



STUDENT-ATHLETE NAME, IMAGE, AND LIKENESS (NIL)

POLICY

Brunswick Community College (BCC) recognizes the rights of its student-athletes to earn compensation from their name, image, and likeness (NIL) and is committed to supporting these opportunities in compliance with all applicable state and federal laws, regulations, and guidelines. This policy provides guidelines and requirements for BCC student-athletes to engage in NIL activities while maintaining their eligibility and upholding the standards of the college and its athletic programs.

This policy applies to all student-athletes at BCC participating in any college-sponsored sport or athletic program. In addition, this policy is designed to assist all student-athletes with their opportunities to benefit from their names, images, and likenesses until the state of North Carolina or the federal government adopts state or nationwide NIL legislation. This policy does not supersede any BCC policies, and student athlete must adhere to all BCC policies, procedures, and regulations when engaging in NIL activities.

PROCEDURE

Earning Compensation

BCC student-athletes may earn compensation for the use of their NIL provided:

1. The compensation is not provided in exchange of athletics performance;
2. The compensation (or prospective compensation) is not provided as an inducement to attend the institution (“recruiting”).
3. The compensation is commensurate with market value; and
4. The compensation is not provided by BCC, an entity whose purpose includes supporting or benefitting such postsecondary education institution or its intercollegiate athletics program, or an officer, director, employee or agent of the postsecondary education institution or entity.

Examples of how intercollegiate athletes could use their NIL (not an exhaustive list):

1. Owning or promoting your own personal business; running your own camps and clinics, and providing private lessons (using name/image to promote)
2. Serving as a spokesperson for a local, regional or national business (speeches, commercial establishments); Make appearances to promote products/services.
3. Sale of merchandise with NIL (not including BCC gear/equipment);
4. Social Media endorsements (compensation for social media activity/posts). Appear in advertisements for commercial products/services.
5. Appear in television advertisements for commercial products or services.
6. Representation in a video game; and
7. Participating in an autograph session not directed or established by the BCC Department of Athletics (these sessions may not occur during official team activities or institution-

sponsored events).

8. Promote a corporate or private business entity (e.g., brand ambassador, social media influencer)

Name, Image and Likeness Representation

- A. It is permissible for student-athletes to obtain legal counsel and representation specific to their name, image, or likeness activities. Such representation is strictly limited to NIL activities and it will remain impermissible to have such representation for athletic participation or professional athletics negotiations.
- B. Representation for NIL activities includes talent agents (as opposed to sports agents), marketing firms, legal counsel, and financial advisors. Student-athletes may use other professional service providers not listed provided their services are directly related to NIL activities.
- C. BCC athletic department employees are prohibited from assisting with or facilitating NIL activities for student-athletes, other than institutional or conference compliance advice. Institutional employees are permitted to provide education in regards to NIL, but may not provide any other professional services.

Name, Image, and Likeness Disclosure

Student-athletes must disclose the NIL activities that they will participate in to their coach and athletic director prior to signing any NIL agreement. In addition, disclosure must occur at least 5 days prior to participation in an activity and must be approved through the BCC NIL Approval Form. Failing to disclose prior to or participating in an impermissible NIL activity as referenced in the above policy may result in NJCAA or Region 10 violations, athletics department or team discipline up to permanent dismissal from an athletics team, and athletic-related financial aid cancellation.

Use of BCC Property and Facilities

1. The BCC Student Athlete Code of Conduct and The BCC Student Handbook provides policy and procedure information in regards to Soliciting, Petitioning, Selling, Surveying, and Publicizing while on campus.
2. If a student wishes to conduct an event on the campus of BCC the student must pay the appropriate rental costs for the facility. All other requirements and guidelines for events on campus established by BCC must be followed.

Prohibited Name, Image, or Likeness Benefits

1. Student-athletes may not receive compensation in exchange for athletic participation or performance at BCC. Further, prospective student-athletes may not receive payments for future participation or performance in athletics at BCC or any other institution.
2. Student-athletes will not receive compensation in exchange for participation in institutional marketing activities and projects that include an individual's Name, Image, or Likeness.
3. NIL activities will not conflict with any existing college agreements, partnerships, or sponsorships. The college reserves the right to disapprove any NIL activity that conflicts with its mission, values, or existing contracts.
4. BCC shall not provide payments or benefits to a student-athlete in relation to their Name, Image, or Likeness. This includes but is not limited to direct payments or payments for the

- purchase of any goods/services that a student-athlete may produce.
5. Payments, benefits, or promise of pay by any individual acting on behalf of the institution or at the request of an institutional staff member is prohibited.

Prohibited Name, Image, and Likeness Activities

1. NIL activities that conflict with NJCAA or Region 10 rules
2. NIL activities that conflict with local, state, or federal laws
3. NIL activities that conflict with NC Community College System or College policies are prohibited.
4. NIL activities may not occur during countable athletically related activities or required team activities, which includes but is not limited to practice, competition, or, academic meetings, or community service.
5. Class may not be missed for participation in NIL activities.
6. BCC nor any third-party representatives of BCC may facilitate or arrange NIL activities for student athletes.
7. The student-athlete may not use BCC intellectual property such as logos and trademarks for their NIL activities unless approved by the college and the student-athlete pays any licensing fees as required by the College.
8. Endorsements by an intercollegiate athlete's NIL are prohibited in the following areas: tobacco, alcohol, vaping, illegal substances or activities, banned athletic substances, pornographic, and gambling.
9. The student-athlete may not take cash from any donor, alumni, or booster for participation in intercollegiate or other sports competition; or for attending BCC.
10. The student-athlete may not use BCC trademarks or logos to promote NIL or wear BCC apparel, uniforms, or equipment, or use BCC facilities during NIL activities or promotions, without permission from the Athletic Director.

This policy is subject to change in accordance with updates to federal and state laws, NJCAA regulations, or College policies. The policy will be reviewed regularly by the BCC Athletics Department.

Approved by Brunswick Community College Board of Trustees
October 17, 2024