

University of Arkansas Name, Image, & Likeness Quick Facts



KEY POINTS TO REMEMBER

Representation may only be retained for commercial and not athletic or professional purposes.

Compensation for NIL activity should be representative of fair market value.

You have the right to terminate any NIL related contract or agreement without being held liable for breach of contract if you are no longer:

- Enrolled at a higher education institute
- Eligible to engage in an athletics program at an institution of higher education
- Participating in varsity intercollegiate athletics at an institution of higher education

The UA will not approve arrangements for any NIL activities during a practice, competition, or other team-sponsored activity.

Your agreement cannot conflict with an agreement of the UA, unless specific permission is granted from the Senior Associate Athletics Director for Athlete Brand Development and Inclusive Excellence.

- If a company in conflict with a contract of the UA reaches out to the you, they must undergo the standard protocol for contract approval.
- It should be noted that entering into NIL activity in violation of the UA's exclusive contract without permission from the Senior Associate Athletics Director for Athlete Brand Development and Inclusive Excellence will result in sanctions.

Your agreement cannot conflict with any other rule, regulation or policy of the UA.

Your NIL agreements cannot be tied to performance or lack of performance in athletic competition.

International student-athletes should not enter into any NIL agreements without seeking guidance from the University of Arkansas International Students and Scholars Office (iss@uark.edu) to guard against any potential immigration issues.

You cannot use UA's intellectual property, unless specific permission is granted for the following categories:

- Co-brand apparel and merchandise with the University
- Promote joint sponsors with the University
- While appearing at certain approved sports camps, clinics and other speaking events

State law does not allow you to enter into any agreements related to or regarding sponsorships, advertising, promotions or other arrangements in association with any of the following, nor shall NIL of student-athletes otherwise be used in association with any of the following:

- Tobacco products, tobacco-related products, services or usage.
- Alcohol, alcohol-related products, services, depictions or references to alcohol consumption and/or abuse (not including beer advertising/sponsorship in/on the following.
- drugs, drug use or drug paraphernalia, but not including over the counter or prescription drugs.
- Sexually suggestive or oriented products, services, conduct, imagery or inferences.
- Gaming, private games of chance, gambling or gambling related products or services.
- Profanity, racist, sexist, xenophobic, homophobic, transphobic, hateful, demeaning or degrading language or statements.
- Inherently dangerous products, firearms, explosives and other weapons.
- Any product, substance, or method that is prohibited in competition by the NCAA, SEC, or other organization governing intercollegiate athletic competition.