

Northern State University

NAME / IMAGE / LIKENESS GUIDELINES & APPROVAL



STUDENT-ATHLETES MUST DISCLOSE ANY NIL AGREEMENTS WITHIN FIVE BUSINESS DAYS OF THE ACTIVITY. THIS IS NOT A REQUIRED APPROVAL FOR NIL ACTIVITIES BUT RATHER A COMPONENT OF THE EXPECTED NCAA MONITORING REQUIREMENTS.

HOWEVER, ANY ACTIVITY THAT REQUIRES USE OF Northern State University FACILITIES OR EQUIPMENT WILL REQUIRE APPROVAL PRIOR TO THE STUDENT-ATHLETE TAKING PLACE IN THE ACTIVITY.

- Student-athletes (SA's) may earn compensation for their NIL. Such compensation must be within fair market value and must be for actual work or services performed.
- Northern State University, the athletic department, and/or staff members may not compensate or arrange compensation to a current SA or prospective student-athlete (PSA) for their NIL.
- Representative of Athletics Interests ("Boosters") may only compensate or arrange compensation to a SA or PSA if such compensation is with a business/company in which the Booster has a direct relationship (owner, employee, etc.)
- Compensation may not be provided to a SA/PSA in exchange for athletic performance or attendance at NSU.
- The expectation is that NIL compensation opportunities will not conflict with academic or team related activities.
- SA's/PSA's 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. You can request sponsorship information and/or an agreement by contacting NSU Senior Associate Athletics Director (Terri Holmes).
- SA's will not be permitted to enter into NIL agreements with gambling/sports wagering vendors or any vendors associated with athletic performance enhancing drugs.
- The use of athletic department facilities will require approval in advance (location agreements, including waiver of liability forms and applicable rental fees). Rental and waiver of liability agreements will be coordinated with Northern State University facilities director.
- The duration of a contract for representation of SA or compensation for the use of NIL should extend only through participation in an athletic program at NSU.
- SA's may secure representation (agent or lawyer), ONLY for NIL and NOT for future professional athletic contract negotiations. SA's cannot have entered into any such written or oral agreements for NIL prior to 7/1/21.
- A SA under the age of 18 years will need to have parent/legal guardian approval prior to entering into any contract for compensation for his or her NIL.
- International SA's should not enter into any NIL agreements without the guidance from the NSU International office to guard against any potential immigration issues.
- Pell Grant or need based financial aid could be impacted based on compensation from NIL. Those questions should be directed to the NSU Office of Financial Aid.
- Northern State University employees are prohibited from assisting student-athletes in evaluation of NIL agreements. Also, NSU employees are prohibited from facilitating any communication between student-athletes and a party seeking an NIL agreement.

NOTIFICATION OF NLI ACTIVITY (required for all NIL activities):

Date(s) of NLI Activity: _____

Requesting use of NSU facilities for NLI Activity: _____ YES _____ NO

Requesting use of NSU equipment for NLI Activity: _____ YES _____ NO

Description of NLI Activity and anticipated compensation:

Compliance Signature of Notification: _____ Date: _____

APPROVAL OF FACILITIES AND EQUIPMENT (both are required if you checked yes to either question above):

FACILITIES APPROVAL SIGNATURE: _____ Date: _____

MARKETING APPROVAL SIGNATURE: _____ Date: _____