

Howard University Mecca Society, Vincent Strategies 360 NIL Group Partner to Support Student-Athletes

Strategic partnership to elevate Name-Image-Likeness opportunities for Howard University student-athletes

WASHINGTON DC, DC, UNITED STATES, June 5, 2025 /EINPresswire.com/ -- Howard University's [Mecca Society](#) and the [360 NIL Group](#) are proud to

“

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Ludwig Gaines, 360 NIL Group

announce a new strategic partnership designed to elevate NIL (Name, Image, and Likeness) opportunities for Howard’s scholar-athletes. This collaboration comes at a pivotal moment in college athletics and reflects a shared commitment to enhancing recruitment, retention, and holistic development for student-athletes at The Mecca.

Rooted in Howard University’s mission to educate and prepare students for a lifetime of leadership and service to

their communities, this partnership affirms the institution’s enduring commitment to developing scholar-athletes who excel both on and off the field.

The initiative will launch with a short-term, high-impact fundraising campaign designed to lay the groundwork for a longer-term, sustainable NIL engagement strategy. The goal: to ensure Howard’s best and brightest student-athletes continue to thrive at one of the nation’s most distinguished historically Black institutions.

“Howard University has always been a beacon for excellence, leadership, and social change,” said Dr. Gregory J. Vincent, CEO and Co-Founder of the 360 NIL Group. “This partnership with the Mecca Society is about investing in our scholar-athletes so they can remain at the forefront—academically, athletically, and civically. We’re honored to support Howard’s historic mission.”

The partnership brings together the Mecca Society’s alumni-powered vision and the 360 NIL Group’s national expertise in NIL strategy, fundraising, and education. Initial campaign efforts will include a Day of Giving and targeted donor engagement, uniting alumni and supporters in boosting Howard’s competitive edge. It also marks the start of a broader, forward-looking

strategy to build a resilient fundraising and NIL model that can sustain Howard University Athletics and student-athlete development well into the future.

“The Mecca Society is committed to providing the resources our scholar-athletes need to succeed,” said Eric Grant, Board Member of the Mecca Society. “Partnering with the 360 NIL Group enhances our ability to move swiftly and strategically. This is about building a stronger future for Howard Athletics and for the leaders our student-athletes are becoming.”

“At a time when HBCUs and other mission-driven institutions face fierce competition for top talent, it is imperative that we invest in scholar-athletes at institutions that value their futures—on the field, in the classroom, and in their communities,” said Ludwig P. Gaines, President and Co-Founder of the 360 NIL Group. “We are proud to stand with the Mecca Society and Howard University to help ensure the next generation of changemakers emerges from this iconic institution.”

What makes Howard iconic cannot be overemphasized. As Director of Howard’s award-winning Track and Field program, former Olympian David Oliver states, “At Howard, our scholar athletes know they’re part of something meaningful. We push them to break records and build futures—on the track, in their careers, and in their communities.” And, head men’s basketball coach Kenneth Blakeney reinforces this institutional commitment. “At Howard,” he asserts, “we develop the whole student-athlete.

We offer a platform rooted in purpose, power, and potential—where young men and women learn to lead, compete, and represent a legacy of greatness.” Vice President of Athletics, Kery Davis, perhaps sums it up best, “Howard University is the embodiment of excellence, empowerment, and enduring impact. We offer first-class academics, elite athletic competition, and a legacy that inspires greatness and service. Howard is where future leaders are born—and where they are supported every step of the way.”

The Mecca Society and 360 NIL Group invite alumni, corporate partners, and supporters across the nation to join this transformative effort—fueling excellence, opportunity, and leadership for Howard’s scholar-athletes and advancing the University’s mission of truth and service.

About the Mecca Society: The Mecca Society is a nonprofit, alumni-led collective dedicated to advancing the academic, athletic, and professional success of Howard University student-athletes through NIL opportunities, leadership development, and community engagement.

About Vincent Strategies LLC and its 360 NIL Group: The 360 NIL Group is a national consulting firm that empowers colleges, universities, and student-athletes through mission-aligned NIL strategies, sustainable fundraising initiatives, and holistic educational programming.

For media inquiries or to support the campaign, please visit vincentstrategies.com/nil and contact ludgaines@vincentstrategies.com.

Ludwig Gaines
Vincent Strategies 360 NIL Group
ludgaines@vincentstrategies.com

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