HARVARD ATHLETICS
STUDENT-ATHLETE NAME, IMAGE, LIKENESS (NIL) POLICY

1. PHILOSOPHY AND EDUCATIONAL RESOURCES

Harvard Athletics is committed to providing a best-in-class athletics experience for its students, including an integrated educational model that taps into the world-class resources on our campus. With the NCAA providing guidance to allow student-athletes to be compensated for their name, image, and likeness ("NIL"), Harvard Athletics will provide appropriate NIL educational opportunities to its student-athletes to prepare them for NIL opportunities while also protecting their NCAA and Ivy League eligibility.

Harvard student-athletes may receive compensation or remuneration, either monetarily or in-kind, for engaging in a NIL Activity(s). An "NIL Activity" is defined as any activity in which a student-athletes' NIL or personal appearance is used for promotional purposes by a non-university entity, including for use by the individual student-athlete, a commercial/for-profit entity, or a non-university nonprofit or charitable entity, regardless of whether such use is compensated or uncompensated.

Subject to the NCAA rules, Ivy League rules, and the Harvard NIL policy, Harvard student-athletes may engage in NIL Activities in a variety of ways that may include, but are not limited to:

1) Promoting their own business.
2) Promoting or endorsing a commercial or non-profit entity (e.g., brand ambassador or social media influencer)
3) Conducting camps, lessons or clinics
4) Making appearances
5) Signing autographs

2. NCAA, IVY LEAGUE, AND HARVARD GUIDANCE

The NCAA and Ivy League have adopted guidance governing student-athletes' NIL activities. The NCAA rules are as follows.

- Student-athletes must engage in a NIL Activity that uses their name, image, and/or likeness to receive compensation/remuneration. This compensation/remuneration must be commensurate with fair market value.
- Student-athletes may not receive compensation/remuneration for participation or performance in athletic activities (pay-for-play).
- NIL may not be used to induce student-athletes to attend or remain at an institution.

In addition to the NCAA Rules, as a member of the Ivy League Conference, Harvard, and its student-athletes must adhere to the following Ivy League policies when engaging in a NIL Activity.

- Ivy League coaches, faculty, staff, or other individuals employed by or contracted with Harvard may not be involved in the development, operation, arrangement, direction, or promotion of any NIL Activity; and

- All NIL agreements involving a current student-athlete with a value of $2000 or more must be reviewed by the respective Ivy League institution prior to the student-athlete accepting any payment.

Institutional review will include evaluation of the agreement by the Compliance Office, Athletic Director (including other individual(s) the Athletic Director may consult), and the Ivy League Office. Each agreement must include a clear, legitimate, and reasonable quid pro quo, specifying the NIL Activity that is expected and the payment to be made in exchange.

Harvard student-athletes, coaches, and staff should consult with the Harvard Athletics Compliance Office regarding NCAA and Ivy League rules and the Harvard NIL Policy prior to engaging in any NIL activities that involve Harvard student-athletes. Harvard reserves the right to make changes to this governing policy.

3. USE OF AGENTS OR PROFESSIONAL SERVICES

Harvard student-athletes are encouraged to seek professional advice to assist them with NIL Activities. Student-athletes may not use the services of an agent for the purposes of marketing athletic ability or reputation for financial gain as a professional athlete but may engage the services of an agent for the purposes of obtaining and fulfilling NIL Activities. Any agent that contacts or works with a Harvard student-athlete must register with the Harvard Athletics Compliance Office. Harvard Athletics encourages its student-athletes to thoroughly vet any such agents or advisors prior to working with them, as Harvard Athletics will not be responsible for any agreement or contractual obligation, whether with an agent or other third party. Student-athletes are responsible for ensuring that their retention of agents or other professionals complies with applicable laws and NCAA regulations.

4. USE OF UNIVERSITY INTELLECTUAL PROPERTY

Harvard University names, logos, shields, insignia, trademarks, symbols, apparel, equipment, or other indicia of Harvard may not be used during NIL Activities. If a student-athlete wishes to factually identify their affiliation to Harvard, they must fully comply with the provisions set forth in the "Use of Harvard's Name, Insignia, and other Identifiers" attachment to this policy (Appendix A).

5. FACILITY USE

Harvard student-athletes may not photograph, film, or include any Harvard campus, athletics facilities, or other buildings, landmarks, or statues in NIL Activities.

6. TEAM ACTIVITIES AND ACADEMIC OBLIGATIONS

Harvard student-athletes may not miss class, team activities, or other mandatory academic or residential events to engage in NIL Activities. Furthermore, student-athletes are not permitted to engage in NIL Activities during team activities, including but not limited to competitions, practices, team travel, team gatherings, and team meetings.

7. CONFLICTS WITH INSTITUTIONAL CONTRACTS

Student-athletes at Harvard University may enter into endorsements or business activities with sponsors of Harvard or entities that compete with sponsors of Harvard but should communicate with the business or entity their obligation to use Harvard approved gear during practice, competition, and other team activities.

8. RESTRICTED CATEGORIES

Harvard student-athletes may not use their NIL to promote gambling, alcohol products, tobacco products, marijuana, adult entertainment, substances banned by the NCAA, products or services that are illegal, or conflict with institutional values or policies.

