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CSC Guidance Unveiled: NIL Enforcement and Implications for Collectives

Highway to NIL Podcast

SPEAKERS

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In this episode of *Highway to NIL*, Troutman Pepper Locke attorneys Cal Stein, Mike Lowe, and Brett Broczkowski delve into the latest guidance from the College Sports Commission (CSC) regarding name, image, and likeness (NIL) deals. They explore the criteria set by the CSC for evaluating NIL deals, including payer association, valid business purpose, and range of compensation. The discussion highlights the implications for associated entities, particularly collectives and boosters, and the potential shift in their roles due to the new guidelines.

Key topics include:

- Background on the CSC (2:16);
- Associated payer criteria for NIL deals (4:14);
- Valid business purpose for NIL deals (6:41);
- Range of compensation for NIL deals (13:20);
- Possible CSC enforcement activity against student-athletes (16:00);
- NIL deal reporting requirements: multiyear deals and deals under \$600 (19:07);
- Range of compensation versus fair market value (23:05).

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