



EDUCATION FROM TEXAS TECH ATHLETICS



EXTERNAL NAME, IMAGE, AND LIKENESS



- The College Sports Commission requires student-athletes to disclose all external (non-institutional) NIL deals valued at \$600 or more to NIL Go within 5 days of execution of the contract or payment terms.
- NIL Go is a national clearinghouse responsible for evaluating all DI student-athlete NIL deals.
- The NIL agreement is evaluated by NIL Go to determine the payor association, valid business purpose, and range of compensation (whether the payment to the student-athlete is commensurate with rates and terms paid to similarly situated individuals).
- The NIL compensation (cash or non-cash benefits) should not be paid to the student-athlete until the agreement is approved by NIL Go.
- If the agreement is not approved by NIL Go, the agreement may be cancelled or revised and provided to NIL Go.



TEXAS TECH REVENUE SHARE



- The House Settlement allows institutions to directly execute licensing deals with student-athletes to promote the institution and its athletes. The amount is capped at \$20.5 million dollars for 2025-26. Each sport is provided with a benefit pool and has the discretion on allocations within the sport.
- Examples of SA's NIL utilized to promote the institution includes Fundraising, Ticketing, Partnerships, Marketing, and Fan Engagement



STUDENT-ATHLETE EMPLOYMENT



- Employment of a student-athlete is not NIL and is not required to be disclosed to NIL Go.
- Compensation for employment may be paid to a student-athlete for work actually performed and at the going rate in the locality.
- To preserve the eligibility of our student-athletes, documentation such as timesheets and/or paystubs, may be requested.
- Student-Athletes must report employment to the athletics compliance office.



EXTRA BENEFITS TO STUDENT-ATHLETES



- Accepting cash or gifts from boosters or fans.
- Payment for work not actually performed or higher than the going rate for similar services.
- Any special arrangement not offered to the general public or Texas Tech University student body.
 - Applies to student-athletes and their families.
 - Examples: Free or discounted meals and drinks, concert tickets, car, or housing

ACCEPTING AN EXTRA BENEFIT KNOWINGLY OR UNKNOWINGLY, IS A VIOLATION OF NCAA RULES AND CAN JEOPARDIZE ELIGIBILITY

