

NIL Go

Introduction for student-athletes and third party payors



**All D1 student-athletes
must report third-party
NIL deals with
compensation of \$600
or above at NILGo.com**

*Failure to do so may lead to penalties, including
the loss of NCAA eligibility*

What To Report In NIL Go

You must report your deal if:

- ✓ You are being compensated for your **Name, Image and Likeness** (NIL)
- ✓ By a **third-party** (an individual or entity other than your school)
- ✓ Your compensation equals or exceeds **\$600** in the aggregate
(in the aggregate means you have deals with the same individual or entity over multiple contracts that total \$600 or more)

Compensation includes:

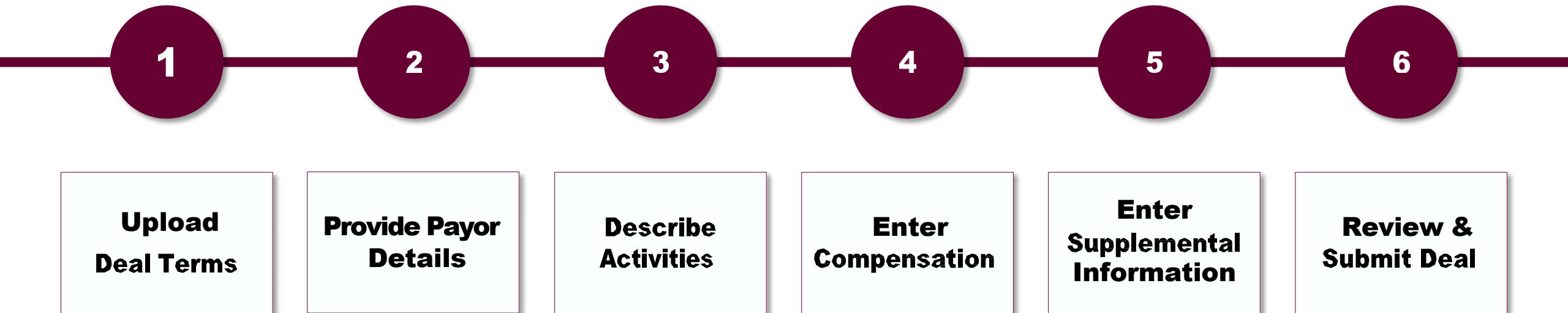
- Direct payments
- Other benefits such as free car leases, gym memberships, etc.

*New deals must be reported **within five business days** of execution of the NIL contract or otherwise agreement to the contract or payment terms.*

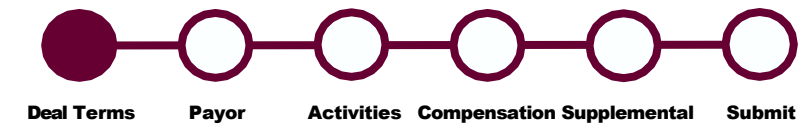
Deal Entry

Reporting Your Deal

There are six key steps to **reporting a deal**



Upload Your Deal Terms



Required to **upload a copy of your deal terms**, which might be:



A contract

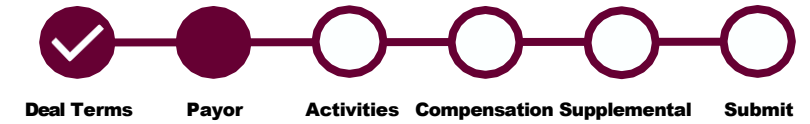


An email



A screenshot of
social media DMs

Enter Payor Information



Then, enter information about **who the payor is**

Business Name

Contact Name

Phone Number

Email Address

Enter Your Activities and Deliverables

Next, add details about **activities that will be completed** as a part of the deal, which could include:

Examples



Social Media

Photos or videos posted to your personal social media account



Appearance

Live in-person or virtual events like camps, meet and greets, or photo shoots



Autographs

Signing autographs on items or memorabilia like posters, hats, or equipment



Endorsements

You wear or use products from your payor in public appearances or competitions

Enter Your Compensation

Enter any **compensation that will be received** as a part of the deal, such as:

Examples



Cash

Checks, Venmo, payment to your bank account



Goods & Services

Car leases, free gym membership, clothes, food, concert tickets, apartment leases, transportation services



Bonus Payment

One-time bonus for getting a certain number of reactions to a social media post



Royalty Payment

Percentage of t-shirt sales featuring your name and number

Add Supplemental Information

Finally, indicate if the agreement is part of a group deal or if student-athlete is receiving payment using an LLC

Group Deals

Completing your activities or appearing in content with other student-athletes

Payment to LLC

Compensation for this deal is directed to an LLC rather than you directly

Agree to Terms & Conditions

Finally, **agree to the Terms & Conditions** to complete deal entry process

T & C SUMMARY

All information disclosed about the deal is both **complete** and **accurate** to the best of your knowledge

You are the **one offered the deal**, and will be the one **executing the deal**

The deal **complies with all policies** and regulations to the best of your knowledge

All disputes will follow the **neutral arbitration process** set forth by the CSC

Submit your Deal

Review the details of your deal and click submit. Your deal will appear in your deal dashboard. Only the student-athlete can submit the deal once finalized.



