

# Welcome Letter

DSF & YNS Parent + Athlete Resource Guide

Version date: February 03, 2026

Hi Parent/Guardian,

Welcome to Diehard Sports Fans (DSF) & Youth NIL Storefronts (YNS). You're joining a program built to help young athletes learn branding, responsibility, and entrepreneurship — while keeping families informed and compliant with school and activity-association rules.

## What DSF & YNS is (and isn't)

- **It is:** a guided, family-friendly storefront + marketing system that helps athletes promote themselves responsibly.
- **It is:** a real-world learning experience (business basics, content habits, customer service, and accountability).
- **It is:** a transparent, trackable way to sell athlete-branded products and share commissions.
- **It isn't:** recruiting, pay-for-play, or anything that pressures school/team decisions.
- **It isn't:** a promise of income. Earnings depend on effort, audience, and marketing consistency.

## What happens next

Here is the typical onboarding sequence:

- Parent reviews the Parent Overview + Compliance Summary for your state/association.
- Parent completes the Consent + Responsibilities form (and athlete acknowledges expectations).
- We publish your athlete storefront and share your personal marketing toolkit (QR code, links, basic post templates).
- We do a short "Launch Week" playbook: 7 days of simple actions that typically drive the first sales.

## Your role as the parent/guardian

- **Safety + oversight:** you approve brand partnerships, posts, and communications.
- **Accountability:** help your athlete build a consistent weekly routine (15–30 minutes/day).
- **Compliance:** make sure the athlete follows school/association rules (especially around school branding and athletic services).
- **Support:** teach good habits around money (saving, taxes, and gratitude).

## Our promise

We will keep this simple, transparent, and supportive. If you ever feel uncertain about a partnership or a post, ask us first — we'd rather help you prevent problems than fix them later.

Thanks again for joining us.

**DSF & YNS Team**

DiehardSportsFans.com

Important: This document is educational and operational guidance for DSF & YNS families. It is not legal, tax, or financial advice. Always check your school/league rules and, when needed, consult qualified professionals.