

A night photograph of a university campus. On the left is a modern building with large, illuminated windows. In the center is a tall, illuminated clock tower with a red section and a clock face. The foreground is a grassy lawn with a paved walkway and some people. The text "NAME, IMAGE & LIKENESS" is overlaid in large, white, bold letters across the center of the image.

NAME, IMAGE & LIKENESS

TEMPLE ATHLETICS
VISION



TO CULTIVATE THE
GREATNESS
WITHIN OUR
STUDENT-ATHLETES AS THEY
PURSUE ACADEMIC,
ATHLETIC, AND LIFELONG
PERSONAL AND PROFESSIONAL
EXCELLENCE.

Name | Image | Likeness

The ability for a student-athletes to earn compensation based on their name, image, and likeness is commonly referred to as NIL.

NIL activities include, but are not limited to:

- Endorsements of businesses/organizations
- Appearances (birthdays, celebrations, etc.)
- Camps/clinics
- Lessons (except Golf)
- Social media posts
- Autograph signings



NIL Activity

- Student-athlete provides brand value added to local or national company
 - Student-athlete compensated for appearance, social media promotion, use of name/image in advertisements
- Student-athlete talents direct benefit to customers
 - Camps, clinics, personal training, consulting, etc.



NIL Requirements

- Compensation earned must be for work performed
- May work with an NIL agent or lawyer subject to PA state law
- Compensation earned cannot be an inducement to attend or remain enrolled at Temple
- Compensation earned cannot be pay-for-play
- May not endorse any "vice categories"
- Limits on institutional involvement



Collectives

- Organizations established to provide NIL opportunities to student-athletes
 - Operate independent of the university
 - Donors and local businesses are main contributors
 - Not permitted to be used for recruiting inducements (high school or transfer PSAs) or pay-for-play.



Temple NIL Timeline

Spring 2021

Temple NIL Task Force Created



Summer 2021

Temple's Comprehensive NIL Education Program launched



Fall 2021

Student-Athlete Development & Professionalism first taught



April 2022

NBC Sports Athlete Direct launched pilot program for Temple student-athletes



August 2022

Supporters of Temple Athletics launched the TUFF Fund collective



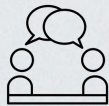
July 1, 2021

NCAA Interim Policy & PA State Law Enacted



September 2021

INFLCR contract executed



March 2022

Individual branding consultations offered to all Temple student-athletes



June 2022

Temple sent three student-athletes to first national NIL symposium



Temple NIL Timeline

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April 2022

NBC Sports Athlete
Direct launched pilot
program for
Temple student-athletes

August 2022

Supporters of Temple Athletics launched the TUFF Fund collective

November 2022

Pennsylvania
removed prohibition
on institutional
involvement

February 2023

2nd NIL Business Education Workshop

August 2023

Athletics joins TUAA for an educational call on NIL and giving options.

Fall 2023

Temple student-athletes opt-in to have cobranded NIL merch available for sale through Fanatics & NIL Store

December 15, 2023

Temple student-athletes eclipsed 100 disclosed transactions for the fall semester



100

**March 2022**

Individual branding consultations offered to all Temple student-athletes

June 2022

Temple sent three student-athletes to first national NIL symposium

October 2022

NCAA issued clarification on involvement of collectives

November 2022

Temple Athletics
launched Temple
Owl Exchange in conjunction
with 1st NIL Business Education
Workshop

Summer 2023

NCAA calls for uniformity, transparency, and protections. Temple sends two student-athletes to 2nd NIL symposium

September 2023

- Creation of student-led NIL Co-Op for campus leaders to share ideas and connect with industry leaders



