



NIL OPPORTUNITY PROCESS

In an effort to educate businesses, boosters and fans on the process of engaging in NIL opportunities with KU student-athletes, the following steps have been created to ensure protocols and procedures are followed.

- STEP 1:** Booster/fan contacts student-athlete and/or student-athlete marketing representative with NIL opportunity/proposal
- STEP 2:** Student-Athlete submits NIL opportunity/proposal to the Compliance Office
- STEP 3:** Compliance Office reviews opportunity/proposal for compliance with KAI NIL Policy
- STEP 4:** Compliance Office notifies student-athlete of approval or requests additional information
- STEP 5:** If approved by Compliance Office, student-athlete may proceed with NIL opportunity as arranged and be compensated

PERMISSIBLE ACTIVITIES FOR KU BOOSTER/FAN

PERMISSIBLE	IMPERMISSIBLE
<ul style="list-style-type: none"> • Entering into agreements with KU student-athletes to use their name, image, or likeness • Paying student-athletes for completion of NIL agreements • Representing KU student-athletes as a marketing agent for their name, image, and likeness 	<ul style="list-style-type: none"> • Using KU trademarks or logos without prior approval from KAI • Using NIL agreements with prospective student-athletes to try to assist KU recruiting efforts • Setting up no-work NIL agreements • Requesting a KU coach’s or staff member’s help in arranging NIL agreements • Using KU facilities for NIL activities • Paying student-athletes for athletic performance or continued enrollment at KU • Arranging NIL opportunities involving tobacco, alcohol, NCAA banned substances, sports wagering, or adult entertainment

Any questions can be sent to NILInquiries@ku.edu