

**Hawkeye FLIGHT Program
Name, Image, Likeness (NIL) Policy**

1 Purpose

- 1.1 The Hawkeye FLIGHT Program is a cross-departmental effort that establishes and oversees Name, Image, Likeness (NIL) educational programming, institutional NIL guidelines, and disclosure requirements for University of Iowa (UI) student-athletes. FLIGHT programming seeks to help student-athletes understand their NIL rights and receive education and resources to enhance their NIL potential and protect their athletics eligibility.
- 1.2 This policy conveys current NCAA and institutional rules and regulations related to the permissible use of their NIL and is continually subject to change. It is current as of its effective date.
- 1.3 All student-athlete NIL activity must comply with existing Big Ten Conference and NCAA rules and regulations, as well as applicable UI policies and athletics team rules. Any failure to comply may result in penalties imposed by the NCAA and/or UI that could impact athletics eligibility and a student-athlete's ability to maintain athletics aid.

2 UI Student-Athlete Rights and Responsibilities

- 2.1 **Permissible NIL Activity.** Student-athletes may use their individual NIL to advertise or endorse the sale of a product or service for compensation.
 - 2.1.1 **Compensation.** Any NIL activity compensation must: (a) include quid pro quo (e.g., compensation for work performed); and (b) not be in return for athletics participation or achievement (e.g., pay for play; compensation without quid pro quo). Compensation (monetary or non-monetary) must be for work actually performed.
 - 2.1.2 **Examples.** Student-athletes may use their NIL, among other opportunities, to promote their own business, promote a corporate entity (e.g., brand ambassador, social media influencer), establish their own camp/clinic/lesson, make an appearance at an event and receive compensation, and sign autographs and receive compensation
- 2.2 **Timing of Permissible NIL Activity.** Student-athlete NIL activity is permissible only at designated times.

- 2.2.1 **Required Athletically-Related Activities.** Student-athletes may not promote or receive compensation for NIL activities while participating in institutional athletically related activities without express written permission. Such activities include, but are not limited to: practice, competition, travel to and from away-from-home competition, organized team promotional activities, media activities, and institutional fundraising events.
- 2.2.2 **On-Call Status for Athletically-Related Activities.** Student-athletes on call for required institutional athletically related activity must receive express written permission to engage in NIL activity.
- 2.2.3 **Required Academic Appointments.** Student-athletes may not miss required academic appointments to engage in NIL activity.
- 2.3 **Disclosures.** Student-athletes are provided the opportunity and encouraged to disclose to UI all NIL activity opportunities that result in compensation.
 - 2.3.1 **Mandatory Reporting for Activity Valued at More Than \$600.** NIL activity involving the same (or substantially the same) parties with an aggregate value equal to or greater than \$600 must be disclosed for a student-athlete to be eligible to receive UI NIL assistance and services. A student-athlete is not required to disclose NIL activities valued at less than \$600.
 - 2.3.2 **Process.** Student-athletes should report NIL activity through INFLCR not later than thirty (30) days after entering or signing an agreement. For new student-athletes, disclosures should occur not later than 30 days after enrollment.
 - 2.3.3 **Requirements of Disclosures.** Disclosures must include:
 - 2.3.3.1 Names and contact information of individuals involved with the activity, including a description of the relationship between such individuals;
 - 2.3.3.2 Terms of the arrangement, including a description of services rendered, rights granted, term duration, compensation, and payment structure (e.g., cash, barter);
 - 2.3.3.3 Names and contact information of professional service providers involved in the arranging, negotiating, or securing the disclosed activity, including a description of the nature of the relation between the service provider and individuals involved in the activity; and
 - 2.3.3.4 Terms of compensation between the professional service provider and the student-athlete (e.g., agent contingency fee).

- 2.4 **NIL Representation.** Student-athletes may secure a professional services provider (e.g., agent, advisor, lawyer) for NIL activities. Representation cannot be for future professional athletic opportunities. Any business arrangements related to NIL representation (e.g., travel expenses associated with meeting) must be consistent with arrangements between the professional service provider and other prospective or current clients and align with industry standards.

