

**ATHLETIC ASSOCIATION
POLICY UPDATES
OCTOBER 20, 2020 PUBLIC
HEARING**





ATHLETIC ASSOCIATION POLICY UPDATES

October 6: NAIA Passes New Name, Image, and Likeness Legislation

What the NAIA Policy Changes Emphasize

This is about whether or not student-athletes can be compensated for use of their name, image or likeness (NIL) in promoting a product or business.

What is does not do:

- “Pay for play,” or paying student-athletes in some manner to compete
- Considering student-athletes to be employees of the college
- “Cost of attendance” scholarships (scholarship values in excess of tuition + room/board)
- Sharing athletic department profits with student-athletes
- Taxing student-athletes’ scholarships



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NAIA, Article VII, Section B

The following acts will NOT cause an athlete to lose amateur standing

- Receiving compensation for use of name, image or likeness to promote any commercial product or enterprise, or public or media appearance.
- It is the responsibility of the student-athlete to notify their institution's athletics director in writing of any compensation the student receives from the use of their name, image or likeness in relation to their school or status as a student-athlete.



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October 14: NCAA Division I introduces NIL concepts which would allow athletes to

- Use NIL to promote camps, clinics, private lessons, their own products and services, and commercial products or services
- Be paid for autographs and personal appearances
- To crowdfund for nonprofits or charitable organizations, catastrophic events, and family hardship
- To use professional advice, marketing assistance, and representation