

NIL Policies

WHAT ARE NAME, IMAGE AND LIKENESS ACTIVITIES?

When you receive any kind of compensation (cash, product, gifts, etc.) for the use of your name, image and likeness to promote the commercial endeavors of any entity/business/enterprise (including media). This can be in-person appearance, social media posts, media appearances and any kind of digital/printed materials.

Can I use my NIL to receive compensation?

Yes—provided you follow all applicable Tennessee Tech policies and State of Tennessee legislation as it relates to NIL.

What Tennessee Tech marks can I use?

You cannot use any TTU logos, marks or identifiers in NIL activities.

What can I wear during NIL activities?

You cannot wear anything with TTU logos, marks or identifiers (no TTU gear).

What can I say?

You cannot use any official TTU phrases in NIL activities. Avoid using cheers and slogans you would hear fans cheering at events (NO “WINGS UP”).

Where can I perform NIL activities?

You cannot use any Tennessee Tech facility unless you pay the going rental rate and secure permission.

What can I post?

You cannot use content (photo, video, audio) provided by TTU (to include athletics employees) or featuring TTU marks, in NIL activities.

Can I sell memorabilia?

You cannot sell team-issued gear or items (unless YOU purchased them) until you exhaust your eligibility.

What do I have to disclose?

You must disclose who is compensating you, what NIL activities you are providing (appearance, social media posts, etc.) and how much compensation (or what kind of compensation) you are receiving. Be prepared to provide contact information for all individuals involved and proof of your activities and compensation.

NIL ACTIVITIES MUST BE APPROVED BY COMPLIANCE BEFORE YOU BEGIN PARTICIPATION!

Who can compensate me?

You cannot receive compensation from TTU or TTU staff for NIL activities nor can they help arrange NIL agreements/opportunities for you! You may be prohibited from participating in NIL activities based on the type of entity it is—prior approval from Compliance is a **MUST!**

How much can I be compensated?

Any payment received must be for work actually performed at the going market rate.

How can I be compensated?

There are different ways you can be compensated—cash, check, digital credits, gift cards, free products or services, paid travel, meals or more.

What can I be compensated for?

Reasonable requests, except for performance in your sport or in exchange for attending Tennessee Tech.

Will my NIL activities be monitored?

Yes—this is done to ensure you are in compliance and protect your athletic ability!

Can I use an agent?

You can use an agent or third party to get advice, representation and marketing support for your NIL activities as long as they aren't representing you for professional opportunities, Agents must be registered with the State of TN and TTU Compliance.

Can agents give me special rates?

You cannot receive special rates (including free) from professional service providers due to your athletics ability—this would be an **EXTRA BENEFIT!**

When can I perform NIL activities?

Anytime that does not require you miss class or other academic obligations (study hall, tutoring, etc.) or required team activities (practice, competition, weights, etc.).

Which NIL activities are prohibited?

You cannot participate in NIL activities that conflict with Tennessee state law, which includes sports gambling, adult entertainment, tobacco or nicotine products and alcohol or alcohol distributors. You also may not participate in any NIL activities that conflict with Tennessee Tech agreements, which can include athletic gear and soft drinks, or other colleges or universities. **CHECK WITH COMPLIANCE!**