

GUIDE TO NAME, IMAGE, AND LIKENESS RULES

Effective July 1, 2021, the NCAA will permit student-athletes to receive compensation for use of their name, image, and likeness (NIL).

Changes in the NIL rules now allow student-athletes to use their NIL for promotional purposes by a non-university entity in a variety of business activities. Student-athletes must adhere to both NCAA guidelines and Central Michigan University protocols.

EXAMPLES OF NIL RELATED ACTIVITIES

- Autographs
- Personal appearances – speaking engagements, appearance at a business establishment
- Promoting a business or private lessons
- Self-employment or business ownership
- Representation in video games
- Selling a service or merchandise with a student-athlete's branding or picture – including private lessons or camps
- Social media endorsements and influencer activities – including crowdfunding

Disclosure Requirement

Student-athletes must disclose all NIL opportunities 7 days prior to the performance of the agreement. Disclose all NIL agreements through the ARMS by completing and submitting a Name, Image, and Likeness Approval Form.



WHAT DO THE CHANGES PERMIT?

PERMISSIBLE

- SA may receive compensation for their NIL and retain NCAA eligibility.
- SA may receive compensation for their NIL and retain their scholarship or grant-in-aid.
- SA may receive compensation for their NIL as long as the activity is independent of existing required team activities such as post-game interviews, promotional activities, practice, and competition.
- SA may use the service of a professional service provider (e.g., agent, financial advisor, attorney) as long as the SA pays the going rate for such services and the service is not for the purpose of securing opportunities in professional athletics (e.g., professional sports contract).
- Boosters may employ SAs.

IMPERMISSIBLE

- SA CANNOT be paid solely for participating in athletics, practicing, specific athletic performances (championships), or competing in any sport.
- SA CANNOT engage in NIL activities that conflict with NCAA legislation (e.g., sports wagering or banned substances).
- SA CANNOT be paid for enrolling or staying at a specific university.
- Central Michigan University staff members are not eligible to serve as professional service providers but may provide educational information.
- SA CANNOT sell items provided by Central Michigan, the MAC, or the NCAA until they have exhausted their eligibility. This includes but is not limited to jerseys, gear, apparel, equipment, or awards.
- SA CANNOT utilize institutional, conference, or NCAA marks (e.g., logo, seal, or protected verbiage) in connection with a NIL activity.
- SA CANNOT miss class, athletically related activities, or other obligations (e.g., study table or tutoring) to participate in NIL activities.
- SA CANNOT receive preferential treatment or extra benefits in addition to compensation for their NIL.



REQUIREMENTS & LIMITATIONS

DISCLOSURE REQUIREMENT

Student-athletes must disclose all NIL opportunities through ARMS at least 7 days prior to the performance of the activity or agreement. In addition, traditional employment arrangements, not being done for NIL purposes, still require student-athletes to submit a Student-Athlete Employment Form in ARMS.

INTERNATIONAL STUDENT-ATHLETES

All international student-athletes must confer with Central Michigan University's Office of Global Engagement (OGE) prior to engaging in any NIL activities. Contact OGE: iss@cmich.edu

FINANCIAL AID

A student-athlete's financial aid, scholarship, or grant-in-aid may not be denied, reduced, or revoked for participating in NIL activities. A student-athlete also cannot be deemed ineligible for participating in intercollegiate athletics for earning permissible compensation with NIL activities which are in accordance with NCAA and Central Michigan University protocols.

PROHIBITED NIL ACTIVITIES

Student-athletes cannot engage in NIL activities involving a commercial product or service that conflicts with NCAA legislations (e.g., sports wagering, banned substances).

Student-athletes cannot engage in NIL activities involving commercial products or services that conflict with institutional values. Prior written approval from Central Michigan Athletics is required for any NIL activities related to the following categories:

- Alcohol
- Drug use, including dispensaries
- Pornography
- Adult entertainment
- Any other activity or entity that could cause harm to the reputation and/or interests of the Institution

Questions? Contact:

Compliance

athlcompliance@cmich.edu

