



BACKGROUND

Beginning July 1, 2021, NCAA student-athletes are permitted to earn compensation from their use of their name, image, and likeness (NIL) per institutional policy.

QUESTIONS?

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NAME, IMAGE, & LIKENESS

OLD DOMINION UNIVERSITY ATHLETICS

ODU'S POLICY:

Effective July 1, 2021, ODU's policy paves the way for our student-athletes to begin earning compensation for their NIL. The policy outlines what is permitted, how to disclose proposed agreements, and other considerations for student-athletes.

QUICK HITS:

ODU'S ROLE IN CREATING OPPORTUNITIES:

Neither ODU nor any ODU employees are permitted to assist student-athletes with creating or finding NIL opportunities. Student-athletes may utilize a licensed agent or attorney for the purposes of NIL agreements.

SPECIFIC PROHIBITIONS:

Student-athletes may not endorse or accept compensation from the following:

- Casinos or gambling, including sports betting;
- Alcohol products;
- Substances banned by the NCAA, including tobacco and marijuana; or
- Anything deemed to not be in the best interests of ODU.

Student-athletes will not be permitted to wear any ODU marks or team-issued apparel or gear while engaging in non-institutional NIL activities.

Student-athletes may not enter into agreements that conflict with an existing agreement of ODU or that causes any of ODU's affiliates to be in breach of their existing agreements.

DISCLOSURE REQUIREMENT:

Prior to executing an agreement, student-athletes must disclose the proposed activity to the ODU Compliance office. Only after receiving approval for the activity may the agreement be formally executed.