9. DISCLOSURE OF NIL ACTIVITIES

Harvard student-athletes must disclose any NIL Activities to the Athletics Compliance Office through the Influencer software platform (desktop or mobile). Student-athletes are strongly encouraged to complete the NIL Disclosure Form on Influencer prior to the NIL Activity taking place, so that the Athletics Compliance Office can ensure the NIL Activity does not jeopardize the student-athlete's eligibility.

If the NIL activity is valued at $2,000 or more, student-athletes must disclose the activity to the Athletics Compliance Office to review prior to the NIL activity taking place and payment disbursed.

The Athletics Compliance Office will review the NIL Disclosure Form for NCAA, Ivy League, and Harvard compliance purposes only. Until the review is complete, Harvard makes no representation as to the NIL Activity's impact on the student-athlete's NCAA or Ivy League eligibility.

10. INSTITUTIONAL PROMOTIONAL ACTIVITIES

In accordance with existing NCAA rules, student-athletes may be asked to participate in institutional promotional activities such as appearances, autograph signings, digital content creation, photo shoots, and similar activities, but shall not be paid by the University to participate in any such activity. Student-athletes may opt out of any such activity by notifying their head coach, sport supervisor, or an Athletics Compliance staff member.

11. REPRESENTATIVES OF ATHLETICS INTERESTS (ALUMNI, BOOSTERS, PARENTS)

Harvard student-athletes may engage in NIL Activities and receive corresponding compensation from representatives of athletics interests (including alumni, donors, and parents), provided:

1) The representative of athletics interest has no authority over the institution's intercollegiate athletics program; and
2) The compensation is:
    a. only for the NIL Activity,
    b. not provided in exchange for athletic participation or achievement,
    c. compensation/remuneration is commensurate with the current market rate, and
    d. not used as an inducement for a prospective student-athlete to attend Harvard University or for a current student-athlete to remain enrolled.

12. FINANCIAL AID

Harvard student-athletes should be aware that receiving compensation for NIL Activities could have an impact on their financial aid award, including Pell Grants. Prior to agreeing to receive compensation for NIL Activities, student-athletes are encouraged to speak with their financial aid officer to discuss the potential impact additional compensation may have on their financial aid package.

13. FEDERAL AND STATE TAX IMPLICATIONS

Harvard student-athletes are responsible for all tax, withholding, reporting, licenses, permissions, permits, expenses, fees and any other obligations, liabilities or costs associated with NIL Activity.

14. INTERNATIONAL STUDENT-ATHLETES

Prior to engaging in NIL Activities, international student-athletes are strongly encouraged to discuss with the Harvard International Office how receiving compensation may impact their visa or other immigration status.

15. DISCLAIMER

Harvard shall have no liability to any student-athlete, institutional entity, professional service provider, vendor, contractor, or agent as a result of a student-athlete's participation in NIL activities.

16. THE ONE CRIMSON NIL EXCHANGE

The One Crimson NIL Exchange provides business and individuals direct connectivity to Harvard student-athletes to propose, negotiate, and execute NIL agreements. All Harvard student-athletes have access to connect with verified entities on this platform. Student-athletes who are not interested in NIL Activities have the option to opt-out of this platform.

Please contact the Harvard Athletics Compliance staff for any questions or clarifications regarding this policy.

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Appendix A

Use of Harvard's Name, Insignia, and other Identifiers

As a longstanding policy, Harvard does not endorse the products or services of outside parties. Harvard reserves the use of Harvard's name and insignia for its own purposes and does not permit their use for the promotional or marketing purposes of outside entities. This policy applies to faculty, staff, and students ("Harvard Affiliated Individuals"), including student-athletes.

Harvard Affiliated Individuals may endorse products or services solely in their personal capacity ("Personal Endorsements") and, if referencing Harvard, may do so only in accordance with the specific conditions set forth below.

In giving Personal Endorsements of products and services, Harvard Affiliated Individuals may factually describe their Harvard affiliation but should avoid descriptions that could suggest or imply that Harvard or a unit of Harvard is giving the endorsement. In the case of student-athletes, any description of affiliation should reference the specific team membership or position and should not imply representation of the team as a whole.

Acceptable: Jane Doe, Harvard lacrosse player
John Doe, Harvard football quarterback

Not acceptable: Jane Doe, Harvard Lacrosse
John Doe, Harvard Football

Any description or phrase which contains a reference to an individual's Harvard affiliation must be accurate and must adhere to the following guidelines:

- The Harvard reference may only be positioned in a location where such biographical informational material would typically appear.
- The text may not specifically emphasize the Harvard reference, and must use a consistent font style, size, color, and value for the entire description or phrase.
- A disclaimer must be included which is larger and more prominent than the Harvard affiliation reference and states: **"Any endorsements, views, opinions, and appearances are made solely in my personal capacity; Harvard does not endorse this organization or its products or services."**
- The disclaimer must appear immediately adjacent to the Harvard reference.

Except for the use of Harvard's name in an accurate reference to a Harvard affiliation that follows the guidelines outlined above, no Harvard names, logos, shields, insignia, trademarks, symbols, apparel, equipment, or other indicia of Harvard (including without limitation any photographs, drawings, or films of Harvard, its campus, athletic facilities, buildings, landmarks, or statues) may be used in connection with Personal Endorsements of any products or services.

Harvard Affiliated Individuals may not take any action that is likely to inaccurately imply Harvard's association with or endorsement of the products or services of any outside entities.

Licensing and NIL: Harvard does not as part of its worldwide licensing program license its trademarks (name or insignia) in connection with a Harvard Affiliated Individual's NIL.