

Kansas Community College Name, Image, Likeness (NIL) Policy

(added 02/2024)

1. GENERAL POLICY

Student-athletes at Neosho County Community College may earn compensation from the use of their name, image, or likeness ("NIL") so long as such activities comply with this policy and do not exceed market value for the activity.

Neosho County Community College student-athletes may not earn NIL related compensation provided in exchange for, or conditioned upon, their athletic performance or attendance at Neosho County Community College.

International student-athletes should obtain guidance from the person from whom they seek VISA/immigration information to ensure there are no potential immigration issues should they engage in NIL activities for compensation.

Student-athletes that receive need-based financial aid, including Pell Grants or loans, should be aware their eligibility for such aid may be affected by compensation received from NIL activities. Student-athletes with questions regarding the impact of NIL activities on non-athletic financial aid may consult with the Neosho County Community College Office of Student Financial Aid.

Examples of how student-athletes may use their NIL (not an exhaustive list):

- Promote their own business
- Promote a corporate entity (e.g., brand ambassador, social media influencer)
- Establish their own camp or clinic
- Make an appearance at a location and receive compensation
- Sign autographs and receive compensation

2. CONFLICTS

Student-athletes may not enter into a contract or other agreement with a third-party for NIL compensation if the NIL activity:

- Includes any Neosho County Community College logos or trademarks without having received prior written approval for use.
- Is conducted in any Neosho County Community College facilities unless the facilities have been rented in the same manner as made available to the general public.
- Involves a commercial product or service that conflicts with NJCAA and/or Neosho County Community College policies, including but not limited to:
 - Adult entertainment and/or pornography
 - Alcohol
 - Alternative or electronic nicotine product or delivery systems
 - Bars and nightclubs
 - Cannabis-related enterprises including dispensaries, grow suppliers, seed companies, etc.
 - Drug and/or alcohol paraphernalia

- o Casinos or other Gambling Services
- o Performance enhancing drugs
- o Recreational drugs
- o Sports Wagering
- o Tobacco and/or tobacco alternatives
- o Weapons
- o Any other illegal or unlawful activity
- Violates or conflicts with the Neosho County Community College Student Code of Conduct Policy or the Student-Athlete Code of Conduct Policy.
- Will interfere with class attendance or academic services. Neosho County Community College policies for unexcused absences shall apply.
- Conflicts with team activities. Team activities include practices, competitions and other athletics department sponsored events including but not limited to fan days, conference media days and other media opportunities. Head coaches may include additional team activity restrictions into their team rules.
- Involves selling awards, apparel, or equipment provided to them by the Neosho County Community College
- Discredits Neosho County Community College or causes harm to its public reputation.

3. PROFESSIONAL SERVICE PROVIDERS/AGENTS

Student-athletes may secure representation from a professional service provider, such as an agent or lawyer, for NIL activities. Professional service providers cannot be employees of Neosho County Community College, and must be registered with the Kansas Secretary of State as athlete agents as required by K.S.A. 44-1519 *et seq.*. Student-athletes are not permitted to secure representation for future professional athletic contract negotiations, as doing so may render them ineligible for NJCAA and future NCAA competition.

4. DISCLOSURE

Student-athletes must disclose each agreement or NIL activity to Neosho County Community College using the NIL Disclosure form attached to this policy. In addition, student-athletes must disclose any agreement for representation (e.g. with an agent, lawyer, etc.) in assisting them in securing NIL opportunities. Submission of the required NIL Disclosure form must be completed and filed with Neosho County Community College within three (3) days after entering into such contract or agreement and prior to engaging in any NIL activity.

5. POLICY ADHERENCE

Student-athletes that do not comply with this Policy may face NJCAA or future NCAA eligibility issues if their activity is determined to be an extra benefit, inducement or is otherwise in violation of NJCAA bylaws. In addition, student-athletes are subject to discipline at the discretion of the Athletics Director and/or the Neosho County Community College President including scholarship reductions and/or cancellation.

6. CHANGES TO POLICY

This policy is subject to revision without prior notice at the sole discretion of Neosho County Community College.