

## Florida A&M University Regulation



### 2.034 Intercollegiate Athletes - Name, Image and Likeness.

- (1) Student-athletes may use their names, images, and likenesses to promote their athletically and non-athletically related business activities (e.g., products, services, camps/clinics, personal appearances). A student-athlete's promotion of his or her business activity may include a reference to the student-athlete's involvement in intercollegiate athletics and a reference to the Florida Agricultural and Mechanical University (University).
- (2) A student-athlete may not use any University marks in promoting such business activity without the express written consent of the University President, and consistent with applicable University policies.
- (3) A student-athlete may not enter into a contract for the use of his or her name, image or likeness which conflicts with the terms any contract entered into by the University.
- (4) A grant-in-aid, including cost of attendance, awarded to a student-athlete by the University is not considered compensation for the purposes of authorizing, limiting, prohibiting, or regulating compensation for the name, image and likeness of a student-athlete. Such grant-in-aid, including cost of attendance, shall not be revoked or reduced as a result of a student-athlete earning compensation or obtaining professional representation related to their name, image, and likeness activities.
- (5) A student-athlete who enters into a contract for compensation for the use of their name, image, or likeness shall provide a copy of the contract (and any amendments thereto) to the Director of Intercollegiate Athletics within five (5) business days of entering into such contract and the Director of Intercollegiate Athletics shall inform the University President of such contract within five (5) business days thereafter. The Office of the General Counsel shall advise the University President if the terms of said student-

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athlete's contract conflict with the terms of any University contract or other prohibition set forth in this Regulation.

- (6) A student-athlete may not enter into a contract for the use of his or her name, image or likeness which:
  - (a) is based upon the student-athlete's attendance at the University; or
  - (b) is based upon the student-athlete's athletic performance; or
  - (c) promotes the use of alcoholic beverages, tobacco, fire arms, banned substances; or
  - (d) contains adult content; or
  - (e) involve entities or individuals with whom doing business is prohibited by the United States of America or the state of Florida.
  
- (7) The University shall conduct a financial literacy and life skills workshop for a minimum of five (5) hours at the beginning of all student-athletes' first and third academic years.
  - (a) The workshop shall, at a minimum, include the following:
    - 1. Information concerning financial aid, debt management, and a recommended budget for full and partial grant-in-aid student-athletes based on the current academic year's cost of attendance, and
    - 2. Information on time management skills necessary for success as a student-athlete and available academic resources.
  - (b) The workshop may not include any marketing, advertising, referral, or solicitation by providers of financial products or services.

*Specific Authority: Article IX, Section 7, Florida Constitution, Section 1006.74, Florida Statutes, Board of Governors Regulations 1.001, 6.022. History-New 09-06-21.*