

**Salisbury University**  
**Department of Athletics**  
**Name, Image and Likeness (NIL) Policies**  
**2021-2022**

**I. Policy**

Salisbury University supports student-athletes receiving compensation for the use of their name, image and likeness from sources outside University.

**II. Definition of Name, Image and Likeness (NIL)**

A name, image, and likeness activity include any situation in which a student-athlete's name, image, likeness, or personal appearance is used for promotional purposes by a non-institutional entity, including the individual student-athlete, a commercial entity, or a noninstitutional nonprofit or charitable entity. While such activities may provide compensation for a student-athlete, those activities that do not provide compensation are also covered under this policy. Student-athletes' use and monetization of their name, image and likeness may involve a wide range of activities, including but not limited to:

- a. Traditional commercials or advertisements for products or services
- b. Student-athletes developing and promoting their own business
- c. Personal appearances
- d. Student-athletes running their own camps or clinics
- e. Providing private lessons (and using their name or image to promote those lessons)
- f. Sponsored social media posts
- g. Autograph sessions

**III. NCAA Statement on NIL**

- a. 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.
- b. College athletes who attend a school in a state without NIL law can engage in this type of activity without violating NCAA rules related to name, image and likeness.
- c. Individuals can use a professional service provider for NIL activities.
- d. Student-athletes should report NIL activities with state law or school and conference requirement to their school.

**IV. Salisbury University Disclosure Requirements**

Student-athletes are required to disclose contact information for all parties involved in the use of their name, image, and likeness, as well as any involved professional service providers. The student-athlete must also disclose compensation arrangements and the details of their relationship with involved

parties. Student-athletes must disclose the proposed NIL activities to The Director of Athletics (Dr. DiBartolo), The Compliance Officer (Ms. Stoltz) and the head coach at least seven (7) days prior to committing to said activities. If arrangements and details of agreements to promote a commercial product or service are amended, the student-athlete must provide notice to the Director of Athletics, the Compliance Officer and the head coach at least seven (7) days prior to the effective date of the change.

#### **V. Additional Salisbury University Requirements**

- a. Student-athletes are not allowed to use any Salisbury University logos or images in any NIL activities and/or agreements.
- b. Student-athletes are not allowed to use any images or photos that are the property of Salisbury University.
- c. Student-athletes cannot alter any Salisbury University practices or game day item to add a NIL sponsor.
- d. NIL agreements cannot use images of student-athletes in Salisbury University issued uniforms or practice gear.
- e. Images cannot include any Salisbury University facilities or property, including buildings of the campus.
- f. Uniforms, gear and other items that are provided by Salisbury University for use in practice and play cannot be sold through a NIL agreement. (This would only be allowed after the student-athlete has exhausted all eligibility and has graduated.)
- g. Student-athletes are not allowed to engage in any NIL activities that are connected to NCAA banned products/services including:
  1. Tobacco products (includes electronic smoking devices, vapor products or products that contain nicotine)
  2. Alcohol and vendors associated with alcohol products (distributors, retail or entertainment establishments)
  3. Casinos or any entity that sponsors or promotes gambling
  4. Controlled substances
  5. Any marijuana (legalized and medical) products (including distributors, labs, cultivators, etc.)
  6. Activities that ridicule, exploit or demean persons on the basis of their age, color, creed, physical or mental disability, national origin, citizenship, veteran status, marital status, race, religion, sex or gender
  7. Any adult business engaged in the sale, rental or exhibition of any form of adult entertainment that is characterized by an emphasis on the exposure or display of sexual activity
- h. All NIL agreements must be reported to the Salisbury University Director of Athletics, the Compliance Officer, and the head coach.
- i. NIL related social media pages (Twitter, Instagram, Facebook, etc.), cannot include any images or pictures of a student-athlete in a Salisbury University uniform, nor may it include any Salisbury University locations or images or graphics representing Salisbury University.

## **VI. Sanctions/Penalties**

- Failure to follow this policy may result in loss of athletic privileges and other sanctions that are deemed appropriate. Sanctions can include a verbal or written reprimand, probation, loss of practice and/or competition privileges, suspension or dismissal from the athletics program.