



STUDENT-ATHLETE NAME/IMAGE/LIKENESS POLICY

June 30, 2021

Cougs,

Today, the NCAA approved an interim policy permitting all collegiate student-athletes to capitalize and financially benefit from the student-athletes' Name/Image/Likeness (NIL)! This is terrific news for all of you! Brigham Young University Athletics embraces this new allowance, and we are anxious to help facilitate opportunities for our student-athletes. The new NCAA policy goes into effect tomorrow, July 1, 2021. In anticipation of our student-athletes participating in NIL opportunities immediately, we have developed this department policy which provides guidance on what becomes permitted on July 1. Please understand that this policy will grow and develop as we continue to further comprehend the details of this process. We greatly appreciate your patience.

While participating in NIL activities, the following must be adhered to:

- Compensation for NIL activities must be within fair market value.
- Student-athletes may not be compensated for athletic accomplishments (e.g., pay-for-play)
- Student-athletes may use BYU or athletic department related marks and logos, including all aspects of the uniform, *only after those rights have been secured through a formal agreement granting specified rights*. While you may not use marks or logos in your NIL activities right now, additional information on how to secure such rights is forthcoming.
- Student-athletes may not enter into NIL agreements with companies, businesses, causes or products that do not conform to the BYU Honor Code Standards. Some examples of such prohibited areas include, but are not limited to, alcohol, tobacco, gambling, adult entertainment, coffee, etc.
- Student-athletes must comply with BYU Honor Code Standards, including the University Dress & Grooming Standards, while engaging in NIL activities.
- Use of institutional facilities, including athletic department facilities, is prohibited at this time.
- In order for us to best assist you, all student-athletes must have NIL agreements reviewed by the athletics administration prior to engaging in the NIL activity. Disclosure forms are enclosed in this policy.

Over the next several days, our athletics administrators will be meeting with individual teams to provide additional guidance, education, and answer questions in respect to NIL. Again, we thank you for your patience and understanding as we work alongside our student-athletes. We have been working tirelessly to create the ideal plan and policy that will maximize your earning potential. A significant part of this plan is the Built4Life initiative, which assists in maximizing earning potential while simultaneously providing financial literacy education.

Please feel free to reach out to your sport administrator (Brian Santiago, Liz Darger, or Chad Lewis), Chad Gwilliam – NCAA Compliance, Gary Veron – Student-Athlete Experience, or myself if you have any additional questions. Any of them can be reached via Pronto. We will be aggregating your questions in a formal Q&A that will be released later in July.

Go Cougs!

Tom Holmoe
Athletic Director
Brigham Young University



STUDENT-ATHLETE NAME/IMAGE/LIKENESS DISCLOSURE FORM

For: Student-athletes desiring to enter into Name/Image/Likeness agreements for compensation or promotional purposes.

- Action:**
- Student-athletes are responsible for understanding and ensuring compliance with institutional policy related to Name/Image/Likeness.
 - Student-athletes shall report information related to their Name/Image/Likeness activities.

Due date: Student-athletes shall submit this form at least one week prior to engaging in the Name/Image/Likeness activity.

Describe in detail the Name/Image/Likeness activity. What are the terms of the agreement or transaction? When will the activity begin and end?

Would you like to use the BYU logo, name, or trademark? If so, describe the desired use.

How will you be compensated for participating in the Name/Image/Likeness activity? Include amount(s).

List all parties to the agreement or transaction, other individuals and entities, and professional service providers.

Name of Person/Entity	Role	Contact Information



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I affirm, to the best of my knowledge:

- I have confirmed that this activity is consistent with all BYU institutional policies. Furthermore, I understand that participating in activities that violate BYU standards may lead to discipline by Athletics or the University. *Initial* _____
- I have provided complete and accurate information regarding any and all activities involving use of my Name/Image/Likeness including compensation arrangements and information about individuals and entities involved in the activity.
- Compensation is related to actual use of my Name/Image/Likeness and is not contingent on enrollment at BYU nor is it an attempt to pay for athletics performance.

I acknowledge that my institution, or a designee of my institution, may review the accuracy of this information, and I consent to any investigation, review, or audit. I acknowledge that inaccurate or incomplete disclosure, or failure to cooperate could support a reasonable conclusion that compensation I received constituted an inducement to attend or remain enrolled at a specific school, a substitute for pay for athletics performance or participation, or an otherwise illegitimate source of compensation for use of my name, image and likeness.

Date	Signature of student-athlete	
Date	Signature of parent or legal guardian (if student-athlete is under 18)	
Name (please print)	Date of birth	Age
Home address (street, city, state and zip code)		
Sport(s)		

Institutional Use Only: Approvers should verify compliance with NCAA and University policies (Office of General Counsel, Corporate Sponsorship Team, Sport Administrator, and Compliance Office) prior to signing. Attach those approvals to this form.

Approver's Name (print) _____ Approver's Signature _____

Date _____