



Name, Image, and
Likeness (NIL)





Name, Image, and Likeness

- Refers to the ability of student-athletes to profit from their name, image, and likeness without jeopardizing their college eligibility.

Name, Image, and Likeness



Student-Athlete Compensation

Student-athletes can profit from endorsements, sponsorships, social media promotion, and other opportunities related to their athletic identity.



No Direct Payment from Colleges or Universities:

Under NIL rules, schools are not allowed to directly pay student-athletes for their athletic performance or their NIL rights. (Compensation comes from third parties, not their college)



Must defer to Nebraska State Law and school policy

Name, Image, and Likeness—Policy

- In compliance with the Nebraska Fair Pay to Play Act (Nebraska Statutes [48-3601](#) to [48-3609](#)), Central Community College Board of Governors allows student-athletes to receive compensation for the use of their name, image, or likeness (NIL) in *non-institutional* activities.



Our NIL Partner-- opendorse®

- Opendorse is the exclusive NJCAA NIL partner and the leading athlete marketplace and NIL company, providing technology and services to the athlete endorsement industry.
- Opendorse provides Central Community College with the following:
 - The Opendorse-powered marketplace
 - Education
 - Compliance



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Central Community College Marketplace



- Central Community College Marketplace

- Educational resources are in the Marketplace as well as completed transactions



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Questions?