

Name, Image and Likeness Policy

The NAIA now allows athletes to profit from their name, image, and likeness (NIL) without violating the amateurism rules of the NAIA.

Grand View students are able to engage in NIL agreements in accordance with University guidelines.

Grand View student-athletes may not participate in NIL activities that include the following: Alcohol, Tobacco/vaping products, Drugs, Sports betting, Sex categories (pornography, adult bookstores, strip clubs, etc.), "Pay for Play" - payment contingent on achieving a particular athletic result.

A NIL agreement transpires when an individual or company promises a student-athlete compensation for use of his or her name, image, or likeness and references participation in a sport at Grand View. When such an agreement occurs, the student-athlete must report the compensation to the Athletic Director via <https://www.naia.org/membership/nil-submit-details>

The NAIA will then notify the Athletic Director at Grand View. Failure to report NIL agreements will result in a review by the National Coordinating Committee.

Keep in mind that a NIL agreement must include mutual benefits for two parties, meaning a student athlete is providing some promotional service to an individual or business in exchange for compensation. A business may not simply provide a student-athlete with money in the absence of an action from the student-athlete to promote said business.

For more information, contact the Athletic Director, Troy Plummer at tplummer@grandview.edu

More Information:

[**NAIA Name, Image and Likeness Tips & Best Practices**](#)