

Florida A&M University Regulation



2.034 Intercollegiate Athletes - Name, Image and Likeness.

- (1) Student-athletes may use their names, images, and likenesses to promote their athletically and non-athletically related business activities (e.g., products, services, camps/clinics, personal appearances) subject to the requirements and limitations herein. A student-athlete's promotion of his or her business activity may include a reference to the student-athlete's involvement in intercollegiate athletics and a reference to the Florida Agricultural and Mechanical University (University).
- (2) A student-athlete may not use any current or former University name, trademarks, service marks, logos, slogans, insignia, or other intellectual property (including any features of the uniform) (collectively "Marks") in promoting such business activity without the express written consent of the University President or designee. Such use must also be, consistent with applicable University policies including, without limitation, appropriate licensing agreement and fees. If such use is granted, it is a limited and revocable license to use the University's Marks for lawful purposes, and in good taste and in a decent manner which is consistent with the highest standards applicable to the status of Florida A & M University as an educational institution throughout the world and to enhance and preserve that status, and not in any manner cause harm to its reputation. Any depictions of Florida A&M University, its students, faculty, staff, etc., will be consistent with the status of Florida A&M University as an educational institution and will not include material that will be in derogation of such status. The University must provide prior express written consent for the student-athlete to use campus facilities or grounds for NIL activities, and such use may require location agreements, waivers of liability, liability insurance requirements and applicable rental fees.
- (3) A student-athlete may not enter into a contract for the use of his or her name, image or likeness which:
 - (a) is based upon the student-athlete's athletic performance; or
 - (b) promotes the use of alcoholic beverages, tobacco, firearms, banned or illegal substances; or illegal wagering activities;

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- (c) contains adult content;
 - (d) conflict with academic and team activities;
 - (e) involve entities or individuals with whom doing business is prohibited by the United States of America or the state of Florida;
 - (f) conflicts with the terms of any contract entered into by the University.
- (4) A student-athlete who enters into a contract for compensation for the use of their name, image, or likeness shall provide a copy of the contract (and any amendments thereto) to the Director of Intercollegiate Athletics or designee within five (5) business days of entering into such contract. The Director of Intercollegiate Athletics, or designee, shall submit the proposed contract to the Office of the General Counsel. The Office of the General Counsel shall advise the University if the terms of said student-athlete's contract conflicts with the terms of any University contract or other prohibition set forth in this Regulation.
- (5) The University shall conduct at least two distinct financial literacy, life skills, and entrepreneurship workshops for a minimum of five (5) hours each consistent with the requirements in section 1006.74, Florida Statutes, prior to the graduation of the intercollegiate athlete.
- (6) NCAA extra benefit and preferential treatment rules remain applicable to student-athletes engaged in NIL activities.

Specific Authority: Article IX, Section 7, Florida Constitution, Section 1006.74, Florida Statutes, Board of Governors Regulations 1.001, 6.022. History-New 09-06-21; Amended 12-xx-23.

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