



# Name, Image and Likeness Policies

Per the NCAA announcement of interim Name, Image and Likeness policies, CSP Athletics has developed policies to help guide our student-athletes as they navigate these new opportunities. Please note that these policies will be under consistent evaluation and may change as we navigate this new landscape.

The Interim NCAA policies allow student-athletes to:

- Student-athletes (SA's) may earn compensation for their NIL. Such compensation must be within fair market value and must be for actual work/services performed.
- 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.

Also these policies also outline that:

- 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. Student-athletes should also be aware that entering into agreements with organizations that are not in alignment with the values of Concordia University or the LCMS may affect a student-athlete's ability to continue as a student-athlete at the university. Organizations that promote or are involved in the following would be in conflict with Concordia's institutional values: adult entertainment products or services, sports gambling, alcoholic beverages, tobacco products, NCAA banned substances, weapons. The above list is not exhaustive and other organizations/categories may be deemed in conflict with Concordia's values.
- Concordia University, the athletic department, and/or staff members may not compensate or arrange compensation to a current SA or prospective student-athlete (PSA) for her or his NIL.
- Concordia University, the athletic department, and/or staff members may not arrange, negotiate, or provide products (such as uniforms, logos, graphics, facilities, etc.)
- 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 Concordia University.
- SA's must disclose within five business days of any NIL agreements to the athletic department. This will be accomplished through forms shared by the Compliance Office.

Further CSP institutional NIL policies include:

- The expectation is that NIL compensation opportunities will not conflict with academic or team related activities.
- Use of University or athletic department related marks and logos, including all aspects of the uniform is prohibited. Exceptions may be made but rights must be secured through a specified agreement
- The use of athletic department facilities is prohibited without advanced approval (location agreements, including waiver of liability forms and applicable rental fees). Rental and waiver of liability agreements will be coordinated with Concordia University Conference and Events Department.
- 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 Concordia University.
- 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 Concordia University International Student Services 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 Concordia University Financial Aid Office.
- Student-athletes should be aware that they are still subject to institutional policies, including student conduct and social media policies.

More resources about NIL are available at [ncaa.org/about/taking-action](https://ncaa.org/about/taking-action)