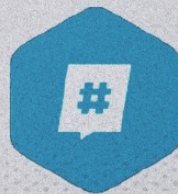
TEMPLE UNIVERSITY ATHLETICS PERSEVERANCE CONQUERS

HOW TO SUPPORT TEMPLE STUDENT-ATHLETES THROUGH NIL

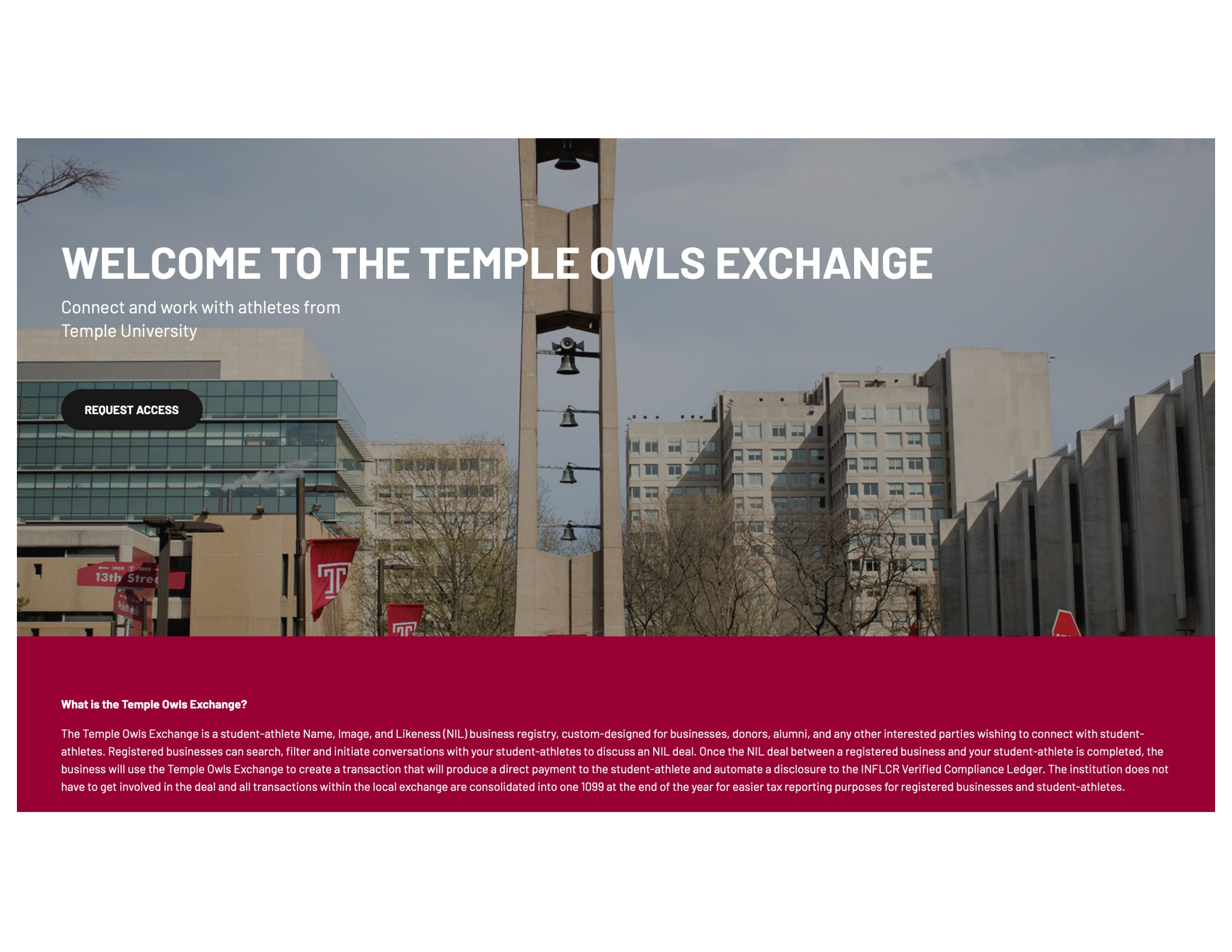


1. ENTER INTO AGREEMENTS WITH TEMPLE STUDENT-ATHLETES FOR NIL ACTIVITIES

- ◆ **CONTACT A STUDENT-ATHLETE DIRECTLY TO ENTER INTO AN AGREEMENT**
- ◆ **GO THROUGH A MARKETPLACE (EX. TEMPLE OWLS EXCHANGE, OPENDORSE, MOGL, ETC.)**
- ◆ **SERVICES/ACTIVITIES INCLUDE, BUT ARE NOT LIMITED TO:**
 - ENDORSEMENTS OF BUSINESSES/ORGANIZATIONS
 - APPEARANCES (BIRTHDAYS, CELEBRATIONS, ETC.)
 - CAMPS/CLINICS
 - LESSONS (EXCLUDING GOLF)
 - SOCIAL MEDIA POSTS
 - AUTOGRAPH SIGNINGS



INFLCR



WELCOME TO THE TEMPLE OWLS EXCHANGE

Connect and work with athletes from
Temple University

[REQUEST ACCESS](#)

What is the Temple Owls Exchange?

