



DIII NIL Collective Policy

Effective Date: August 1, 2025

1. Purpose and Commitment

Johnnie Athletes is committed to supporting student-athletes at Saint John's University by creating fair, transparent, and compliant Name, Image, and Likeness (NIL) opportunities. Our mission is to empower student-athletes to build their personal brands and engage with the community while strictly adhering to NCAA Division III rules and institutional policies.

2. Guiding Principles

1. Compliance with NCAA & Institutional Rules

- All NIL activities facilitated by this collective will comply with NCAA Division III regulations, conference rules, state laws, and Saint John's University's policies.
- NIL opportunities will never be used as recruiting inducements or as compensation for athletic performance.

2. Amateurism Protection

- Participation in NIL activities must not compromise a student-athlete's eligibility.
- Athletes may not receive NIL compensation tied directly to athletic achievement, playing time, or statistical performance.

3. Equal Opportunity

- NIL support is available to all eligible student-athletes, regardless of gender, sport, or profile.
- Opportunities will be distributed fairly, with an emphasis on education, community engagement, and personal brand growth.



3. Recruiting & Eligibility Safeguards

This collective does not engage in recruiting and will never offer NIL opportunities to prospective student-athletes (high school or transfer) as an incentive to attend Saint John's University.

- No promises of NIL compensation will be made during the recruiting process.
- All NIL activities begin only after the athlete has enrolled and confirmed eligibility at Saint John's University.

4. Permissible NIL Activities

Student-athletes may participate in:

- Endorsements, sponsorships, and promotions (e.g., local businesses, online brands).
- Appearances at camps, clinics, or community events.
- Speaking engagements, autograph sessions, or media projects.
- Content creation for digital and social platforms.
- Charitable partnerships and community service initiatives.

All NIL activities arranged through the collective must be:

- Based on fair market value.
- Supported by a written agreement.
- Documented and disclosed to Saint John's University compliance office.

5. Prohibited NIL Activities

The collective will not facilitate or support NIL activities that:

- Serve as recruiting inducements or are contingent on enrollment at Saint John's University.
- Are tied to athletic performance metrics (e.g., points scored, wins, championships).
- Involve banned products or services, including alcohol, tobacco, gambling, adult entertainment, or illegal activities.
- Conflict with Saint John's University's institutional values or partnerships.



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A NIL Collective supporting SJU Athletics

6. Disclosure & Transparency

- All NIL agreements arranged or facilitated by this collective must be disclosed to the Saint John's University compliance office in advance.
- Contracts will clearly outline services provided, compensation terms, and compliance language.
- Student-athletes are responsible for reporting NIL income for tax purposes.

7. Education & Support

The collective will provide:

- Educational resources on financial literacy, tax responsibilities, and contract evaluation.
- Workshops and training on brand-building, media skills, and professional conduct.
- Compliance guidance to ensure all opportunities remain within NCAA and school regulations.

8. Accountability

- Any violation of this policy will be addressed immediately, with potential consequences including termination of NIL agreements.
- The collective will cooperate fully with NCAA, conference, and institutional reviews of NIL activity.

9. Public Commitment

We believe that NIL can enhance the Division III experience when managed responsibly. Our collective is committed to upholding the values of education, integrity, and amateur athletics while supporting student-athletes in building meaningful opportunities.

Contact Information

Johnnie Athletes

www.johnnieathletes.com / admin@johnnieathletes.com