

Regulation 6.022 Intercollegiate Athletes

- (1) A student-athlete may use their name, image, and likeness to promote their athletically and non-athletically related business activities (e.g., products, services, camps/clinics, personal appearances). A student-athlete's promotion of their business activity may include a reference to the student-athlete's involvement in intercollegiate athletics and a reference to the university they attend, but may only include university marks when expressly permitted by the university, consistent with applicable university policies.
- (2) A grant-in-aid, including cost of attendance, awarded to a student-athlete by a university is not considered compensation for the purposes of authorizing, limiting, prohibiting, or regulating compensation for the name, image and likeness of a student-athlete. Such grant-in-aid, including cost of attendance, shall not be revoked or reduced as a result of a student-athlete earning compensation or obtaining professional representation related to their name, image, and likeness activities.
- (3) A student-athlete who enters into a contract for compensation for the use of their name, image, or likeness shall disclose the contract to the university at which they are enrolled in the manner designated by each university.
- (4) Each university shall conduct a financial literacy and life skills workshop for a minimum of five (5) hours at the beginning of all student-athletes' first and third academic years.
 - (a) The workshop shall, at a minimum, include the following:
 1. Information concerning financial aid, debt management, and a recommended budget for full and partial grant-in-aid student-athletes based on the current academic year's cost of attendance, and
 2. Information on time management skills necessary for success as a student-athlete and available academic resources.
 - (b) The workshop may not include any marketing, advertising, referral, or solicitation by providers of financial products or services.

Authority: Section 7(d), Art. IX, Fla. Const.; Section 1006.74, Fla. Stat. History: New 07-01-21.