



Information for Supporters and Fans

On July 1, 2021, NCAA student-athletes gained the right to monetize their NIL through promotion or endorsing products, starting their own business including camps and clinics, and other permissible uses of their NIL.

THINGS TO REMEMBER

- Permissible student-athlete NIL activities must involve the student-athlete completing an NIL-related activity (e.g., endorsing a commercial product or service; posting/tweeting about a product or service; making an in-store appearance; signing autographs) at commensurate rate in order to be compensated by a third-party for the NIL activity.
- San Diego State University boosters (e.g., donors) may compensate an SDSU student-athlete in exchange for the student-athlete promoting or endorsing the booster's business or fulfillment of other permissible NIL activities.
- Permissible NIL transactions are between a student-athlete and a third-party. San Diego State University is not a party to a student-athlete's NIL transactions.
- SDSU is not permitted to compensate or be directly involved in compensation to a current or prospective student-athlete for NIL activities; this includes, but is not limited to, coaches, staff, and university employees.
- In accordance with California state law and SDSU policies, student-athletes are required to disclose all of their NIL activities to SDSU. Recruits (aka prospects) may be obligated to disclose to SDSU all of their past NIL activities.
- Prospective student-athletes may engage in the same types of NIL opportunities available to current student-athletes under the interim NIL policy without impacting their NCAA eligibility. NIL opportunities may not be used as a recruiting inducement or as a substitute for pay-for-play. Individuals are encouraged to consider state laws, if applicable, and the rules of any relevant amateur governing bodies.
- SDSU student-athletes may use professional service providers (e.g., attorney; tax consultant; financial advisor) that are owned by SDSU boosters provided the student-athlete uses such services consistent with the way the services are provided to other clients. Existing NCAA legislation related to offers and inducements and extra benefits would continue to apply.
- NCAA rules restricting preferential treatment, extra benefits, recruiting inducements and contact restrictions still apply to boosters.
- NCAA, Mountain West, San Diego State University, state and/or federal NIL policies and procedures are subject to change.
- SDSU boosters and fans may email any questions about NIL policies, procedures, or transactions to GoAztecsNIL@sdsu.edu.