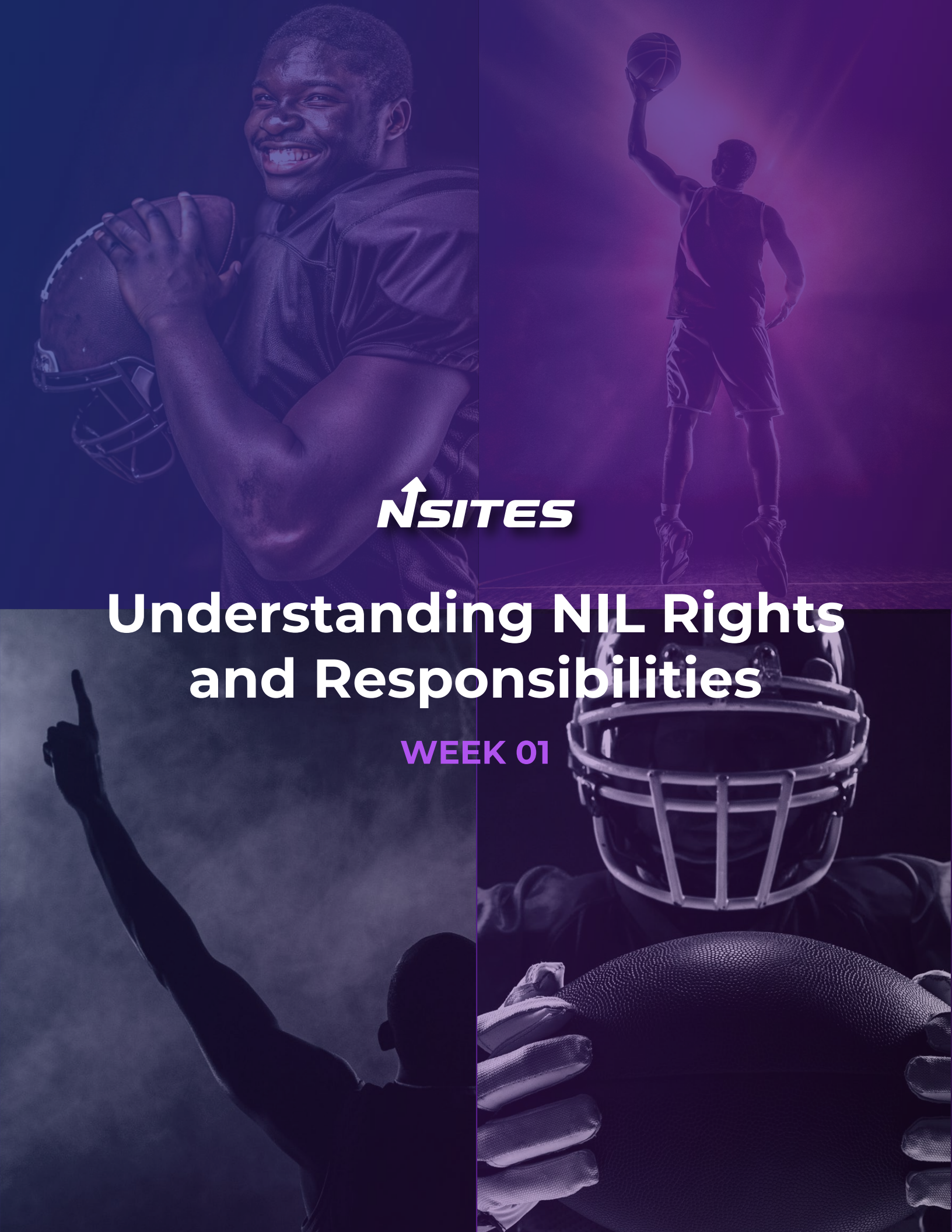




NSITES

Understanding NIL Rights and Responsibilities

WEEK 01

In the modern era of college athletics, **NIL—or Name, Image, and Likeness**—has revolutionized how student-athletes can generate income while still enrolled in school.

The NCAA and many state legislatures have created new guidelines that allow athletes to be compensated for the use of their personal brand, opening the door to endorsements, social media partnerships, autographs, appearances, merchandise, and more.

What Does NIL Mean?

NIL stands for Name, Image, and Likeness. These are the personal attributes that represent who you are as an individual and athlete:

Name:

Your legal name and how you're known publicly

Image:

Any photo or likeness of you in media or promotions

Likeness:

Your voice, signature, stats, or anything uniquely identifiable

Previously, student-athletes were prohibited from profiting from these aspects. However, due to legal and cultural shifts, student-athletes now have the right to earn income from them.

Where You Can Earn NIL Income

NIL opportunities vary widely.
Common examples include:

- ✓ **Social media** promotions and sponsorships
- ✓ **Endorsement** deals with companies or local businesses
- ✓ **Personal merchandise** and apparel sales
- ✓ **Coaching** or training camps
- ✓ **Signing autographs** or making paid appearances
- ✓ **Creating content** like YouTube channels or podcasts

Each athlete's NIL opportunities are unique and depend on their brand, sport, following, and marketability.

Responsibilities that Come with NIL

While NIL is an exciting opportunity, it also comes with responsibilities that can impact your eligibility, reputation, and future

Understand school and conference rules

Each university and conference may have their own NIL policy. You must follow them to stay eligible.

Comply with state law

Some states have NIL-specific laws that govern what's allowed and what's not.

Disclose deals

Most schools require student-athletes to report any NIL agreement before it's finalized.

Avoid conflicts

Some deals (e.g., with alcohol, gambling, or competitors of official sponsors) may be prohibited.

Know what you're signing

You may be entering legal contracts, so it's important to understand terms like exclusivity, royalties, duration, and termination.

Common Misconceptions

**All athletes will
get paid big money**

In reality, many NIL deals are small and based on marketability.

**NIL is just
free money**

NIL income is taxable and often tied to performance or deliverables.

**You don't need help
to navigate NIL**

Legal and financial guidance is important to avoid scams or bad contracts.

NIL is more
than money
— it's about
ownership
of **your brand.**

A black and white photograph of a football helmet and a football held by gloved hands. The helmet is at the top, and the football is in the center, held by two hands wearing gloves. The background is dark.

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You are doing great!
Let's unlock your next key learning!