
Name, Image, and Likeness



UNLV Team

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NOCAP Partners

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UNLV Stance



UNLV Athletics is in support of opportunities that will enhance the student-athlete's experience and well-being, including Name, Image, and Likeness.

NCAA Interim NIL Policy

On June 30, 2021 the NCAA adopted temporary legislation permitting the use of Name, Image, and Likeness (NIL).

- No pay-for-play;
- No recruiting inducements; and
- Report NIL activity consistent with state law or institutional policy.

Nevada Bill

The Nevada NIL statute, AB-254, went into effect on January 1, 2022.

- University may implement reasonable restrictions (e.g., Core Values);
- Institution may require a student-athlete to receive education (e.g., Vegas Effect); and
- Must disclose NIL deals to the institution (e.g., NOCAP Sports).

What We Know

Institutions may not prevent student-athletes from being compensated for the use of their own NIL.

- Student-athlete must provide a service in return (e.g., quid pro quo)
- Student-athletes may hire and be represented by a marketing agent;
- NIL deals must be disclosed to UNLV via third-party administrator (TPA);

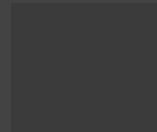
UNLV Policy and Procedure

Student-athletes must adhere to the following guidelines:

- Cannot miss academic or athletic activities for NIL engagements;
- Must wear and use institutionally-issued gear and equipment during all UNLV Athletics activities;
- UNLV logo use may be requested and reviewed for NIL engagements;
- UNLV Athletics provides education and access to other resources.
- Knowingly responsible for all NIL functions, which include but are not limited to taxes, insurance, and contract requirements; and
- NIL agreements must align with UNLV Core Values;
 - No Marijuana Usage/Sports Wagering

What We Don't Know

- Penalty structure
- Definition of institutional involvement
- Unintended recruiting advantages
- Income implications on federal financial aid





A three-prong education focused platform that equips our student-athletes with necessary knowledge and resources to be successful with their NIL usage.

Training: On-campus education for student-athletes, coaches, staff, and community.

Toolkit: On-campus resources & targeted presentations (e.g., branding awareness)

Takeoff: NOCAP Sports



Third Party Administrator partnership with UNLV that provides our student-athletes with necessary knowledge and a platform to navigate their NIL. This includes but is not limited to:

- Contract receipt;
- Agent registration;
- Tax documentation preparation;
- Brand development and analytics; and
- Open marketplace for NIL opportunities.

Student-athletes are permitted to explore NIL opportunities on other platforms, however disclosures must occur via NOCAP.



Daily Basis with Athletes and Schools

- Help onboard and teach how to use NOCAP
- Answer disclosure or deal related questions
- Solve technology issues
- Solicit feedback and new feature requests

Platform Evolution

- Language (accept -> acknowledge)
- Workflows and deal processes
- Social media stats and profiles
- Information disclosed on forms
- Education partnerships

Challenges

- NIL is a new industry and very fast paced
- New technology
- Education

Challenges

1. Limited Guidance from the NCAA

- a. NCAA Compliance Structure
- b. Definition of Institutional Involvement
- c. Donors/Booster Involvement

2. State Laws

- a. Differences in Policy (e.g., Nevada vs Alabama)
- b. Silent on Practical Application Areas
- c. Reporting and Penalty Structure

3. International Student-Athletes

- a. Employment
- b. Visa Considerations

4. On-Campus Resources

- a. Disclosure Outreach
- b. Consistency of Application
- c. Personnel Expertise

Questions

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