

Office/Contact: Intercollegiate Athletics Department

Source: SDCL Ch 59-10 and 21-64; SDBOR Policies 1.7.5 and 4.9.1; NCAA Bylaws and Constitution

Link: https://sdlegislature.gov/Statutes/Codified_Laws

<https://public.powerdms.com/SDRegents/documents/1729416>

<https://public.powerdms.com/SDRegents/documents/1726706>; <https://web3.ncaa.org/lstdbi>

SOUTH DAKOTA STATE UNIVERSITY
Policy and Procedure Manual

SUBJECT: Student-Athlete Use and Commercialization of Name, Image, and Likeness

NUMBER: 9:5

1. Purpose

This policy provides guidance for University Student-Athletes, coaches, and staff regarding the use of a Student-Athlete's Name, Image, and Likeness (NIL) for commercial purposes in compliance with South Dakota law, SDBOR Policies, and intercollegiate athletic conference requirements.

2. Definitions

a. Agent: as set forth by the Uniform Athlete Agents Act, an individual who enters into an agency contract with a Student-Athlete or, directly or indirectly, recruits or solicits a Student-Athlete to enter into an agency contract. The term does not include a spouse, parent, sibling, grandparent, or guardian of the Student-Athlete or an individual acting solely on behalf of a professional sports team or professional sports organization.

b. Name, Image and Likeness (NIL): the three elements that (t)-4.6B tl who entap A.9 ((p (hod-1.7u (

