



Name, Image, and Likeness CU-GA-73

GENERAL

In June 2021, the three NCAA Governance bodies adopted a uniform interim policy suspending NCAA name, image and likeness (NIL) rules for all incoming and current student-athletes in all sports. College athletes may now benefit from their name, image and likeness and remain in compliance with NCAA rules. The policy in all three divisions preserves the commitment to avoid pay-for-play and improper inducements tied to choosing to attend a particular school. Those rules remain in effect.

SCOPE

This policy provides guidance to Concord University athletics, athletes, recruits, and their families.

POLICY

It is the policy of Concord University to permit its athletes to participate in select name, image, and likeness (NIL) activities consistent with Federal and State law, NCAA rules, MEC rules, and university procedures.

STANDARDS

Student-Athlete Obligation

Student-athletes are expected to meet their academic responsibilities, including by not limited to, not missing class time or practice time for NIL activities. Student Athletes will not use institutional facilities and will refrain from engaging in name, image, and likeness activities that are related to “pay for play,” impermissible inducements, or extra benefits. Impermissible name, image and likeness activities include, but are not limited to:

- Agreements without a quid pro quo (e.g., compensation for work not performed);
- Agreements where compensation is contingent on initial or continued enrollment at CU;
- Agreements where compensation is contingent on specific athletic performance or achievement (e.g., financial incentives based on points scored).

Benefits provided to student-athletes through name, image and likeness activities must be consistent with institutional policies.

Prohibited Promotional Activities

Student-athletes must conduct their activities in adherence to a set of ethical standards that are compatible with those of CU. These include, but are not limited to honesty, integrity, trustworthiness, and respect for others. CU in its sole discretion retains the right to disapprove

any activity deemed to suggest an endorsement by CU or that reflects unfavorably upon CU and/or CU student-athletes.

Specifically, CU retains the right to disapprove any activity that promotes or otherwise references certain prohibited categories, including, but not limited to:

- Illegal products or services;
- Alcohol and tobacco products;
- Gambling goods and services;
- Substances on the NCAA Banned Substance List;
- Activities that conflict with existing CU exclusive sponsorship arrangements;
- Sponsorships that conflict with CU's exclusive sponsorship entities – a complete list will be provided to the student-athlete upon request;
- Firearms, explosives, or lethal weapons;
- Adult entertainment and/or websites including explicit material;
- Athletic recruiting services;
- Activities that are, in CU's sole judgment, misleading, offensive, or in violation of a statute, law, ordinance, NCAA bylaw, or any University contract obligation.

Use of Institutional Marks

A student-athlete may not use institutional logos and/or trademarks in non-institutional name, image and likeness activities when a student-athlete is engaging in an activity that promotes or endorses a third-party service or product without written approval by Concord University.

Prohibited examples without authorization include, but are not limited to:

- Wearing apparel or gear that visibly shows a registered CU logo/trademark;
- Social media content that includes a registered CU logo/trademark

RESPONSIBILITY FOR IMPLEMENTATION

The Director of Athletics shall have primary responsibility for overseeing the use of NIL by student athletes.

AUTHORITY FOR INTERPRETATION

The final authority for interpretation of this policy rests with the President.

APPROVAL

<u>Intent to Plan Approved by Concord University Board of Governors:</u>	August 24, 2021
<u>Emergency Adoption of the Policy by the Board of Governors:</u>	August 24, 2021
<u>Policy Approved by the Board:</u>	November 09, 2021
<u>Effective Date:</u>	November 09, 2021