



CLEMSON COMPLIANCE

STUDENT-ATHLETE EDUCATION – ELIGIBILITY EDITION

The NCAA recently changed its rules to permit student-athletes to monetize their name, image, and likeness (NIL). The following FAQ has been developed to assist you in understanding what activities could affect your eligibility.

Q: Are there prohibited categories for NIL activities?

A: Yes. According to South Carolina Law and Clemson NIL policy, you may not earn compensation for the endorsement of tobacco, alcohol, illegal substances or activities, banned athletic substances and gambling.

Q: Can a booster pay me to attend their child's birthday party and sign autographs?

A: Yes, appearances and autograph sessions are permissible NIL activities.

Q: Can an individual not related to me (i.e. non-family members) provide me with entertainment (i.e. a day at the lake, meals, etc.) unrelated to NIL activities?

A: No, providing entertainment unrelated to NIL would be considered an extra benefit. *Receiving extra benefits will result in an NCAA violation and affect your eligibility.*

Q: Can I be compensated for my autograph in the lobby of the team hotel at an away game?

A: No. You cannot participate in NIL activities while on call during official team activities, including travel.

Q: Can my NIL terms (written or verbal) state I will get a bonus for winning a Championship?

A: No. Your contract cannot have any performance-based clauses, as the NCAA considers this type of compensation pay-for-play. *Receiving pay-for-play compensation will result in an NCAA violation and affect your eligibility.*

Q: Can my NIL terms (written or verbal) dictate what I wear or what equipment I use during practice and/or competition?

A: No. You are required to wear team-issued gear and use team-issued equipment during all CARA related activities.

Q: Can I sell my game-worn jersey/cleats, team-issued clothes or other items received due to my participation in athletics?

A: No. You cannot sell or exchange for another item of value institutionally issued apparel, equipment, awards, etc. (even if it will not be re-used) until you have exhausted their eligibility. *Selling institutionally issued items will result in an NCAA violation and affect your eligibility.*

Q: Can I sell the complimentary tickets I receive from the university?

A: No. You cannot sell or exchange for another item of value your complimentary tickets. *Selling your ticket will result in an NCAA violation and affect your eligibility.*

Q: Can I use university branded attire or material during promotional events (e.g., filming endorsement while wearing Clemson hat)?

A: No. At this time, you (or the company/business involved in the promotion) cannot use Clemson University's protected logos, trademarks, or phrases without proper licensing. Content created by the University (e.g., game photos or video) also cannot be used. You can wear an orange or purple shirt without Clemson marks.

Q: Do I have to disclose my NIL opportunity?

A: Yes. It is a requirement by the state of South Carolina to disclose all NIL compensation to Clemson. You should disclose your activity through the COMPASS app. This is not an approval process.

Q: Can I use a professional services provider (e.g. attorney, brand advisor, or agent) for NIL activity?

A: Yes. However, any agent used may not represent you or perform work on your behalf for professional sports aspirations. Any NIL agent must be individually registered with the State of South Carolina Department of Consumer Affairs and Clemson University. The State of South Carolina law limits the amount an agent can charge at ten percent to help protect student-athletes. *If there is language in your contract regarding representation for professional sport opportunity it will result in an NCAA violation and affect your eligibility.*

The Compliance Services team is here to help protect your eligibility. Please reach out to us to review any questions related to NIL activities prior to the activity at CUACS@clemson.edu.