

NIL FAQs

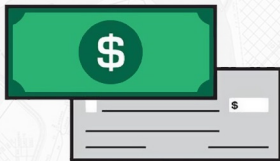


WHAT IS 3RD PARTY NIL?



3rd Party NIL is compensation provided to athletes from external (non-Tulane) entities, such as businesses, in exchange for a set of deliverables. Examples include deals with Felipe's, Marucci, and other corporate entities.

HOW DO I COMPENSATE A STUDENT-ATHLETE?



MONEY



GOODS



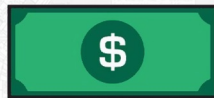
DISCOUNTS

Student-athletes may receive compensation in the form of money, services, discounts, or goods. To receive compensation, there must be a clear quid-pro-quo with the student-athlete (e.g., social media posts promoting a business, making an appearance at an event, etc.)

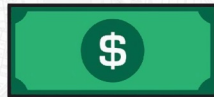
WHAT CAN I COMPENSATE A STUDENT-ATHLETE FOR?



You signed 5 autographs.

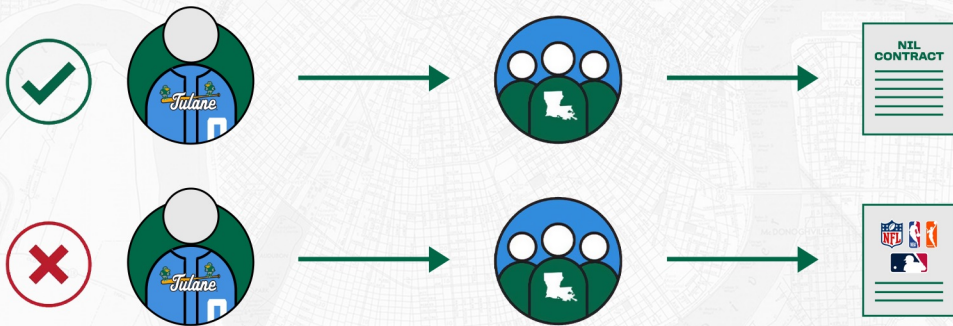


You had 5 tackles.



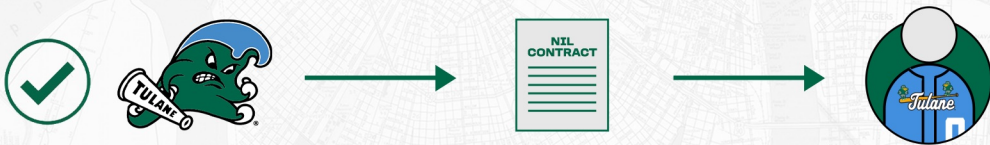
You cannot pay or provide any sort of remuneration to a student-athlete for their athletic performance (i.e. compensation cannot be contingent on amount of points scored, etc.)

MAY STUDENT-ATHLETES HAVE REPRESENTATION?



Student-athletes are permitted to retain agents or advisors for the purpose of providing counsel and assistance for NIL contracts only.

DO I NEGOTIATE DIRECTLY WITH THE STUDENT-ATHLETE?



Student-athletes or their agents can negotiate NIL contracts with businesses and donors. The University can facilitate a meeting between a business/donor and a student-athlete.

WHAT CAN STUDENT-ATHLETES DO TO PROMOTE MY BUSINESS?



SOCIAL MEDIA PROMOTIONS



AUTOGRAPH SIGNINGS



ADVERTISEMENTS OR ENDORSEMENTS

NIL contract activities include appearances, autograph signings, social media, promotions, advertisements or endorsements and other similar events in which a business, brand, product, or service is promoted.

WHAT KIND OF PROMOTIONS ARE PROHIBITED?

GAMBLING



ALCOHOL

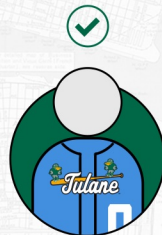
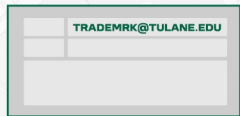


TOBACCO



Student-athletes may not enter a NIL contract or receive compensation for anything that violates Tulane University Code of Student Conduct policies.

MAY STUDENT-ATHLETES USE BRANDED ATTIRE DURING PROMOTIONAL EVENTS?



Agreeing to a 3rd-party NIL deal with a student-athlete does NOT guarantee the use of Tulane University's Intellectual Property (IP), including facilities, uniforms, trademarks, official logos, or other indica.

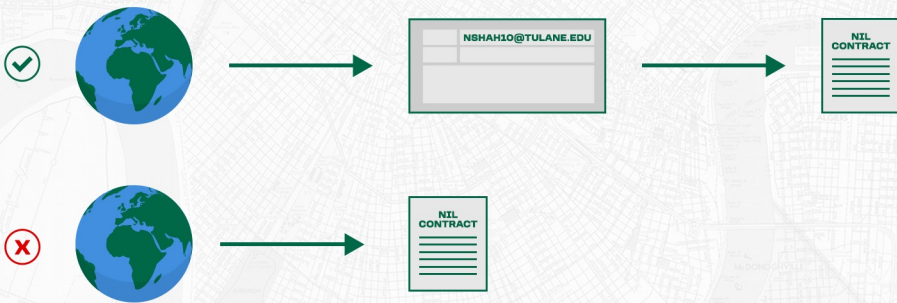
If interested in purchasing Tulane IP, please email trademrk@tulane.edu or ethan.hudak@tulanesportsproperties.com

WHEN MUST THE UNIVERSITY BE NOTIFIED OF POTENTIAL NIL CONTRACTS?



Student-athletes must disclose each contract in NIL Go (NIL compliance system) within 5 business days of agreeing to a deal. No compensation may be provided, and no deliverables (e.g., social media posts) may be completed until the deal is approved in NIL Go. The duration of a contract shall not extend beyond their participation in an athletic program at a postsecondary education institution.

MAY INTERNATIONAL STUDENT-ATHLETES UTILIZE NIL?



International student-athletes should NOT enter into any NIL agreements without the guidance from the Tulane University Office of International Students Scholars to prevent complications with student visa/ immigration issues.

Reach out to nshah10@tulane.edu with specific questions.