



MAINE ATHLETICS

NAME, IMAGE, AND LIKENESS INFORMATION



WHAT IS NIL?

NIL is an acronym for Name, Image, and Likeness, a policy that allows college athletes to earn money from their personal brand through endorsement deals, social media, and other activities.

What can Student Athletes use to promote your business?



Social Media



Autograph signings



Commercials & Advertisements



Public Appearances

NIL deals of \$600 or more are required by NCAA rules to be disclosed by the student-athlete to NIL Go. You or your business may be required to complete an attestation about your business during the NIL Go process. A link to a NCAA FAQ for more information can be found here -

<https://www.ncaa.org/sports/2021/7/9/name-image-likeness.aspx>

Steps for businesses interested in engaging in NIL

Find a Student Athlete to pair with

- Click [Here](#) to find Student Athletes
- Through Social Media
- Student Athletes can pursue NIL through their own discretion. You do not need to contact the athletic department for permission.
- Any questions can be directed to um.athletic.compliance@maine.edu

Create a contract

- Student Athletes need to perform some work of service for NIL deals to be permissible.
- You will need to create a contract outlining who you are, what work, services, & obligations the student athlete will have to you or your company, and how they will be compensated.

Approval from Sponsorship Team

- You or your company must get written approval from our sponsorship team (Van Wagner) before using any UMaine logos, trademarks, or IP in a NIL activity. If you are interested in this, please visit <https://goblackbears.com/sports/2024/1/11/corporate-partnerships.aspx>

International Student Athletes

- Employment is heavily restricted for International student-athletes who are in the U.S. on F-1 visas except in very limited circumstances. Meaning, engaging in NIL deals potentially puts International student-athletes visa status at risk if the activity is considered "employment" under U.S. Immigration law. It is recommended to consult with legal counsel before engaging in NIL activities with International student-athletes.