



COMPLIANCE WEEKLY UPDATE

Student-Athlete Endorsement of Political Candidates

General Rule: The ONLY entities that may use the name and image of a student-athlete (directly or indirectly, expressed or implied) are the following:

- The **institution** of that individual, or a recognized entity thereof (e.g., Greek life, student gov.);
- The **conference** of that individual's institution;
- **Educational** institutions or agencies; or
- **Nonprofit** organizations.

This is an exhaustive list and even though these entities are permitted to use the name and image of a student-athlete, they may do so only AFTER they received permission from the institution, in addition to meeting other various conditions.

Result: A violation of this rule immediately jeopardizes the eligibility of the student-athlete whose sole name OR image is being used.

Exception: [NCAA Interpretation 1987] Student-athletes may be involved in the endorsement of a **political candidate** provided the student-athletes receive no remuneration for their involvement and are not obligated to make any time commitments; suggested that the following disclaimer be utilized in any press releases containing their names:

"The student-athletes are acting as citizens of the state, and do not necessarily represent the views of their institutions of higher education or the NCAA."

**Please do not attempt to apply this interpretation to other NCAA rules, ask the Compliance Office first!!*