The Temple Owls Exchange is a student-athlete Name, Image, and Likeness (NIL) business registry, custom-designed for businesses, donors, alumni, and any other interested parties wishing to connect with student-athletes. Registered businesses can search, filter and initiate conversations with your student-athletes to discuss an NIL deal. Once the NIL deal between a registered business and your student-athlete is completed, the business will use the Temple Owls Exchange to create a transaction that will produce a direct payment to the student-athlete and automate a disclosure to the INFLCR Verified Compliance Ledger. The institution does not have to get involved in the deal and all transactions within the local exchange are consolidated into one 1099 at the end of the year for easier tax reporting purposes for registered businesses and student-athletes.



Justin Miller



Browse Athletes



Conversations



Transactions



Industry Values



Settings

ATHLETES

[Browse Athletes](#) [Saved Lists](#)

☐ 485 Athletes

Search for an athlete

+ Filters



275
10.6k

**Kendall
Currence**
Temple University
Temple Women's Basketball

[View Profile](#)



718
7.5k
100.1k

**Olivia
Vance**
Temple University
Temple Women's Volleyball

[View Profile](#)



3.3k
18.9k
2.7k

**Jackson
Pruitt**
Temple University
Temple Football

[View Profile](#)



1.4k
3.9k
620

**Sam
Martin**
Temple University
Temple Football

[View Profile](#)



515
7.2k
609.5k

**Aleah
Nelson**
Temple University
Temple Women's Basketball

[View Profile](#)



1.8k

**Lleyton
Imparato**
Temple University
Temple Men's Soccer

[View Profile](#)



3.1k
5k
1.4k

**Ian
Stewart**
Temple University
Temple Football

[View Profile](#)



367
2.4k

**Taylor
Moncman**
Temple University
Temple Women's Lacrosse

[View Profile](#)



251
3.3k

**Brooke
Donabedian**
Temple University
Temple Women's Gymnastics

[View Profile](#)



**Jahlil
White**
Temple University
Temple Men's Basketball

[View Profile](#)



1.1k

**Andres
Aranguren**
Temple University
Temple Men's Golf



14
1.4k

**Isabel
May**
Temple University
Temple Women's Rowing



7
664
384

**Lolina
Neilson**
Temple University
Temple Women's Field Hockey



612
3.6k

**Tyler
Douglas**
Temple University
Temple Football



94
1.2k

**Kevin
Smithwick**
Temple University
Temple Football

2. SUPPORT A COLLECTIVE

- ◆ **DONATE PERSONAL FUNDS TO A COLLECTIVE (E.G., THE TUFF FUND
- CREATED IN 2022 TO SUPPORT TEMPLE STUDENT-ATHLETES)**

DONATIONS MADE TO COLLECTIVES WILL NOT RECEIVE DONATION CREDIT THROUGH TEMPLE

- ◆ **ASSIST A COLLECTIVE IN RAISING MONEY (E.G., ATTEND FUNDRAISERS)**



*TEMPLE UNIVERSITY EMPLOYEES ARE NOT ALLOWED TO DONATE TO A COLLECTIVE

3. MAKE REFERRALS

- ◆ **ENCOURAGE BUSINESSES AND INDIVIDUALS TO USE THE
TEMPLE OWL EXCHANGE OR OTHER PLATFORMS**
- ◆ **REFER OTHERS TO DONATE TO THE TUFF FUND**
- ◆ **INFORM ATHLETICS OF POTENTIAL OPPORTUNITIES
FOR NIL (OWLNIL@TEMPLE.EDU)**

FOR ADDITIONAL INFORMATION OR HELP:

Contact, Chief of Staff, Justin Miller at
215-204-3837, owlnil@temple.edu

**Scan Here to Learn More and
to Join the Temple Owl
Exchange**



**Justin Miller
Executive Senior Associate
Athletics Director - Chief of Staff
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**Thank
You**