



Name, Image and Likeness Activities Policy

Bridgewater State University supports student-athletes receiving compensation for the use of their name, image, and likeness from sources outside the University.

This policy has been developed to address how this policy and its related activities will be implemented. Failure by student-athletes to adhere to this policy may result in discipline, penalties imposed by the NCAA and/or the institution. Such could impact a student-athlete's eligibility to participate in athletic activities and may, in some circumstances impact eligibility for need-based financial assistance. At a minimum, it is highly suggested that any student-athlete who may receive compensation for their name, image or likeness consult with relevant individuals.

Definitions and Scope

A name, image, and likeness activity include any situation in which a student-athlete's name, image, likeness, or personal appearance is used for promotional purposes by a non-institutional entity, including the individual student-athlete, a commercial entity, or a noninstitutional nonprofit or charitable entity. While such activities may provide compensation for a student-athlete, those activities that do not provide compensation are also covered under this policy. Student-athletes' use and monetization of their name, image and likeness may involve a wide range of activities, including but not limited to:

- Traditional commercials or advertisements for products or services,
- Student-athletes developing and promoting their own business
- Personal appearances
- Student-athletes running their own camps or clinics
- Providing private lessons (and using their name or image to promote those lessons)
- Sponsored social media posts
- Autograph sessions

Bridgewater State University and the MASCAC specifically endorse the NCAA's ruling that compensation for athletic performance, athletic achievement or inducement to enroll or continue attendance at a member institution is strictly prohibited.

Student-athletes may hire an agent or advisor solely to assist with negotiating name, image and likeness opportunities. Bridgewater State University and the MASCAC endorses and will adhere to the NCAA rule which prohibits hiring of an agent to market athletic abilities or to pursue professional playing opportunities.



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Disclosure Requirements

A student-athlete may not enter into an agreement with a third-party that conflicts with any existing institutional sponsorship agreements. If the institution identifies a conflict between the student-athlete's name, image, and likeness activities and an existing sponsorship agreement, the institution shall inform the student-athlete of such a conflict, so the student-athlete has the opportunity to negotiate a revision of name, image, and likeness activities. Such revision shall be subject to additional review and approval by the institution.

Student-athletes may not enter into an apparel contract that requires the student-athlete to display a sponsor's logo, or otherwise advertise for a sponsor, during official team activities if the provision is in conflict with the student's institution's team contract. For example, it would not be permissible to enter into a contract with Nike while the team or institution has a contract with Reebok, Adidas or another brand.

Student-athletes may not engage in name, image, and likeness activities while participating in required institutional activities or while representing the institution.

Student-athletes will not be permitted to use logos or images, including institutional marks, which identify the institution in any name, image, or likeness activities without express written authorization from the Athletic Director or designee. A student-athlete may only reference their attendance at the institution and participation in athletics in biographical information.

Student-athletes may not use institutional facilities for any name, image, or likeness activities, with the exception of use for teaching lessons or for a camp/clinic, provided the rental agreement is in line with that available to the general public and is otherwise approved by the institution.

While a student-athlete is permitted to engage in name, image, and likeness activities on the institution's campus, all activities are subject to applicable University policies, procedures and express approval regarding third parties and commercial ventures.

Student-athletes may not miss required educational obligations (e.g., class, exams, or scheduled tutor/mentor sessions) or required team activities for any name, image, and likeness activities.

A student-athlete's involvement in name, image and likeness activities will not relieve the student-athlete from the obligation to comply with all NCAA and institutional academic standards, requirements, regulations, or obligations; team rules of conduct or other applicable rules of conduct; standards or policies regarding participation in intercollegiate athletics; or disciplinary rules and standards generally applicable to students.

Prohibited Sponsorship Activities

Student-athletes may not enter into agreements for use of their name, image, or likeness in any Prohibited Sponsorship Category. In the event that a student-athlete enters into agreement in a Prohibited Sponsorship Category, the student-athlete shall be required to terminate such agreement.

Prohibited activities include, but not necessarily limited to, gambling, sports betting, controlled substances, cannabis, tobacco or alcohol, alternative or electronic nicotine product or delivery system, performance-enhancing



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supplements, and adult entertainment. Other activities include those which are which are misleading, offensive, or in violation of a statute, law, ordinance, NCAA bylaw or any institution contract obligation; activities that adversely affect the institution's reputation; activities that appear to create an endorsement by the institution of a particular company, product, political candidate, or position regarding public policies; and activities that ridicule, exploit, or demean persons on the basis of their age, color, creed, physical or mental disability, national origin, citizenship, veteran status, marital status, race, religion, sex, or gender.

Student-athletes may not sell or trade any equipment, apparel, or awards provided to them by the institution.

Student-athletes may not enter into an agreement unless the compensation to be paid is for work actually performed and is at a rate reflecting fair market value.

Institutional logos, verbiage, name, nicknames are owned by the institution and may not be utilized unless in adherence to institutional policy or with express authorization form the institution.

Other Considerations

International student-athletes should seek guidance regarding the impact of any NIL activity upon their visa status.

Student-athletes should be aware that income from NIL activities would likely be considered taxable income. Student-athletes should consult with an appropriate tax professional about the tax implications of any compensation they earn.

Any income received by a student-athlete could impact that student-athlete's eligibility for need-based financial aid.

Disclosure Form

Any student athlete who engages or participated in any Name, Image or Likeness activity must complete a disclosure form for each activity. Such forms can be obtained from MASCAC or the institutions Athletic Department.

At all times, MASCAC and its member institutions will adhere to NCAA requirements as well as any laws or regulations that may be developed. If a student athlete has any questions, they should consult with their institutions Athletic Department or other appropriate individual.