



As an athletic department, we strive to be a tremendous ambassador for Valparaiso University and provide the support and resources for our student-athletes to flourish. We are committed to helping cultivate Valpo student-athletes and providing an extraordinary student-athlete experience. We will continue to find meaningful ways to support our student-athletes.

NCAA legislation permits student-athletes to earn income from their name, image and likeness creates additional opportunities for Valpo student-athletes to have an extraordinary experience. We support the idea of our student-athletes earning income in the NIL space.

We ask that our student-athletes adhere to the following guidelines.

1. Student-athletes should discuss NIL agreements with their coaches and/or sport administrator prior to execution of the agreement.
2. Student-athletes, coaches and administrators will follow the guidance of the [NCAA Division I Institutional Involvement in a Student-Athlete's Name, Image and Likeness Activities Document](#).
3. Student-athletes will follow team rules and standards related to portraying a positive image for the Valpo Department of Athletics and Valparaiso University policy and ethics standards.
4. The Valpo Department of Athletics will follow Missouri Valley Conference, Southland, MAC and Pioneer Football League policies related to NIL.