

Name, Image, Likeness



Businesses Partnering With
WSU Student Athletes

COUGAR
COLLECTIVE

The Do's and Don'ts of Supporting Cougar Athletics

The NIL Era

New opportunities for WSU student-athletes to connect and engage with boosters, business owners, and community members. New space for WSU student-athletes to capitalize on commercial opportunities by leveraging their brand to support businesses while earning compensation. New(ish) NCAA compliance landscape.

The Rules

How to support Cougar Athletics in NIL

- >> Demonstrate commitment to the new NIL environment with creativity and wide-ranging support.
- >> Build a culture of NIL within our current rosters.

DO STRIVE FOR

"I'm going to Washington State University because I see what kinds of NIL support their student-athletes get."

DO NOT STRIVE FOR

"I'm going to Washington State University because I was offered X, Y, and Z NIL deals."

The Rules

Rule #1: Extra Benefits

- >> An extra benefit is any benefit provided to a student-athlete (or his/her family & friends) that isn't available to the general public and/or general student population.
- >> Everything a student-athlete (and their family/friends) receives must be accompanied by an exchange of value.

Do – Provide opportunities for an exchange of value such as a legitimate business deals (e.g., \$100 for a stack of autographs).

Don't – Provide benefits without any type of quid pro quo such as a cash gifts, discounts, or special access.

Rule #2: Pay For Play

- >> The NCAA does not permit a student-athlete to receive compensation based in any manner on athletic participation or performance.
- >> This restriction includes NIL contracts that provide compensation based on athletic performance.

Do – Contract clause stating “Student-athlete compensation increases from 10% to 15% if his/her social media following reaches 100,000.”

Creating a new contract based on new level of influence/reputation, regardless of how the influence/reputation was increased (i.e., whether it was based on athletic success).

Don't – Contract clause stating “Student-Athlete receives \$500 bonus for winning player of the week.”
Contract clause stating “Student-Athlete compensation increases from 10% to 15% if the student-athlete wins the player of the year.”

Rule #3: Inducements

- >> The NCAA does not permit any benefits to be promised in exchange for the commitment of a PSA or the continued enrollment/participation of a current student-athlete.
- >> Neither the institution nor boosters of an institution may offer NIL contracts that are contingent on the prospect choosing WSU.

Do – Find ways to assist current student-athletes and build an environment rich in NIL opportunities.

Don't – Provide NIL opportunities to prospective student-athletes prior to their enrollment at WSU.

Questions + How To Get Started

Cougar Collective is here to help you navigate. Visit our website or email us at info@cougarcollective.org