



**Student-Athlete Name, Image, and Likeness #910.001**

<b>INITIAL EFFECTIVE DATE:</b>	<b>LAST REVISION DATE:</b>	<b>RESPONSIBLE UNIVERSITY DIVISION/DEPARTMENT</b>
July 1, 2021	May 8, 2023	Athletics

**POLICY STATEMENT**

Florida International University ("FIU") student-athletes may earn compensation for the use of their name, image or likeness ("NIL"), subject to certain requirements and limitations and provided that any such use does not conflict with "Official Team Activities".

Such compensation (i) must be commensurate with the market value of the authorized use of the student-athlete's NIL; (ii) may not be provided in exchange for athletic performance or attendance at FIU; and (iii) may only be provided in accordance with all applicable National Collegiate Athletics Association ("NCAA") rules, regulations and guidance, and applicable Florida law.

Student-athlete promotion of their business activity may include a reference to the student athlete's involvement in FIU intercollegiate athletics, but may not include trademarks, logos or other intellectual property owned by FIU (including any aspects of the uniform) ("FIU Intellectual Property"), unless previously approved by FIU's Office of Strategic Communications, Government and External Relations and FIU Athletics, in accordance with applicable FIU policies and procedures. Any use of FIU Intellectual Property by a student-athlete shall require a written agreement with FIU and payment of applicable license and/or sponsorship fees. Use of FIU real property and/or facilities must be arranged and approved through FIU Athletics and subject to applicable FIU policies and procedures, including applicable rental rates.

**SCOPE**

This policy applies to all current and prospective intercollegiate student-athletes.



#### REASON FOR POLICY

This Policy, and the accompanying Student-Athlete Name, Image and Likeness Procedure Statement, seek to implement Section 1006.74, Florida Statutes, and Florida Board of Governors Regulation 6.022, each as may be in effect from time to time (the “Florida NIL Law”).

#### DEFINITIONS

TERM	DEFINITIONS
Official Team Activities	<p>FIU defines “official team activities” as any activity with an athletic or academic purpose involving student-athletes and at the direction of, or supervised by, one or more of the institution’s coaching or administrative staff. Such activities include, but are not limited, to the following:</p> <ul style="list-style-type: none"><li>• Practice</li><li>• Strength and conditioning</li><li>• Competitions</li><li>• Film study</li><li>• Skill instruction</li><li>• Compliance meetings</li><li>• Student-athlete host activities</li><li>• Recruiting activities</li><li>• Fundraising and promotional activities</li><li>• Community service</li><li>• Team travel (to and from competition)</li><li>• Media activities</li><li>• Team building</li></ul>

#### ROLES AND RESPONSIBILITIES

**Student-Athletes:** Responsible for disclosing the NIL contract or opportunity through the reporting system established by FIU. Responsible for attending all mandatory training and education related to name, image, or likeness issues.

**Sr. Associate AD, Compliance:** Responsible for reviewing NIL disclosure forms for compliance with legal and FIU policy adherence.

**Director of Athletics:** Responsible for additional review of agreements exceeding \$10,000



#### RELATED RESOURCES

Section 1006.74, Florida Statutes  
Board of Governors Regulation 6.022  
Florida International University Procedure 910.001a  
NCAA Division I Bylaws and NCAA Name, Image, and Likeness Interim Policy and applicable guidance

#### CONTACTS

Questions about this policy should be directed to [NIL@fiu.edu](mailto:NIL@fiu.edu)

#### HISTORY

**Initial Effective Date:** July 1, 2021  
**Review Dates** (*review performed, no updates*): February 9, 2024  
**Revision Dates** (*updates made to document*): August 3, 2021; August 16, 2022 (Procedure Only); March 15, 2023; May 8, 2023.



**Student-Athlete Name, Image, And Likeness #910.001a**

INITIAL EFFECTIVE DATE:	LAST REVISION DATE:	RESPONSIBLE UNIVERSITY DIVISION/DEPARTMENT
July 1, 2021	March 15, 2023	Athletics

**PROCEDURE STATEMENT**

As a result of revisions to the Florida NIL Law, effective February 16, 2023, the Official University Procedure No. 910.001a, dated August 16, 2022, has been temporarily rescinded, pending the adoption by FIU of a revised and amended Official University Procedure.