

Name, Image, and Likeness FAQ

Student-Athletes



1. What is NIL?

NIL stands for Name, Image, and Likeness, allowing student-athletes to earn compensation for endorsements, promotions, and other marketing opportunities while maintaining NCAA eligibility.

2. Can McNeese State University help me secure NIL deals?

Yes. As of August 1, 2024, the NCAA allows schools to assist student-athletes in seeking and arranging NIL agreements with third parties. McNeese cannot directly pay student-athletes but can connect them with businesses through the McNeese NIL Exchange.

3. Where do I disclose NIL deals?

All NIL agreements must be disclosed through the INFLCR app at least seven days before participating in an NIL activity. Student-athletes: complete your INFLCR profile through the Teamworks app.

4. Are there restrictions on what I can promote?

Yes. Student-athletes cannot endorse the following:

- Alcohol
- Tobacco and vaping products
- Illegal substances or activities
- Banned athletic substances
- Gambling, sports betting, or casinos
- Products that conflict with McNeese's institutional sponsorships or values

5. Can I use McNeese State logos, uniforms, or facilities for NIL activities?

No. Student-athletes cannot use McNeese's logos, uniforms, or facilities for NIL promotions unless separately licensed through an approved partnership with the university or the McNeese Athletic Foundation. A NIL deal cannot be executed with logo/mark/trademark/copyright/facility until written permission is received.

6. Can I work with an agent or attorney for NIL representation?

Yes, but only for NIL matters.

- Agents must be registered with the state of Louisiana.
- Attorneys must be licensed to practice law.
- Representation cannot extend to professional sports contract negotiations.

7. Can I be paid based on my athletic performance or for choosing to attend McNeese?

No. Compensation cannot be contingent on:

- Athletic performance (e.g., pay-for-play deals)
- Recruiting inducements (choosing McNeese over another school)
- Remaining enrolled at McNeese

8. How do taxes and financial aid impact my NIL earnings?

- NIL income is taxable, and student-athletes should consult a tax professional.
- Pell Grants and other need-based aid may be affected by NIL earnings. Contact the McNeese Office of Financial Aid for guidance (studentcentral@mcneese.edu).

9. Can I miss classes or team activities for NIL opportunities?

No. NIL activities must not conflict with academic obligations or official team activities, including:

- Practices and conditioning
- Games and travel
- Study hall or academic meetings
- Team promotional or community service events

10. Are international student-athletes allowed to participate in NIL?

International student-athletes must consult with the McNeese International Student Office (internationaloffice@mcneese.edu) before signing NIL deals. Certain NIL earnings may violate visa restrictions.

11. What happens if I violate NIL policies or fail to disclose deals?

Violations may result in:

- Mandatory NIL education
- Loss of NIL privileges
- Roster removal
- Loss of NCAA eligibility
- Scholarship reduction or termination

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Businesses, Boosters, Agents, and Other Parties



1. Who can provide NIL compensation to McNeese student-athletes?

Any individual, business, or third party may compensate student-athletes, except:

- McNeese State University (cannot directly pay athletes)
- McNeese coaches or staff (can assist but not fund deals)

2. How can businesses partner with McNeese student-athletes?

Businesses can engage in NIL deals such as:

- Social media promotions
- Product endorsements
- Commercial appearances
- Camps or training sessions
- Autograph signings and meet-and-greets

📱 Connect with student-athletes here: www.tinyurl.com/McNeeseNIL

3. What NIL activities are prohibited?

Businesses cannot:

- Pay student-athletes directly for athletic performance
- Provide NIL deals as a recruiting inducement
- Compensate athletes as a disguised form of pay-for-play
- Offer NIL deals that conflict with McNeese's institutional contracts

4. Can McNeese Athletics facilitate NIL deals?

Yes. As of August 1, 2024, McNeese Athletics can assist student-athletes in seeking and arranging NIL agreements with businesses.

📱 Businesses can register and connect with athletes here: www.tinyurl.com/McNeeseNIL

5. Can student-athletes use McNeese trademarks, uniforms, or facilities for NIL promotions?

No. McNeese logos, uniforms, and facilities are not available for NIL deals unless licensed through a separate agreement with the university or the McNeese Athletic Foundation. A NIL deal cannot be executed with logo/mark/trademark/copyright/facility until written permission is received.

6. Do businesses need to disclose NIL deals to McNeese?

Yes. All NIL agreements must be disclosed through INFLCR at least seven days before the NIL activity begins. Register your business at www.tinyurl.com/McNeeseNIL.

7. Can McNeese boosters participate in NIL deals?

Yes, but boosters must not:

- Offer NIL deals as a recruiting incentive
- Provide NIL compensation in exchange for athletic performance
- Provide extra benefits beyond NIL compensation

8. What are the consequences of violating NIL rules?

If a business or booster engages in impermissible NIL activities, consequences may include:

- NCAA investigations and penalties
- Loss of NIL privileges for involved student-athletes
- Potential legal consequences under Louisiana law

9. How can businesses ensure NIL compliance?


Businesses should:

- Work directly with student-athletes or use the McNeese NIL Exchange
- Ensure compensation reflects fair market value
- Disclose all deals through INFLCR
- Consult McNeese Athletics Compliance Services with any questions

Final Notes

McNeese State University remains committed to empowering student-athletes through NIL while ensuring compliance with NCAA rules, Louisiana state law, and university policies. If you have further questions:

 Contact McNeese NIL Director Keifer Ackley: kackley5@mcneese.edu

 Sign up for NIL deals & disclosure here: www.tinyurl.com/McNeeseNIL