



Name, Image and Likeness Guidelines

Effective July 1, 2021, NCAA student-athletes may begin to receive compensation from third parties (but NOT from Fairleigh Dickinson University (FDU)) for use of their Name, Image and Likeness (NIL) in endorsements or business activities. All such activities MUST be reported to the athletic compliance office through <https://app.fanword.com/teams/fdu> within 5 business days of receipt of compensation or entering into an agreement for future compensation, whichever occurs first.

Information and education regarding NIL activity will be available throughout the year to FDU student-athletes through the Northeast Conference's partnership with Fanword. All student-athletes, regardless of if they want to participate in NIL activity MUST register with Fanword at <https://app.fanword.com/teams/fdu> at the beginning of their time at FDU.

- Student-athletes may earn compensation for their name, image or likeness.
- Student-athletes will not, however, be permitted to enter into NIL agreements with any vendors associated with adult entertainment, alcohol, casinos/gambling, sports wagering, tobacco, prescription pharmaceuticals, controlled substances, and weapons.
- Student-athletes must disclose any NIL agreements to the athletic department. Disclosure forms are available through JumpForward. These must be completed within 7 business days.
- FDU, the athletic department, or any other entity whose purpose includes supporting or benefitting FDU or its athletic programs, or any officer, director or employee of FDU or that other entity:
 - shall not compensate or cause compensation to be directed to a current or prospective student-athlete for use of the student's name, image or likeness.
- Student-athletes may state that they play a varsity sport at Fairleigh Dickinson University or that they are a member of a varsity sport team at FDU.
- Student-athletes may secure representation (agent or lawyer), only for name, image or likeness opportunities and not for future professional athletic contract negotiations.
- NIL compensation opportunities must not conflict with academic or team related activities.
- Student-athletes will only be allowed to use FDU or athletic department related logos and marks, including all aspects of the uniform, if those rights have been secured through a written agreement with FDU. A student-athlete can request sponsorship information and/or an agreement by contacting the Senior Associate Athletic Director for External Operations.
- The use of athletic department or other FDU facilities will require written agreement from FDU in advance (location agreements, including waiver of liability forms and applicable rental fees). Rental and waiver of liability agreements will be coordinated with the Deputy Athletic Director.



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- International student-athletes should not enter into NIL agreements without guidance from the FDU Office of International Student Services to guard against any potential immigration issues.
- Pell Grant, NJ TAG Grant and/or need based financial aid may be impacted based on compensation from NIL agreements. Those issues should be directed to the FDU Office of Financial Aid.
- Student-athletes are responsible for protecting their own identity, personal identification numbers, bank accounts, and any other factor or situation related to identity security. FDU is NOT responsible for detecting, preventing, or mitigating identity theft of student-athletes as it relates to NIL activities.

FDU, its athletic department or related entities may NOT:

- Be involved in the development, operation, or promotion of a student-athlete's NIL activity covered by this policy.
- Use the promise of any NIL activity as an inducement to attend or remain at FDU.
- Contract with or otherwise knowingly allow any FDU partner or contractor to engage in activity that is impermissible for FDU.
- Pay for, provide, or facilitate a relationship between a professional service provider and any student-athlete.

Failure to adhere to FDU's Name, Image and Likeness Guidelines may result in eligibility concerns and additional action taken by the University.