Submit

Deal Status

Reviewing your Deal Status

Once submitted, deal status will appear as “In Review”

DEAL STATUS

IN REVIEW

NOT CLEARED

INFO NEEDED

CLEARED

Deal is currently in review. You will receive a message when your status has been updated.

Reviewing Your Deal Status

If status updates to “Info Needed”, you will be instructed to edit your deal and provide more information

DEAL STATUS

IN REVIEW

NOT CLEARED

INFO NEEDED

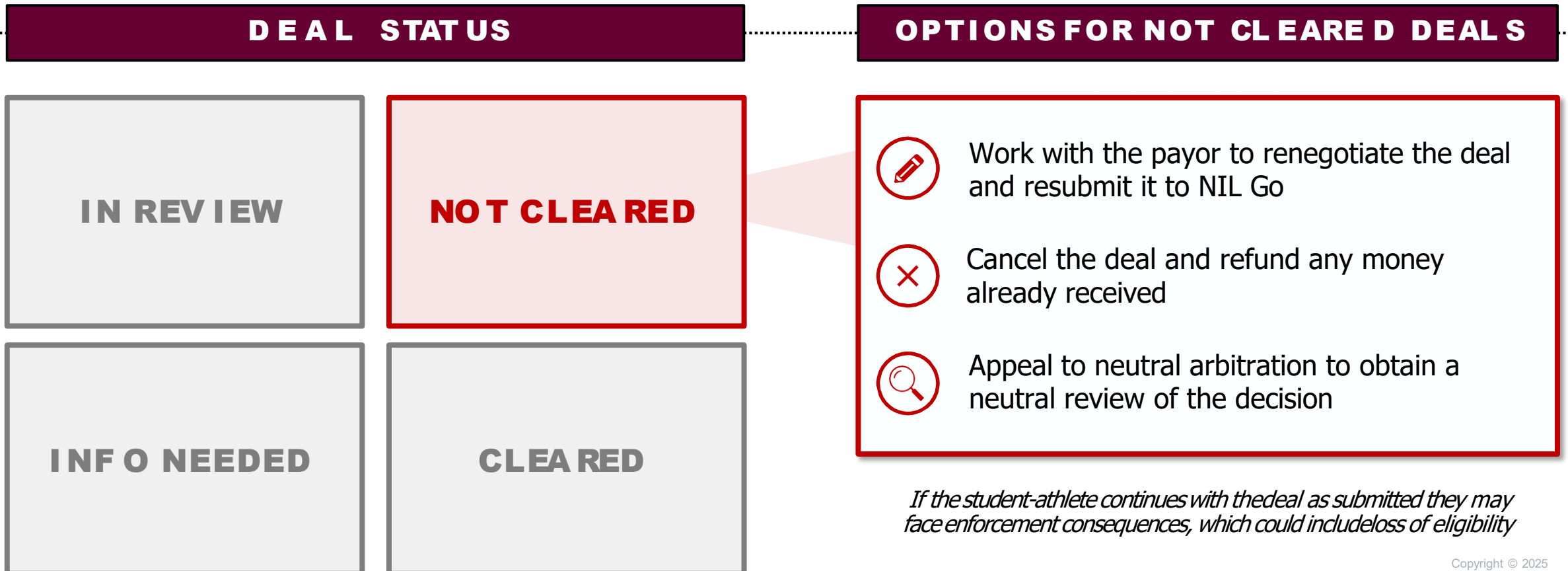
CLEARED

Required information is missing from the submitted deal.

You will receive a message indicating what information you need to provide.

Reviewing Your Deal Status

If your status updates to “Not Cleared”, you have several options



Reviewing Your Deal Status

If status changes to “Cleared”, your deal has been cleared through the system and you can proceed

DEAL STATUS

IN REVIEW

NOT CLEARED

INFO NEEDED

CLEARED

You are now cleared to
accept your payment and
fulfill your obligations.

Questions?

Please contact the Compliance Office

gwinn@vt.edu