

MAXIMIZING YOUR IMPACT

NIL ACTIVITIES

WHAT IS NAME, IMAGE, & LIKENESS (NIL)?

NIL HAS PROVIDED COLLEGIATE STUDENT-ATHLETES THE OPPORTUNITY TO EARN PROFIT OFF THEIR NAME, IMAGE, AND LIKENESS.



LAUNCH + MARKET
YOUR OWN COMPANY



CONDUCT A CAMP
OR ONE-ON-ONE TRAINING /
LESSONS IN YOUR SPORT



PROMOTE
A CHARITY



START A GOFUNDME
FOR CHARITABLE
PURPOSES OR FOR
CATASTROPHIC EVENTS



CREATE YOUR OWN
MERCHANDISE
OR PRODUCT



ENDORSE A PRODUCT
OR BRAND VIA
SOCIAL MEDIA



SELL YOUR
AUTOGRAPH



POST VIDEO CONTENT
ON YOUTUBE



DISCLOSE ACTIVITY
DETAILS VIA OPENDORSE



START A
PODCAST



MAKE PUBLIC
APPEARANCES



POST PICTURES OR
VIDEOS OF YOU
COMPETING IN YOUR
SPORT TO BUILD YOUR
SOCIAL MEDIA PRESENCE



MAKE A FACTUAL
REFERENCE TO YOUR
STATUS AS A MSU
STUDENT OR AS A
MEMBER OF A
PARTICULAR MSU TEAM



[HAILSTATE.COM/NIL](https://hailstate.com/nil)

WHAT CAN'T I DO?



ENGAGE IN AN NIL ACTIVITY DURING OR INSTEAD OF ANY ACADEMIC OBLIGATIONS INCLUDING CLASS, EXAMS, AND MEETING WITH MENTORS OR TUTORS.



GIVE PERMISSION FOR A THIRD PARTY TO USE MISSISSIPPI STATE MARKS AND LOGOS (EX. GIVE YOUR BRAND PARTNER A PHOTO OF YOU IN YOUR UNIFORM TO POST ON THE COMPANY'S SOCIAL MEDIA CHANNELS).



NO RECRUITING INDUCEMENTS (EX. FANS MAY NOT USE NIL COMPENSATION TO SOLICIT RECRUIT ENROLLMENT).



ENGAGE IN NIL ACTIVITY THAT ARE INCONSISTENT WITH UNIVERSITY VALUES AND POLICY, NCAA RULES, OR MISSISSIPPI STATE LAW.



ENGAGE IN AN NIL ACTIVITY THAT INVOLVES ANY ILLEGAL DRUG, TOBACCO PRODUCT, GAMBLING, OR ALCOHOL (FOR STUDENTS WHO HAVE NOT YET REACHED THE AGE OF 21), OR ANY ACTIVITY THAT MIGHT REASONABLY BE DESCRIBED AS ADULT CONTENT.



ACCEPT COMPENSATION TIED TO YOUR SPORT PERFORMANCE (EX. \$100 PER GOAL SCORED) OR JUST FOR BEING A MEMBER OF A MSU SPORTS TEAM (YOU MUST DO WORK IN EXCHANGE).



HAVE STAFF OR FACULTY ACT AS YOUR NIL AGENT OR PROVIDE YOU WITH LEGAL ADVICE.



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