



ASU FACULTY AND STAFF NIL GUIDELINES

As an NCAA and Big 12 Conference member institution, Arizona State University is obligated to follow the rules governing college athletics. For ASU faculty and staff, these rules can be summarized into three guidelines (click [here](#) for these guidelines). Guidelines 1 and 2 apply to the subject of NIL (name, image, likeness) payments and negotiations with prospective and current student-athletes.

FACULTY/STAFF GUIDELINE #1

No gifts or benefits

The general rule is ASU faculty and staff may not give things to ASU prospective or current student-athletes. With respect to NIL activities, the following are considered examples of impermissible benefits:

- Donations to the Sun Angel Collective.
- Employment with the Sun Angel Collective in any capacity.
- Entry into NIL deals if you own a business separate from ASU.

FACULTY/STAFF GUIDELINE #2

No recruiting

This means ASU faculty and staff generally may not recruit prospective student-athletes (9th-12th graders, junior college students, and 4-year transfer students) to ASU for athletics purposes. So, with respect to NIL, this means ASU faculty and staff may not speak with prospective student-athletes regarding potential NIL activities or offers of any kind.

PERMISSIBLE ACTIVITIES

ASU faculty and staff can:

- Purchase items related to student-athletes' NIL activities that are de minimis in value and for the same rate available to the general public. For example, if a student-athlete is selling his or her own branded apparel, you could purchase that \$20 t-shirt to show support.
- Promote student-athletes' NIL activities through any medium including social media.
- Encourage your friends and family to donate to the Sun Angel Collective or support other student-athlete NIL activities.

If there are any questions or specific situations to discuss, please reach out to Sun Devil Compliance Office at sundevilsask@asu.edu.