

The purpose of this tip sheet is to inform ***athletics staff*** on what types of activities are allowed within NIL and the limitations placed on these activities. If you have any questions, please contact the Compliance Office.

**May I enter into an agreement with a UL student-athlete (i.e., SA) for the use of the SA's name, image or likeness (i.e., NIL) in exchange for money, goods or services?**

No, based on restrictions in state laws, as well as potential federal laws and NCAA rules.

**Does the Louisiana NIL law state that someone may provide a student-athlete (i.e., SA) with any amount of compensation at any time as long as it is in exchange for the use of the student-athlete's NIL?**

No, there are some restrictions. Of those restrictions, the most significant prohibit student-athletes from profiting from their NIL when they are engaged in official team activities and prohibit receiving compensation for NIL benefits based on:

- The student-athlete's enrollment or attendance at UL or
- The student-athlete's athletic performance at UL

**May any staff members assist with arranging for UL SAs to utilize their NIL for compensation?**

Yes. UL and its staff members arrange or facilitate for SAs to participate in NIL contracts or activities.

**May I act as a marketing agent for a SA?**

No, you may not act as an agent in any way for a SA in a NIL context. You may forward information about legitimate NIL-opportunities to student-athletes for their consideration.

**May UL's marks, logos or other institutional property be used in a proposed NIL-contract with a UL SA (e.g., SA filming endorsement ad while wearing UL hat)?**

Yes, provided the University has approved the use per licensing protocols.

**May a SA receive NIL-compensation based on the SA's athletic performance at UL?**

No.

**May a NIL contract stipulate that a SA must compete for, or attend, UL (or any other NCAA member school)?**

No.

**May a SA be compensated for the SA's NIL when the SA is engaged in official team activities?**

No. For example, if a SA is at a UL Athletics-organized fan event or at an away-from-home competition, you may not compensate the SA for the SA's autograph or photo because the SA is engaged in official team activities. In short, if the SA is participating in some activity because UL Athletics organized it, then it's an official team activity.

**Are there any industries or products that SAs may not endorse?**

Yes. Louisiana law prohibits a SA from entering into a contract for the use of the SA's name, image or likeness in exchange for an endorsement of:

- Alcohol
- Tobacco products
- Illegal substances or activities
- Banned athletic substances
- Any form of gambling including sports wagering

**What are other examples of when a SA may not engage in NIL-activity for compensation, according to Louisiana law or Federal law?**

Other prohibited examples include compensation for SA NIL activity:

- When the SA is not a US citizen and the SA's visa generally prohibits employment
- In exchange for:
  - Property owned by UL (e.g., current jersey or equipment)
  - An endorsement while using UL intellectual property or other UL-owned property (e.g., paying SA for photo when SA is wearing UL apparel or on UL's campus)
- That conflicts with:
  - A UL contract
  - A UL Athletics' sport's written team rules/team contract, athletics financial aid agreement or Athletics Department student-athlete rules or
  - UL's Student Code of Conduct or other student rules

### **How long may a SA's NIL-related contract last?**

The duration of the SA's contract may not extend beyond the SA's participation in the institution's intercollegiate athletics program.

### **Will UL assist SAs with other NIL-related issues?**

Yes. UL Athletics will have a robust program to educate student-athletes on how to maximize the use of their NIL for compensation, as well as understanding associated issues (e.g., financial literacy, debt management, time management, budgeting, academic resources).

### **May international SAs engage in NIL activities?**

No. Immigration laws prohibit the employment of international student-athletes (some exceptions may apply).

*If you have specific questions, please contact Tom Burke (Associate AD/Compliance) at [tburke@louisiana.edu](mailto:tburke@louisiana.edu).*