



Arizona Legacy Volleyball Academy

Name, Image, and Likeness (NIL) Policy

Arizona Legacy Volleyball Academy (“Legacy”) is committed to supporting our athletes both on and off the court. We believe NIL is an opportunity for athletes to build their personal brand, gain real-world experience, and create future opportunities. To ensure compliance with AIA and USA Volleyball guidelines, Legacy has adopted the following NIL policy.

1. Athlete-Driven Opportunities

- All NIL participation is **voluntary** and never a requirement for membership on a Legacy team.
- NIL deals are entered into **directly between the athlete/family and the brand/company**.

2. Legacy’s Role

- Legacy may **connect athletes to brands, sponsors, or community partners** who express interest.
- Legacy may **offer education, training, and exposure opportunities** (e.g., media training, workshops, social media features).
- Legacy may **facilitate optional ambassador roles** for certain products, but athletes choose whether to participate.

3. Financial Considerations

- Legacy will **never take a percentage of an athlete’s NIL earnings**.
- All compensation goes directly to the athlete/family.
- NIL income is **completely separate** from club dues, fundraising, or other program finances.

4. Restrictions & Compliance

- NIL opportunities **cannot be tied to athletic performance, statistics, or wins/losses**.
- NIL cannot be used as a recruiting inducement.
- Legacy athletes may not promote companies in the following categories: **gambling, alcohol, tobacco, cannabis, adult entertainment, or similar restricted industries**.
- Athletes may **not use school or USA Volleyball logos, uniforms, or facilities** in NIL promotions without written approval.



5. Legacy Branding & Content Guidelines

- Athletes may use Legacy photos, uniforms, and branding **only with written permission** from Legacy for NIL promotions.
- Legacy reserves the right to review and approve use of club marks/logos in NIL activities.
- Athletes are expected to **represent Legacy professionally** in all NIL-related content (no inappropriate language, conduct, or imagery while wearing Legacy gear).

6. Conflicts of Interest

- Athletes may not enter NIL agreements that **directly conflict with Legacy's official club sponsors or partnerships** without prior discussion.
- Example: If Legacy has an exclusive apparel partner, athletes must receive Legacy's approval before signing with a competing brand.

7. Transparency

- Athletes/families should **keep written copies of NIL agreements** in case of review by AIA or USA Volleyball.
- Athletes must follow **FTC disclosure rules** when promoting products (e.g., use of "#ad" or "#sponsored" on social posts).

8. Ongoing Education

- Legacy is committed to providing resources, workshops, and training to help athletes and families navigate NIL opportunities responsibly.

9. Questions & Support

Legacy is committed to guiding athletes and families through NIL opportunities responsibly. Questions may be directed to: **daniel@azlegacyvolleyball.com**