3 University Branding, Gear, and Facilities.

- 3.1 Student-athletes must follow UI processes to request use of UI branding, team-issued gear, and facilities.
- 3.2 **Branding.** UI wordmarks, trademarks, logos, symbols, or any other UI intellectual property associated with the UI are protected by state and federal law. Their use requires university permission from the Trademark Licensing Office, per university policy (Policy Manual [§ II-21](#)).
- 3.2.1 **Requests for Brand Use.** Student-athletes seeking to use any UI marks for NIL purposes--including any aspects of UI Athletic Department-issued uniforms, equipment, apparel, or accessories--must complete a request form (<https://hawkeyesports.com/flight-sa-trademark-request/>) and obtain permission. For questions, please contact the Trademark and Licensing Office (Dale Arens): Dale-Arens@uiowa.edu.
- 3.3 **Team-Issued Gear.** UI prohibits sale of team-issued gear, including awards, equipment, and certain apparel, such as team-issued jerseys, uniforms, practice, or game equipment. For a full list, please contact the Athletics Compliance Office or Associate AD (Andy Banse): 319-335-9598 or compliance@hawkeyesports.com.
- 3.4 **University Facilities:** The UI campus filming policy (Policy Manual [§ II-37](#)) requires explicit written permission for all video and photo shoots on university property done for commercial purposes. For assistance with making requests, please contact NIL General Manager (Scott Brickman): scott.brickman@altiusp.com.

4 Athletics Department Assistance, Services, and Compliance

- 4.1 **Assistance and Services.** UI may identify specific NIL opportunities, facilitate NIL deals between student-athletes and third parties, and provide other assistance and support to student-athletes who make the mandatory disclosures. A student-athlete is not required to accept institutional assistance and services.

- 4.1.1 **Eligibility of Student-Athletes for UI Assistance and Services.** UI may provide assistance and services only to student-athletes who elect to disclose NIL activity consistent with institutional policies and procedures. Under NCAA rules, a student-athlete who elects not to disclose NIL activity shall not receive such institutional assistance and services.
- 4.2 **Revocation.** If it is discovered that a student-athlete who elected to disclose NIL activity failed to meet disclosure requirements (e.g., 30 days period; required information), a reasonable amount of time will be granted to complete disclosure. If disclosure is not made, institutional NIL assistance and services may be revoked.
- 4.3 **NCAA Compliance.** Pursuant to NCAA rules, at least on a biannual basis, UI will report to the NCAA national office aggregated, anonymized information related to NIL activity disclosed to the UI.
- 4.4 **Staff Involvement.** UI, Athletics Department, and staff may not, directly or indirectly, compensate a current or prospective intercollegiate athlete for NIL.

5 **NIL-Related Liabilities and Enforcement**

- 5.1 **Independent Authority and Responsibility.** Student-athletes maintain independent authority over NIL agreements. UI and its employees will not be responsible for any agreement or contractual obligation, whether with an NIL agent or representative or any other third party. UI and its employees will not be liable for damages to a student-athlete's ability to earn compensation through NIL activity resulting from decisions or actions routinely taken in the course of intercollegiate athletics.
- 5.2 **Institutional Financial Aid.** A student-athlete's Pell Grant, federal aid and/or other need-based aid may be impacted by their NIL activity. Student-athletes may contact the Office of Student Financial Aid for information: financial-aid@uiowa.edu.
- 5.3 **International Student-Athletes:** Federal law does not permit international students in F1 visa status to earn compensation from NIL activity while in the United States. Before engaging in NIL activity, student-athletes are encouraged to consult with the UI International Students and Scholars: iss@uiowa.edu.

6 **Contact**

Please direct inquiries regarding this policy to NIL General Manager (Scott Brickman): scott.brickman@altiusp.com, or Associate AD Andy Banse: andy-banse@uiowa.edu.

History: Adopted 7/1/2021; Revised 4/26/2022; 8/1/2024