



GEORGIA TECH
ATHLETICS

GEORGIA TECH ATHLETICS NIL GUIDELINES

EDUCATIONAL COMMITMENT

Georgia Tech (“GT”) is committed to providing world-class educational opportunities in addition to championship level athletic opportunities for all students participating in intercollegiate athletics.

With the NCAA providing guidance to allow student-athletes to be compensated for their name, image, and likeness (“NIL”), GT Athletics is committed to providing elite educational opportunities in this area to its student-athletes to empower and prepare them to maximize their opportunity with respect to NIL, while also protecting their NCAA eligibility. GT Athletics’ efforts to educate its student-athletes will be broad and will include professional development in the areas of brand management, brand development, business education, personal finance, taxes, and entrepreneurship.

These NIL educational efforts will be via its 404 Academy and in addition to GT Athletics’ existing efforts to provide extensive personal and professional development through its Total Person Program, which provides holistic development opportunities for our student-athletes and support to prepare them for success beyond GT.

NCAA GUIDANCE

The NCAA has adopted an Interim NIL Policy governing student-athletes NIL activity. The NCAA policy provides that a student-athlete is prohibited from (1) receiving pay-for-play and (2) receiving an improper recruiting inducement.

GT Athletics and our student-athletes must follow the NCAA Interim NIL Policy and these Guidelines. Student-athletes should consult with the GT Athletics Compliance Office regarding the NCAA Interim NIL Policy and these Guidelines if questions arise while engaging in NIL activities.

NAME, IMAGE, AND LIKENESS ACTIVITIES

Subject to NCAA rules and this GT Athletics NIL Guidelines, GT student-athletes may use their NIL in a variety of ways that may include, but is not limited to, promoting their own business, promoting or endorsing a corporate entity (e.g., a brand ambassador or social media influencer), conducting camps, lessons, or clinics, making appearances, or signing autographs. GT student-athletes may receive compensation, either in-kind or monetarily, for engaging in NIL activities, subject to NCAA rules and these Guidelines. GT student-athletes may engage in NIL activities and receive corresponding compensation from GT donors or sponsors so long as the compensation is for the NIL activity and is not a recruiting inducement or an inducement to remain enrolled at GT, and does not constitute pay-for-play compensation.

USE OF AGENTS OR PROFESSIONAL SERVICES

GT student-athletes may only use agent representation, as defined by NCAA bylaws, for NIL activities. GT Athletics encourages its student-athletes to thoroughly vet any such agents or advisors prior to working with them, as GT Athletics will not be responsible for any agreement or contractual obligation, whether with an agent or other third party.

USE OF GEORGIA TECH INTELLECTUAL PROPERTY

Student-athletes are not permitted to use GT's intellectual property, including its trademarks, logos, symbols, uniforms, or other sport issued gear to either implicitly or expressly endorse or sponsor a third party or product without prior written approval. Student-athletes may autograph and sell officially licensed memorabilia that includes GT marks. Per NCAA rules, student-athletes may not sell products provided by GT Athletics or awards (e.g., rings) received for intercollegiate athletic participation while they are a student-athlete.

TEAM ACTIVITIES AND ACADEMIC OBLIGATIONS

Student-athletes cannot engage in NIL activities during the course of team activities, which include competitions (including pre- and post-game), practices, and team gatherings and meetings. Student-athletes also must not allow NIL activities to interfere with their academic obligations.

FACILITY USE

Student-athletes may, subject to availability and subject to the terms of a facility use agreement, use GT Athletics' facilities to conduct camps, clinics, or lessons if the student-athlete pays the standard facility rental rate and meets the requirements outlined in the [Youth Programs Policy](#). Student-athletes may not use GT facilities in such a manner that creates the impression that GT endorses or sponsors a third party or product.

RESTRICTED CATEGORIES

Student-athletes may not use their NIL to promote sports wagering, tobacco and/or CBD products, substances banned by the NCAA, or products or services that are illegal.

DISCLOSURE OF NIL ACTIVITIES

In the course of their education and participation at GT, student-athletes must disclose any NIL activities to GT Athletics through INFLCR within ten (10) days following the activity. GT Athletics highly recommends that student-athletes provide disclosure prior to the NIL activity whenever possible so that the Compliance Office can ensure the activity does not jeopardize the student-athlete's eligibility.

FINANCIAL AID

Student-athletes should be aware that receiving compensation for NIL activities could have an impact on their financial aid, especially for those receiving Pell Grants. Student-athletes are encouraged to consult with the GT Office of Scholarships and Financial Aid to fully understand any potential impact.

INTERNATIONAL STUDENT-ATHLETES

International student-athletes should discuss the impact of NIL compensation on their VISA status with the GT Office of International Education prior to engaging in NIL activities.