

NAME, IMAGE, AND LIKENESS (NIL)

Vanderbilt Athletics is committed to preparing student-athletes to become leaders and champions, and this includes NIL. Within our university and community, we have a world-class network of professors, alumni, and local figures who are committed to the success of our student-athletes, and have been working diligently behind the scenes to engage these resources.

Vanderbilt donors and fans (and/or their businesses, products, etc.) are permitted to provide compensation to Vanderbilt student-athletes and prospective student-athletes for the use of their name, image and likeness, provided the following conditions are met:

- NIL agreements may not be made contingent upon the student-athlete or prospective student-athlete's enrollment or continued enrollment at Vanderbilt (or any other institution).
- NIL agreements must include quid pro quo (e.g., compensation for work actually performed).
- NIL agreements may not include compensation for athletic participation or achievement.
- Vanderbilt coaches and staff members are not permitted to provide or arrange compensation for student-athlete NIL activities.

Additionally, although these NCAA rules create new flexibility with both current and prospective student-athletes, please keep in mind that donors and fans are still prohibited from engaging in the following activities:

- Involvement in the recruiting process (i.e., contacting prospects) on behalf of Vanderbilt.
- Providing free or discounted benefits/services to current or prospective student-athletes beyond legitimate NIL agreements.

As always, it is critical that we continue to operate with integrity as a department and fan base. Violating these or any other rules may compromise a student-athlete's or prospective student-athlete's eligibility at Vanderbilt or otherwise harm our University and athletics programs. We understand that these rules are vast and complex, so please [contact a member of the athletics compliance staff](#) if you have any questions.

Other resources:

[Tennessee's Name, Image, and Likeness Law](#)

[NCAA Name, Image and Likeness Resources](#)

Vanderbilt NIL Policy