



NAME, IMAGE & LIKENESS (NIL)

Quicksheet for Student-Athletes (SA's)

NCAA PROPOSALS

- * would allow Student-Athletes (SA's) to monetize their NIL with few restrictions, including how intellectual property of the institution can be used & what can be done during the time a SA is representing the institution and/or participating in practice activities
 - * would also allow prospective student-athletes (PSA) to participate in NIL activities
 - * would allow both SA's & PSAs to hire agents to represent them for NIL activities
- There is a possibility that the NCAA will have some sort of legislation in place by July 1, 2021

DISCLOSURE

SA's MUST disclose their NIL activities to the athletics compliance office. This is considered "work" or "employment" & must be monitored like everything else.

UTA will have a robust program to educate SA's in how to maximize the use of their NIL for compensation, as well as understanding associated issues (e.g. financial literacy, branding, time management).

CONTACT

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What is NIL?

NIL legislation will allow an SA to make money from using their name, image, or likeness. This may come in the form of partnerships with businesses (promotions on TikTok or tv commercials), running a sports camp, or creating a business. Right now, NCAA rules limit what activities and how SA's can monetize their NIL. This new legislation would open up many possibilities and honestly, allow student-athletes to be treated like "regular" students.

EFFECTIVE JULY 1, 2021

SA's CAN receive compensation for their NIL at market value
SA's CAN hire an agent or attorney to represent them in NIL activities
SA's CAN receive compensation from selling their autograph

SA's CANNOT miss class or official team activities to profit on their NIL

SA's CANNOT enter into a contract if the contract conflicts with a team contract, institutional contract, department policy, or honor code of institution

SA's CANNOT enter into a contract where NIL compensation is provided In exchange for athletic performance or attendance at the institution

SA's CANNOT Receive compensation in exchange for an endorsement of Alcohol, Tobacco products, e-cigarettes, or any other type of nicotine delivery device, Anabolic steroids, Sports betting or casino gambling, A firearm the student-athlete cannot legally purchase, A sexually oriented business.

UTA's marks, logos or other institutional property CANNOT be used in a proposed NIL-contract with a UTA SA (e.g. SA filming endorsement ad while wearing a UTA hat). Texas state law prohibits SA's from earning NIL-compensation in exchange for property owned by UTA.

UTA and its staff CANNOT arrange for our SA's to participate in NIL contracts or activities; however we may forward information about legitimate NIL-opportunities to our SA's for their consideration.

International student-athletes in the US on an F1 visa may NOT be employed within the US. Therefore, international student-athletes cannot take advantage of NIL in the US. Consequences include having F1 Visa status cancelled and having to return to their home country

UTA must provide NIL, financial literacy and life skills education to SA's.

UT Arlington plans to partner with a software company that will help us monitor, educate and enhance our SA's brand. An announcement regarding that software will come later this summer!
Until we implement the new software, you will need to complete the attached NIL Disclosure Form and submit it to ranee@uta.edu

Texas State Law SB 1385 Do's and Don't's