



Hawkeye FLIGHT Program

Mission

The Hawkeye FLIGHT Program is a cross-departmental effort that will create and oversee Name, Image, Likeness (NIL) educational programming for Hawkeye student-athletes. FLIGHT programming provides Hawkeye student-athletes the opportunity to understand their NIL rights and receive training and resources to enhance their NIL potential. FLIGHT programming began Spring 2021 and is available to all interested current Hawkeye student-athletes and/or sport programs.

Name, Image, Likeness Policy

The University of Iowa Athletics Department understands the new dynamic of the student-athlete experience as legislation allowing student-athletes the ability to monetize their name, image and likeness (NIL) becomes a reality. In so doing, the UI Athletics Department confirms its role in educating our current student-athletes on the NCAA rules and regulations surrounding permissible use of their NIL. The purpose of the University of Iowa Athletics Name, Image, Likeness Policy is to ensure student-athletes are aware of NCAA rules and regulations, as well as Big Ten, state and federal regulations regarding NIL to protect their athletics eligibility.

Scope of NIL Policy

This policy provides clarity and direction as Iowa student-athletes engage in opportunities related to their name, image, or likeness. All potential NIL agreements must comply with existing NCAA rules and regulations. The approved NIL NCAA Interim Policy provides for States and Universities to put in place laws and policies respectively that best accommodate local needs and circumstances. This policy will outline the restrictions put in place by the University of Iowa Athletics Department regarding all student-athlete NIL activities.

Student-athletes may earn compensation for their name, image, and likeness. Such compensation cannot be provided in exchange for athletic performance or attendance at University of Iowa.

Student-athletes must disclose all opportunities that result in compensation (monetary or non-monetary) to the student-athlete. Disclosure to the Athletics Compliance Office through the INFLCR app must be completed within seven (7) days of the agreement.

Student-athletes may secure a professional services provider (e.g., agent, advisor, lawyer) for name, image, likeness activities. Representation cannot be for future professional athletic opportunities and must be disclosed to the Athletics Compliance Office through the INFLCR app.

The University's intellectual properties include word marks, trademarks, logos, and symbols associated with The University of Iowa and are protected by state and federal law. Usage of said marks requires permission from the University, which is granted through Trademark Licensing Agreements per University Policy. Student-athletes seeking to use marks related to the University, including all aspects of Athletic Department issued uniform, equipment, apparel, and accessories must first obtain the appropriate permission from the University Trademarks and Licensing Office.

The University of Iowa campus filming policy requires explicit written permission for all video and photo shoots on university property done for commercial purposes.

All University of Iowa student-athletes must adhere to the University of Iowa Student Code of Conduct and UI Athletics Student-Athlete Code of Conduct. Student athletes may not enter into or agree to terms as part of a publicity rights agreement or partnership that conflict with the terms of an existing University of Iowa Athletics Department contract. This includes but is not limited to existing corporate partnerships or apparel and equipment endorsements. For example, a student athlete may not enter a NIL agreement that requires the student-athlete to wear apparel in team activities that would violate sponsorship arrangement that the University has in place.

Student-athletes will not be permitted to sell awards or equipment and apparel that has not been deemed expendable by the university.

The University of Iowa, the athletics department, or staff members may not compensate or arrange compensation to a current or prospective intercollegiate athlete for his/her name, image, or likeness.

Name, image, likeness opportunities cannot conflict or coincide with academic and/or team related activities or responsibilities.

Failure to follow this policy, may result in athletics ineligibility.

This policy is subject to revision and modification by the University.

FLIGHT Student-Athlete Education Plan

Student-athletes who participate in FLIGHT will gain real world education through the INFLCR Storyteller Playbook that include these NIL areas.

- NIL 101: Educate Hawkeye student-athletes on the rules and regulations on NCAA legislation, Big Ten Conference, and University rules, as well as applicable federal and state laws, to help them understand their rights and responsibilities to ensure compliance with the various regulations. The Iowa Compliance staff will be responsible for providing this education.
- Personal Branding/Social Media: Educate Hawkeye student-athletes on the strategies and techniques needed to increase the awareness of their NIL and social media activities through positive brand associations, images, and personal brand identity. UI campus experts, UI athletics staff, existing UI partners, UI alumni student-athletes will collaborate in providing insight.
- Entrepreneurship/Financial Literacy: Educate Hawkeye student-athletes on the assets needed to become their own personal small businesses including general business planning, understanding tax implications, wealth management, and elements of licensing. Partners will include UI alumni, UI campus experts, UI community partners.
- Personal and Career Transition: Educate Hawkeye student-athletes on how to connect NIL activities into networking, interviewing skills. UI Academic Services and UI campus experts will collaborate in providing education.
- Agent and Advisor Education: Educate Hawkeye student-athletes on the agent/advisor relationship, key partners in the industry, contract negotiations and rules education. Partners with UI Professional Sports Counseling Panel to provide feedback on any potential professional service agreements that student-athletes may enter for NIL purposes.

Education Delivery Methods

- In-Person and Online Education Modules: Student-athletes will have access to video tutorials, video conferencing, and NIL updates via the INFLCR Storyteller Playbook.
- Speaker Panels: Partner with experts from UI faculty, UI campus, UI athletics department, former student-athletes, and social media. Sessions will be virtual or in-person.
- Intradepartmental Collaboration Forum: Athletics Department facilitated educational opportunities for student-athletes, coaches and staff to address NIL topics in a collaborative environment.

The following departments may be available to provide resources and education through the FLIGHT program:

- Compliance
- Academic Services
- Development/Varsity Club
- Diversity, Equity, and Inclusion
- External Relations

- Licensing/Sports Properties
- Marketing/Social Media
- Senior Administration
- UI Campus
 - Student Legal Services
 - Small Business Development Center
 - Tippie College of Business
 - John Pappajohn Entrepreneurial Center
 - Office of Strategic Communication