

PROCEDURES for the Policy on Student-Athlete Name, Image, and Likeness (NIL)

Policy #: 06.101.4

I. Introduction

The Policy on Student-Athlete Name, Image, and Likeness (NIL) (the [Policy](#)) outlines the expectations surrounding a student-athlete's involvement in NIL Activities in accordance with applicable NCAA rules and/or state and federal laws while continuing to further the mission of the Department of Athletics: to lead a Division I Intercollegiate Athletics program that positively influences University of Rhode Island student-athletes, aligns with the mission of the University, and demonstrates its value by enhancing the University's local, regional, and national reputation.

These procedures, as amended from time to time, have been established to ensure compliance with the Policy. Capitalized terms used and not otherwise defined in these procedures have the meanings specified in the Policy.

The Policy, and these procedures, apply to student-athletes, as well as contractors, representatives, and agents associated with Athletics, and other Representatives of Athletics Interest ("boosters").

Questions regarding these procedures should be directed to the Office of Athletics Compliance.

II. Role of the Institution

The role of the University is to educate student-athletes on topics related to NIL Activity, including, but not limited to:

- a) Engaging in NIL,
- b) Best practices,
- c) Rules and risks, and
- d) Building one's personal brand.

Further, the role of the University extends to:

1. Informing student-athletes about potential NIL opportunities and engaging a NIL service provider to administer a "marketplace" that matches student-athletes with those opportunities.
2. Supporting student-athletes in NIL Activities directly by providing stock photos or graphics to either a student-athlete or a NIL entity (e.g., Collectives and others seeking to engage student-athletes) or arranging space on campus for an entity and student-athlete to meet.
3. Advising student-athletes of known resources that may assist student-athletes with the evaluation of a Professional Service Provider, such as tax advisors, marketing consultants, attorneys, brand managers, or Agents, that support NIL Activity.
4. Allowing student-athletes access to and use of University facilities for NIL Activity under the same rules, regulations, fees, and terms and conditions in effect for any third-party user requesting comparable access or use. Student-athletes should contact the University's Department of Campus Recreation (401-874-5451) for additional information.
5. Promoting student-athletes' NIL Activities, provided the student-athlete or NIL entity pays the going rate for that advertisement (for example, on a video board during a game).
6. Providing support to student-athletes that would be provided to any other University student.

Education may be done in partnership with the Atlantic 10 or Coastal Athletic Association Conferences.

NCAA Bylaw 22.1.1 (Adopted: 4/18/24) An institution may provide assistance and services (e.g., identify specific name, image and likeness opportunities, facilitate deals between student-athletes and third parties) to a student-athlete pursuing name, image and likeness opportunities, provided:

- a) The student-athlete does not receive compensation from the institution for use of the student-athlete's name, image or likeness (e.g., indirect or direct payment from the institution for use of name, image or likeness);
- b) The student-athlete maintains independent authority over the name, image and likeness agreement (e.g., student-athlete determines specific terms, has final decision in accepting or rejecting name, image and likeness agreements); and
- c) The student-athlete is not required to accept institutional assistance or services (e.g., assistance and services are optional, outside representation may be used).

The University, including its employees, contractors, representatives, and Agents, may not:

1. Engage in negotiations on behalf of a NIL entity or a student-athlete to secure specific NIL opportunities.
2. Use the promise of any NIL Activity as an inducement to attend the University.
3. Contract with any entity engaged in, or otherwise knowingly allow any University partner or contractor to engage in, activity that is impermissible for the University.
4. Endorse or recommend any specific Professional Service Provider.
5. Review or confirm that a student-athlete's NIL contract complies with applicable law, regulations, policies, procedures, or rules.
6. Pay for, provide, or facilitate a relationship between a Professional Service Provider and any student-athlete.

Student-athletes remain subject to all applicable University policies and procedures, as may be adopted and/or amended from time to time.

III. Disclosure

Student-athletes who engage in NIL activities that result in compensation valuing \$600 or above must disclose to the University via *Opendorse* within 10 days of either the receipt of the compensation or the execution of the agreement for future compensation, whichever occurs first. Disclosures must be made through the Opendorse app. The University will maintain all documentation related to a student-athlete's NIL transactions for a period of seven (7) years.

Absent disclosure, the University is unable to assist a student-athlete with eligibility implications that could result from a violation of current or future NCAA rules or state or federal law.

Forms Related to the Policy

Form 1: Student-athletes can disclose their NIL activity through their Opendorse profile. Student-athletes must have a current Opendorse account to disclose and can access or create an account through this [link](#) or by contacting the Office of Athletics Compliance.

IV. Violations of the Policy

Violations of this policy will be adjudicated through the Dean of Students or the Office of Athletics Compliance depending on the category of the violation (e.g. NCAA eligibility, student conduct, etc.).