

Cumberland University
Athletic Department
Name, Image and Likeness (NIL) Policy

The NAIA passed that all eligible student-athlete are permitted to profit of name, image and likeness but first get approval from the Vice President of Athletics.

What can CU student-athletes do to make money off their name, image and likeness?

CU will permit its student-athletes to profit via several avenues, including in-person appearances, social media posts, and media appearances (example: an appearance on a talk show)

Sport camp appearances and autograph sessions are expected to be common money-making ventures for college student- athletes. Student-Athletes can receive revenue for individual lessons and camps.

What products are CU student-athletes not allowed to advertise?

Athletes will not be permitted to endorse lotteries, casinos, sports wagering facilities or other similar outlets, any products and establishments that market products exclusively to people 18 years of age or older, adult entertainment (examples: strip clubs and pornography), tobacco and alcohol, marijuana, nicotine vapor products.

What other guidelines must CU athletes follow?

CU student- athletes cannot miss classes or other academic obligations (like tutoring) to participate in a promotional activity, nor can they miss required team activities, practices and games.

What marks can a CU student- athlete use?

CU student- athletes cannot use University logos, marks or unique colors in the NIL activities. (Adidas, Cola Cola) Also, no endorsement activities which conflict with the provisions of any agreement the University has with outside vendors.

What can a CU student-athlete sell in memorabilia?

CU student- athletes cannot sell team-issued gear or items.