PERMITTED NIL ENGAGEMENTS

Commercial Endorsements

Promotional Activities

Social Media Presence

Product Advertisements

Service Advertisements

PROHIBITED NIL ENGAGEMENTS

Adult entertainment products and services

Alcohol, tobacco, vaping, and nicotine products

Cannabis products

Controlled substances

Prescription pharmaceuticals

Gambling, including sports betting, the lottery, and betting in connection with video games, on-line games, and mobile devices

Weapons, firearms, and ammunition

Political or social activism

NIL Collectives (Bylaw 9.9.4.2)