



Syracuse University Name, Image, Likeness Interim Policy for Student-Athletes

(Updated August 1, 2024)

This interim policy sets forth the rules that apply to Syracuse University (“University”) student-athletes who elect to participate in endorsements or other activities related to their name, image or likeness (“NIL”). Due to the evolving NIL landscape, the University reserves the right to amend this interim policy at any time in its sole discretion, including without limitation if the NCAA, Atlantic Coast Conference, or federal or state authorities adopt new or amended requirements. Student-athletes must also adhere to any additional guidelines the University may publish to clarify or implement this interim policy.

- Student-athletes may be compensated for the bona fide use of their NIL. Compensation includes cash, products, services, an ownership stake in a business, or any other benefit.
 - Student-athletes may not be compensated in exchange for their athletic ability, athletic performance, or achievements or attendance at the University. Compensation that is provided for any of these reasons may be deemed “pay for play” and may result in NCAA ineligibility to participate in college athletics.
 - International student-athletes should not participate in any NIL activity without guidance from the Office of Athletics Compliance to guard against any potential immigration issues.
- Staff members of the University and its Athletics Department may not compensate current student-athletes for their NIL.
- Student-athletes may not use the name, nicknames, logos, colors, slogans, mascot, or other marks, uniform styles, photos/images, or other intellectual property of the University (collectively, “IP”) for NIL activities without receiving prior written permission from the University’s Office of Trademark Licensing. If the University becomes aware of any unauthorized use of University IP in connection with a student-athlete’s NIL activities, the student- athlete will be responsible for assisting the University in addressing the unauthorized use with any third-party making use of the University’s IP.
- Student-athletes planning to enter into a contract or agreement to use their NIL are encouraged to disclose all NIL activity regardless of value but are required to disclose any NIL activity valued at \$600 or more (Bylaw 22.2.3.3) and all relevant details to the Office of Athletics Compliance prior to executing any such contract or agreement. A student-athlete must also disclose NIL activities involving the same (or substantially the same) parties if the aggregate value of the activities is equal to or greater than \$600 (Bylaw 22.2.3.3). Student-athletes must provide disclosure not later than 30 days after entering into or signing an agreement. (Bylaw 22.2.3)
 - Student-athletes must attest that (Bylaw 22.2.1.2):
 - (a) All disclosed information is and will be complete and accurate;
 - (b) The disclosed activities are and will be consistent with institutional and conference policy, NCAA rules, and any applicable state or federal law;
 - (c) Pay or promise of pay related to the disclosed activities are not and will not be a substitute for payment for athletics participation or achievement or an inducement to enroll or remain enrolled at a specific institution; and
 - (d) Acknowledgment that failure to disclose or fraudulent disclosure may constitute impermissible unethical conduct (see Bylaw 10.1).

- Required Elements of NIL Disclosures (Bylaw 22.2.3.1):
 - (a) Names and contact information of individuals involved in the activity (business owners, other student-athletes, etc.), including a description of the nature of the relationship between such individuals;
 - (b) Terms of the arrangement, including a description of services rendered, rights granted, term duration/length of the contract, compensation and payment structure (e.g., cash, barter/trade, deferred benefits);
 - (c) Names and contact information of professional service providers (e.g. agents, attorneys, advisors, etc.) involved in the arranging, negotiating, or securing the disclosed activity, including a description of the nature of the relationship between the service provider and individuals involved in the activity; and
 - (d) Terms of compensation between the professional service provider and the student-athlete (e.g., agent contingency fee).
- Student-athletes must report all NIL activities through INFLCR. Email is not an acceptable reporting method. Mentioning the NIL activity to a coach or athletic administration is also not an acceptable reporting method.
- Student-athletes may secure representation or assistance from an agent, agency, or advisor. However, any agent, agency, or advisor must register with the Office of Athletics Compliance prior to entering into any contract or agreement with a student-athlete. Agents, agencies, and advisors may only represent or assist a student-athlete with NIL activities and may not assist with any future professional athletics representation.
 - Any athlete agent must also be registered with the state of New York prior to contacting a student-athlete.
 - Any attorney acting as an agent must be a member in good standing of the New York State Bar.
- NIL activities may not conflict with official team activities, practices, or games. Additionally, student-athletes may not miss class time, tutor appointments or other academic obligations to take part in NIL activities.
- Student-athletes may not:
 - Enter into any contract or agreement that violates any University, Athletics Department, or team rules, policies or guidelines;
 - Enter into any contract or agreement that could cause financial loss or reputational damage to the University or its Athletics Department;
 - This includes but is not limited to endorsements of individuals/entities, products, services or websites in the following industries: alcoholic beverages, tobacco or electronic smoking marijuana or cannabidiol (CBD), prescription or performance-enhancing drugs, casinos or sports gambling, adult entertainment, firearms or ammunition, illegal substances or activities.
 - Enter into any contract or agreement that conflicts with an existing University or Athletics Department contract;
 - Use University or Athletics Department facilities for NIL activities without prior written approval; and
 - Sell Athletics Department/team issued gear or apparel until all athletics eligibility has been exhausted.
- Athletics Compliance shall report disclosed NIL activities to the NCAA national office on an aggregate and biannual basis. Disclosed aggregate information will be available for examination upon request by NCAA staff members or authorized representatives of the NCAA and will also be published in the NCAA's NIL database (Bylaw 22.2.3.5)