

# Sun Devil Athletics Manual (SDA)

## SDA 115: Student-Athlete Name, Image, and Likeness Activities

Effective: 08/04/2023

Revised: 11/1/2025

### Purpose

To define the institutional guidelines and limitations for Sun Devil student-athletes who use their names, images, or likenesses for compensation.

### Source(s)

National Collegiate Athletic Association (NCAA)  
Sun Devil Athletics (SDA)

### Applicability/Eligibility

Athletics coaches and staff, and student-athletes

### Policy

1. Scope and definition – For the purpose of this policy, an “NIL activity” is any business activity in which a student-athlete is compensated in any way for the use of the student-athlete’s name, image, or likeness.
2. Permissible NIL activities – Student-athletes may be compensated for participation in NIL activities so long as those activities are permissible under NCAA, Conference, and ASU legislation and policies, and they comply with federal and Arizona law.
3. Student-athlete disclosure of NIL activities – Student-athletes are required to disclose all third-party NIL agreements in accordance with NCAA legislation as well as any applicable state and federal laws.
4. SDA review of NIL activities - SDA’s review of third-party NIL activities and associated contracts or other agreements is limited to determining compliance with institutional and other policies, not NCAA legislation, and does not include a legal evaluation of the contracts or agreements or the fairness of any terms. Oversight of disclosure requirements and broader NIL monitoring are conducted by the College Sports Commission (“CSC”).
5. NIL compensation - All third-party NIL activities must comply with NCAA and CSC rules and regulations.
6. Use of ASU Facilities -Any use of ASU facilities for NIL purposes requires the completion and approval of a [Facilities Request Form](#). For questions regarding the rental or other use of ASU facilities, review [ASU’s Facility Use Policy](#).
7. Professional service providers – Student-athletes may use professional service providers (e.g., marketing agents, brand managers) to assist with the management and procurement of NIL activities and to review NIL agreements. Such

providers' engagement must be limited to NIL activities and may not be used to secure opportunities as professional athletes.

8. Use of institutional marks – Student-athletes may not use ASU intellectual property (including but not limited to the pitchfork, Sparky, and sunburst trademarks) in connection with third-party NIL activities without prior written permission. Student-athletes may request the use of protected marks during the disclosure process but may not use any ASU intellectual property unless and until permission is obtained. For questions review [Trademarks and Licensing](#).

9. International student-athletes –International student-athletes should consult with [ASU's International Students and Scholars Center](#) or with their own legal advisors before engaging in or proceeding with any NIL activity to ensure that their planned activities comply with the terms of their visa.

10. Restrictions on NIL activity - Student-athletes may not engage in NIL activities with people, institutions, businesses, or other entities that encourage or promote violations of NCAA and Conference legislation, federal or Arizona law, and ASU policies, including the Student Code of Conduct, the Student-Athlete Code of Conduct, or team rules. Student-athletes are also encouraged to carefully consider which people, institutions, businesses, or other entities they will affiliate with and the potential long-term effects of their affiliations on their personal and professional relationships and reputation. SDA reserves the right to refuse authorization for NIL contracts that conflict with state law, ASU policy or an ASU contract, as well as refuse the use of ASU marks or logos in NIL activities. SDA reserves the right to restrict student-athletes from promoting their NIL activities while on call for required athletically related activities if the NIL activities conflict with existing institutional agreements. ASU also will not permit the use of its marks or logos in NIL activities with people, institutions, businesses, or other entities in the following categories:

- a. All alcohol and alcohol products;
- b. Casinos, gambling, and sports wagering;
- c. Cannabis and marijuana in any form, along with associated products or paraphernalia;
- d. Firearms and other weapons;
- e. Gentlemen's clubs, adult entertainment, and escort services;
- f. NCAA banned substances;
- g. Post-secondary educational institutions or online schooling organizations;
- h. Pharmaceuticals;
- i. Sexually explicit materials and,
- j. Tobacco products.

11. Consequences – Violations of this policy may result in a variety of penalties depending on the nature and type of policy deviation. The most egregious deviations may lead to termination of employment for staff members, booster dissociation, and student-athlete scholarship modification. Violations of NCAA legislation will be reported to the NCAA or CSC, as appropriate, and could result in additional NCAA-mandated penalties.

## **Cross References**

Please visit <https://thesundevils.com/feature/NIL> for more information on NIL at Arizona State University