Future Roadmap:** Position Naimah for successful future and for max NIL impact.

➤ Community Engagement: Respond to comments, collab with peers, feature other athletes.





# THE FUTURE

*"No matter what I do, I know that young girls are watching, and they're inspired by what we're doing "- Naimah*

Naimah is more than a gymnast. She's a trailblazer, a role model, and a rising lifestyle influencer. With the right brand partnerships and strategy, she can inspire the next generation while building a sustainable personal brand.



# SOURCES

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