



Student-Athlete NIL FAQ

1. What is Name, Image, and Likeness (NIL).

Name, image, and likeness refers to a student-athlete's ability to use their own name, image, or likeness/representation of themselves to profit whether through endorsements or private business ventures.

2. May I receive NIL compensation based on my athletic performance at West Virginia?

No.

3. Can a sponsor just offer me anything for free?

No, there must be quid pro quo or some sort of transaction. You must provide a service in order to receive any form of compensation.

4. Can a NIL contract or offer stipulate that I must compete for, or attend, West Virginia University?'

No.

5. May I be compensated for NIL activities when I am engaged in official team activities?

No, if you are at a West Virginia Athletics-organized event, you may not be compensated for a NIL activity because you are engaged in an official team activity.

6. What are examples of official team activities or other places where I cannot be compensated for NIL activities?

Practice, competition, travel to and from competition, inside the team hotel, or any countable athletic related activities (CARA).

7. May I miss practice or class for a NIL activity?

No, student-athletes are not permitted to miss class to participate in any noninstitutional name, image, and likeness activity. Additionally, noninstitutional name, image, likeness activities may not occur while the student-athlete has reported on call for practice or competition and representing WVU.

8. Are there any prohibited promotional activities?

Yes,

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

9. Do I have to have an agent/representative to engage in NIL activities?

No, you do not have to have an agent/representative to engage in NIL activities.

10. May I use WVU facilities for NIL activities?

No, use of institutional facilities for noninstitutional name, image, and likeness activities which promote and/or endorse a third-party commercial product or service is not permitted. This includes Monongalia County Ballpark and the aquatic and track complex at Mylan Park.

11. May I use the West Virginia logo or wear anything with the WVU logo for a NIL activity?

A student-athlete may not use institutional logos and/or trademarks in noninstitutional name, image, and likeness activities when a student-athlete is engaging in an activity which promotes or endorses a third-party service or product without written approval by West Virginia University Brand and Trademark Licensing.

12. Can I say that I am a West Virginia Student athlete in a NIL activity?

Yes. Student-athletes are permitted to include a reference to WVU consistent with institutional policies applicable to any student. For the avoidance of doubt, student-athletes are permitted to identify themselves as "Current WVU Student-Athlete."

13. Do I have to disclose my NIL opportunity?

Student-athletes should disclose all name, image, and likeness activities, including information related to transactions, compensation arrangements, and details of relationships with any involved individuals, commercial entities, and/or third parties (e.g., contact information, identification of role) within 72 hours prior to the activity occurring.

14. Where should I report my NIL deals?

All noninstitutional name, image, and likeness activities should be reported through the mobile app: Athliance.

15. Can a NIL deal impact my financial aid?

Eligibility for need-based financial aid, including the Pell Grant, could be impacted based on compensation from name, image, and likeness activities. For more information please visit financialaid.wvu.edu.

16. Can my NIL contract dictate what equipment or what I wear during practice or competition?

No, you must wear team issued gear and equipment during all CARA activities.

17. Am I required to give WVU a portion of any NIL money I have earned?

No.

18. Do I have to pay taxes on the NIL money that I earn?

Yes, NIL income earned is subjected to state and federal taxes.

19. Can I have athletic performance incentive bonuses in my NIL contract?

No, your contract can't have any performance-based clauses as this is considered pay for play.

20. Can I sell my game used equipment or other team issued gear as part of my NIL?

No, you cannot sell institutional gear or awards until you have exhausted all of your eligibility.

21. If I am an international student-athlete, may I engage in NIL activity?

As an international student-athlete on a F1 visa, you may not engage in any NIL activity while physically inside the United States. You may engage in NIL activity while in your home country. If you have question please make an appointment with the International Students & Scholars (ISSS) office or a reputable immigration attorney.