



MEMORANDUM

To: North Carolina A&T Student-Athletes

From: North Carolina A&T State University
Department of Athletics

Re: Name, Image & Likeness Update

Date: July 1, 2021

As you are aware, on June 30, 2021, the NCAA approved a proposal allowing student-athletes to financially benefit from the use of their name, image, and likeness (NIL). The new interim NCAA policy, which goes into effect today, provides student-athletes with the ability to profit from their reputation as a student-athlete through marketing and promotional endeavors. More specifically, the interim policy allows student-athletes to be compensated for personal business activities (e.g., appearances, autographs, camps, clinics, etc.) and the promotion/endorsement of products and services.

The NCAA Interim NIL Policy provides the following guidance to college athletes, recruits, their families and member schools:

- Individuals can engage in NIL activities that are consistent with the law of the state where the school is located. Colleges and universities may be a resource for state law questions.
- College athletes who attend a school in a state without a NIL law can engage in this type of activity without violating NCAA rules related to name, image and likeness.
- Individuals can use a professional services provider for NIL activities.
- Student-athletes should report NIL activities consistent with state law or school and conference requirements to their school.

Many states have adopted similar NIL legislation with varying effective dates. As of today, the State of North Carolina has not adopted NIL legislation. *Students who play for schools in a state without a NIL law can benefit from NIL as long as they do so consistent with institutional rules and policies.*

Common NIL activities include:

- Third-party endorsements: Student-athletes can arrange for the endorsement of goods and services. As an example, a student-athlete could receive compensation to appear on a billboard for a local business.





- Social-media influencing: Student-athletes could receive compensation for providing content through social- media platforms. Likewise, they could endorse/promote commercial products through their social-media pages and receive compensation from those products.
- Professional guidance/support: Student-athletes are allowed to employ the services of a professional advisor to assist in guiding them through the process and securing endorsement opportunities.
- Autograph signing/appearances: Student-athletes may receive compensation for signing autographs or making public appearances, provided they are not in uniform/team gear and do not occur during official team events.

What is not allowed?

- Student-athletes may not be compensated based on their participation or achievement in their sport. Athletic performance may enhance NIL value, but may not be the consideration for NIL compensation.
- Student-athletes may not be compensated based on their decision to attend a particular institution, or their decision to remain enrolled at a particular institution.

What will NC A&T provide?

- Policy and procedures necessary for student-athletes to fully engage in this opportunity while retaining their eligibility for competition.
- Continued monitoring and updates regarding evolving NCAA, state or federal legislation surrounding NIL.
- Provide education for all student-athletes regarding basic NIL legislation, the importance of evaluating tax implications, brand management, entrepreneurship, and social media.
- Access to NIL marketplace where student-athletes can evaluate industry endorsement deals.
- Ongoing information and orientation sessions for student-athletes and parents.

What is NC A&T cannot provide?

- Legal or financial advice regarding contract negotiation.
- Representation of any kind in endorsement deals.
- Facilitation or solicitation of any compensation opportunities for student-athletes.

