

Agents/Advisors/Marketing Managers

Who is considered an agent?

An agent is any individual who, directly or indirectly:

1. Represents or attempts to represent an individual for the purpose of marketing his or her athletics ability or reputation for financial gain; or
2. Seeks to obtain any type of financial gain or benefit from securing a prospective student-athlete's enrollment at an educational institution or from a student-athlete's potential earnings as a professional athlete.

Any individual who meets the above criteria – regardless of what they call themselves – is considered an agent. Agents are not defined by titles – Advisors, financial advisors, “runners”, marketing representatives, and brand managers are all examples of individuals who could be agents under NCAA rules.

NCAA Rules and State Laws Governing Agents

1. Student-athletes are permitted to use a third party solely for purposes of assisting with name, image, or likeness contracts for compensation. If any such third party qualifies as an “athlete-agent” as defined by Tennessee law, such third party must be licensed under § 49-7-2104 and must satisfy the requirements of title 49, chapter 7, part 21. If the third party is an attorney who represents an intercollegiate athlete for purposes of securing compensation for the use of her or his name, image, or likeness, then the attorney must also be active and in good standing with the board of professional responsibility or equivalent entity in the state in which the attorney is licensed.
2. Student-athletes (and their family members and associates) may not have a written or verbal agreement with an agent or anyone who will market the student-athlete's athletics ability or reputation with a professional sports league or organization. This extends to an agreement to have the agent represent them in the future; and
3. Student-athletes (and their family members and associates) may not accept anything of value from an agent prior to exhausting eligibility.

Vanderbilt University Athlete Agent Policy

Agents who wish to contact current Vanderbilt student-athletes must be appropriately registered in the state of Tennessee through the [Tennessee Secretary of State](#).

Agents wishing to contact student-athletes at Vanderbilt may forward correspondence to:

James Feeney • Assistant Athletics Director for Compliance
615.343.1060 • james.j.feeney@vanderbilt.edu
Vanderbilt Athletics – McGugin Center
2601 Jess Neely Drive
Nashville, TN • 37212