

Northeastern University

Athletics

Policy on Student-Athlete Name, Image, Likeness (NIL) (DRAFT)¹

Effective Date: July 1, 2021

Purpose

Intercollegiate athletes are permitted to receive compensation for the use of their name, image and likeness. Northeastern University has adopted the Northeastern University Policy on Student-Athlete Name, Image, and Likeness (NIL) which provides the university requirements for NIL. This policy applies to all Northeastern University campus locations.

Northeastern University encourages and expects all members of the community to conduct themselves according to the highest ethical standards. Athletic endeavors must be grounded in ethical principles, conducted according to the utmost standards of integrity, and carried out in compliance with legal and regulatory requirements and university policies

Overview

- Student-athletes may earn compensation for their NIL. Such compensation must be within fair market value and cannot be for work not performed.
- Compensation may not be provided in exchange for athletic performance (pay-for-play), attendance, or continuing attendance at Northeastern University.
- Northeastern University, members of the Northeastern Athletic Department or University employees may not compensate or arrange compensation to a current or prospective intercollegiate athlete for their NIL.
- NIL agreements must adhere to all relevant federal and state laws, NCAA, conference and University policies regarding disclosure.
- NIL compensation earned by a student-athlete consistent with this policy will not affect the student-athlete's grant-in-aid or athletics eligibility. Grant-in-aid awarded by the University to a student-athlete shall not be considered compensation.

Impermissible NIL Activities

- Student-athletes will not be permitted to enter into NIL agreements for the following:
 - If an NIL contract or agreement conflicts with institutional contracts or agreements.

- If NIL compensation opportunities conflict with academic, program or team related activities (including but not limited to: practice, competition, academic classes, and community service events).
- If the NIL contract or agreement involves gambling or sports wagering, drugs and alcohol, tobacco or any smoking products or any vendors associated with tobacco or any smoking products, or drugs and alcohol.

Use of Northeastern Facilities & Trademarks

- The use of athletic department or other University facilities or property will require approval in advance from athletic operations & facilities office (location agreements, including waiver of liability forms and applicable rental fees)
- Student athletes will only be allowed to use University or athletic department related marks and logos, including all aspects of the uniform, if those rights have been secured through an agreement granting specified rights by the University.

Disclosure Requirement

- Student-athletes must disclose any and all NIL agreements to the athletic department compliance office seven days prior to participation in a NIL activity. (through forms located in ARMS)
 - Failure to disclose or participating in an impermissible NIL activity may result in removal from an athletics team and or cancellation of athletics aid

Use of Athlete Agents or Athlete Attorneys

- Student-athletes may secure representation (athlete agent or lawyer), ONLY for NIL and NOT for future professional athletic contract negotiations.
- An athlete agent representing a student-athlete for purposes of securing compensation for their name, image, likeness, or persona shall comply with the federal Sports Agent Responsibility and Trust Act, established in [chapter 104 of title 15 of the United States Code](#)
- An attorney representing a student-athlete for purposes of securing compensation for their name, image, likeness, or persona must be must be licensed under Chapter 221, Section 37 of the Massachusetts General Laws.
- The term of a contract for representation or compensation for the use of student athlete NIL cannot extend beyond participation on a Northeastern University Athletics team.

Other Considerations

- International student-athletes should seek guidance from the [University's Office of Global Services \(OGS\)](#) before entering into any NIL agreements.
- Pell Grant or need based financial aid could be impacted based on compensation from NIL. Those questions should be directed to [Northeastern University Student Financial Services](#).

¹At this time, the Commonwealth of Massachusetts has not passed or adopted legislation that governs student-athlete Name, Image, and Likeness (NIL). This policy provides Northeastern University's guidelines for Name, Image and Likeness (NIL) publicity and compensation for Northeastern University student-athletes. Student-athletes are required to adhere to all Northeastern University (University), conference and NCAA policies and regulations if choosing to engage in NIL activities.