

## 3C4A NIL Information Guide

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1. Payment / Disclosure
  - a. SA Report all NIL activities in 72 hours or less
  - b. Gifts in kind must be reported at market value
  - c. Shares / equity can be substituted for traditional payments
2. Types of NIL Transactions
  - a. Local appearance
  - b. Paid social media post
  - c. Sell autographs
  - d. Camps, clinics and private lessons
  - e. Open a business
  - f. Monetize a social media channel
  - g. Sell NFTs, trading cards and other uses of likeness
  - h. Use third party applications to locate and process NIL activities
3. Student-athlete YES
  - a. Identify themselves as a student-athlete
  - b. Sell items and gear that they own
  - c. Hire agents
4. Student-athlete (and prospective student-athletes) NO
  - a. Pay for play, an NIL activity must occur
  - b. Compensation in exchange for participation
  - c. Compensation based on participation, awards or performance
5. Student-athlete GET PERMISSION FIRST “follow campus process”
  - a. College facility use
  - b. College Marks for compensation
  - c. Action photos, graphics, videos for athletic events or team activities for compensation.
  - d. Wearing uniform for compensation
6. College Employee YES
  - a. Provide NIL education
  - b. Assist SA vetting agents
7. College Employee NO
  - a. Direct involvement with current or prospective SA’s NIL Transaction
  - b. Arrange or represent current or prospective SA’s as an agent
8. Education Topics
  - a. Financial literacy, taxes and Financial Aid
  - b. Brand Building
  - c. Business formation
  - d. Social media metrics and analytics
  - e. Opportunity managements, contracts and due diligence
  - f. Use of agents
9. Links
  - a. [Online SA Marketplaces](#)
  - b. [Sample NIL policy](#)
  - c. [Senate Bill 206 Home Page](#)
  - d. [CCCAA Bylaw 1](#)