# Name, Image, and Likeness (NIL) Policy

**Document Number:** ATHL-0002 **Date Published(sys):** 8/5/2025

## *General Description*

### Policy Summary:

The Trinity University Athletics NIL policy has been developed in accordance with Texas State Law and the NCAA NIL Policy to assist student-athletes and third parties seeking to maximize NIL opportunities. Questions should be directed to the NCAA Senior Compliance Officer, Associate Director of Athletics for Compliance, Julie Jenkins.

### Responsible Department:

Athletics

## *Policy Content*

### Compensation

Student-athletes will have the opportunity to earn compensation for the use of their Name, Image, and Likeness provided:

- The compensation is not provided by Trinity University, or an officer, director, employee, or agent of the institution; and
- The compensation is not provided in exchange for athletic performance e.g., pay-for-play, as a recruiting inducement, or as an extra benefit to remain enrolled at Trinity University.
- Any compensation earned by a student-athlete shall not be for an endorsement of alcohol, tobacco products, ecigarettes or any other type of nicotine delivery device, anabolic steroids, sports betting, casino gambling, a firearm the student athlete cannot legally purchase, or a sexually oriented business as defined by state law.

Additionally, NIL compensation is prohibited if it conflicts with an existing institutional sponsorship agreement/contract or goes against the Trinity University institutional values of Discovery, Excellence, Impact, The Individual, and Community as well as those found in the university handbook.

## NIL Activities During Team Activities

Student-athletes may not participate in a NIL activity during official team activities. Official team activities are any activities with an athletic or academic purpose involving student-athletes at the direction of, or supervised by, one or more of Trinity University's coaching or administrative staff. Such activities include, but are not limited, to the following:

- Practices and conditioning activities
- Competition
- Organized team community service events
- Organized team promotional events

## Use of Trinity University Marks

Student-Athletes are prohibited from using Trinity University intellectual property including, but not limited to, uniforms, registered trademarks, products protected by copyright or official logos, marks, or colors.

## Representation from Agent/Attorney

Student-athletes may secure representation (agent or lawyer) for the sole purpose of representing them in matters for the use of their Name, Image, and Likeness and not for future professional athletic contract negotiations. An agent representing a student-athlete must be registered with the state and comply with state and federal law. An attorney representing a student-athlete must be licensed to practice law.

## Disclosure

Regardless of having a written contract, to comply with NCAA rules and maintain future eligibility at Trinity University, student-athletes must disclose ANY agreements made for the use of Name, Image, and Likeness at least seven days before the NIL agreement takes effect. Email NIL activity request information to Trinityathleticscompliance@trinity.edu.

## Contracts

The duration of a contract for representation of a student-athlete or compensation for the use of their Name, Image, and Likeness may not extend beyond participation within an athletics program at Trinity University. A contract for compensation for the use of the Name, Image, and Likeness for a student-athlete under 18 years of age shall be executed on the student-athlete's behalf by their parent or legal guardian.

## Taxes

NIL income earned is subject to state and/or federal taxes. Trinity University Athletics cannot provide specific tax advice to student athletes. All tax questions should be directed to a tax professional.

## Financial Aid

Pell Grant or need-based financial aid could be impacted based on compensation from Name, Image and Likeness. Questions should be directed to the Trinity University Office of Student Financial Services.

## Violations

Violations of this policy and/or violations of NCAA rules may result in additional education requirements, roster removal, ineligibility, and/or scholarship termination. The Athletic Director or his/her designee will determine the appropriate penalties in accordance with the University's Personal Conduct Policies outlined in the Student Handbook and/or other applicable policies.

## International Student-Athletes

International student-athletes are not permitted to enter into any NIL agreements. If you have any questions, please consult theTrinity University International Student and Scholar Services (ISSS).

## Education

The Trinity University Athletic Department has signed an agreement with Game Plan to offer student-athletes debt management, time management, financial aid, brand building, and educational workshops focusing on the areas of Name, Image, and Likeness.

## Athletic Staff

An employee of the institution is allowed to assist currently enrolled student-athletes with earning compensation from the use of their name, image, or likeness and can facilitate these opportunities for those students.However, HB2804 prohibits an institution, a third-party entity acting on the institution's behalf, or an employee of the institution or third-party entity from:

- acting as an athlete agent for the student-athlete;
- being compensated by the student-athlete or third-party for their assistance;
- attempting to influence the student-athlete's choice of professional representation;
- or attempting to diminish opportunities from competing third parties.

- Additionally, staff members may not give legal or tax advice. Student-athletes are encouraged to seek and research reputable outside counsel when pursuing NIL opportunities

## *Performance Evaluation*

### Consequences of Policy Violation:

Violations of this policy and/or violations of NCAA rules may result in additional education requirements, roster removal, ineligibility, and/or scholarship termination. The Athletic Director or his/her designee will determine the appropriate penalties in accordance with the University's Personal Conduct Policies outlined in the Student Handbook and/or other applicable policies.

## *Revision Management*

### Revision History Log:

| Revision #: | Date: | Recorded By: |
|---|---|---|
| v3.0 | 7/12/2024 1:49 PM | Pamela Mota |
| v2.0 | 2/10/2022 7:51 AM | Eric Maloof |
| v1.0 | 1/11/2022 12:09 PM | Holly Warfel |

### Vice President Approval:

| Name: | Title: |
|---|---|
| Eric Maloof | Vice President for Enrollment Management |