



NEPSAC

NCAA Name, Image, & Likeness (NIL) Policy

NEPSAC student-athletes are permitted to earn financial compensation, goods or services from their Name, Image, and Likeness activities and maintain their athletic eligibility at NEPSAC member schools.

The following policy sets forth the parameters of what is permissible and prohibited, while also outlining the process a student-athlete and/or their parent/guardian must follow when earning compensation for the use of their NIL.

Additionally, a NEPSAC student-athlete may be represented by an attorney or agent.

Compliance with this NEPSAC policy does not ensure maintenance of eligibility under the eligibility standards of individual schools or other athletic organizations such as but not limited to, the NCAA, NAIA, NJCAA and similar governing bodies. Student-athletes are encouraged to communicate with those organizations to ensure any activity complies with those eligibility standards.

Permissible and Prohibited Contact:

NEPSAC Student-athletes and their families may engage or work with professional service providers, such as agents, attorneys, and financial representatives to engage in NIL activities except as prohibited by this guidance.

Activities such as the following are permissible for a student-athlete to financially gain from the use of their own NIL:

- Commercial endorsements
- Promotional activities
- Social media presence
- Product or service advertisements.

Although a student-athlete is permitted to earn compensation from the use of their Name, Image, and Likeness, it is important to note that:

- The compensation is not contingent on specific athletic performance or achievement.
- The compensation is not provided as an incentive to enroll or remain enrolled at a specific school.
- The compensation is not provided by the school or any person acting as an agent for the school.

Student-athletes must keep their NIL activities and participation in athletics separate, and the following list of activities are prohibited by NEPSAC guidelines.

1. Student-athletes may not make any reference to, and will not otherwise use or authorize others to use the logos, insignia, or identifying marks of a member school, the NEPSAC, and/or any NEPSAC or member school event, game or championship when engaging in any NIL activity.
2. Student-athletes may not endorse or promote any third-party entities, goods, or services during NEPSAC activities. Student-athletes may not alter or add to uniforms or equipment to display the logo, insignia, or identifying mark of an NIL partner during any NEPSAC activities.

3. Student-athletes are prohibited from engaging in any NIL activities involving the following categories of products and services:

- Adult entertainment products and services;
- Alcohol, tobacco, and nicotine products;
- Cannabis products;
- Controlled dangerous substances;
- Prescription pharmaceuticals;
- Gambling, including sports betting, the lottery, and betting in connection with video games, on-line games, and mobile devices; and
- Weapons, firearms, and ammunition.

NEPSAC Member Schools

A member school may use a student-athlete's NIL in connection with official team activities such as equipment and merchandise. No one employed by a member school, including coaches and administrators, may be involved with soliciting or promoting a student-athlete's acquisition or use of their NIL.

NEPSAC NIL Registration Process:

To ensure compliance with the above policy and guidelines, NEPSAC student-athletes are required to provide their member school copies of any NIL including endorsement, employment and representation agreements.

All NEPSAC student-athletes are required to register each NIL deal with the NEPSAC Executive Board by completing the following registration form below.

If you have any questions, please do not hesitate to reach out to NIL@nepsac.org.

[NIL Registration Form](#)