



HEARTLAND COLLEGIATE ATHLETIC CONFERENCE CHEAT SHEET NAME, IMAGE AND LIKENESS

WHEN IT COMES TO YOUR NAME, IMAGE, AND LIKENESS - BE SURE TO ASK BEFORE YOU ACT

DO NOT:



- You cannot sell or trade any equipment, apparel, or awards provided to you by your school, conference or the NCAA.
- You may only be paid for work that you actually perform and it has to be a fair rate for the work done. You may not directly solicit a donation without providing something of value in return.

ASK:



- Saying you play a sport and the name of your school is allowed, but use of your school, conference or NCAA name and logo may not be. You must have permission to use those.
- You also need permission from your school to use their facilities, your uniform, or your athletic apparel
- International student-athletes should seek guidance regarding the impact of any NIL activity upon their visa status.

KNOW:



- The laws in each state differ, so be sure you know how your state law applies to using your name, image, likeness
- If you take money or products - it's like any job (there will be personal tax implications and implications to your earnings detailed on your FAFSA form)
- Your school, conference or the NCAA cannot give you any legal advice, you must arrange for that on your own.
- Be sure to read the fine print of any contracts or agreements that you enter into.

**WHEN IN DOUBT - ASK YOUR COMPLIANCE ADMINISTRATOR FOR ASSISTANCE
WITH THE NCAA AND INSTITUTIONAL RULES**



This information has been provided by the Heartland Collegiate Athletic Conference in partnership with Anderson University

