

Type: Official Interpretation

Title: Associated Entity's Use of a Student-Athlete's NIL to Promote Event/Contest

Division: I

Date Published: January 05, 2026

Item Ref No: 2

Text:

Editor's Note: The following interpretation was issued by the College Sports Commission under its authority to interpret and enforce all NCAA bylaws adopted based on the House settlement pursuant to Bylaw 23.02.1.

The use of a student-athlete's name, image, or likeness by an associated entity to promote a contest or event in which a student-athlete participates (e.g. bowl game, multiteam event) may be considered a valid business purpose, provided the event or contest is conducted for profit and the student-athlete's NIL is used to directly promote or endorse the contest or event. Any contract or payment for such use must be reported to the NIL clearinghouse (see NCAA Bylaw 22.2.2) and must include compensation at rates and terms commensurate with compensation paid to similarly situated individuals with comparable name, image and likeness value who are not prospective student-athletes or student-athletes of the institution (see NCAA Bylaw 22.2.4).

[References: NCAA Division I Bylaws 22.1.3 (Involvement of Associated Entities or Individuals in Student-Athlete Name, Image and Likeness Activities), 22.2.2 (Reporting of Noninstitutional Name, Image and Likeness Activities) and 22.2.4 (Name, Image and Likeness Clearinghouse Review -- Agreements With Associated Entities or Individuals)]
