

NAIA Bylaws Amendments to address NIL  
Effective October 6, 2020

**SUBJECT: AMATEUR CODE – NAME, IMAGE AND LIKENESS COMPENSATION**

Amended Bylaws Article VII, Section B, Items 6 and 8, Article VII, Section C, Article VII, Section D, Article IV, Section D, Items 4-6, and Article VI, Section B, Item 11

Intent: To permit student-athletes to receive compensation from use of their name, image, or likeness when promoting a commercial product or enterprise, or for a public or media appearance, and also to allow individuals to represent student-athletes in these promotions or agreements with a professional sports organization. Special provision is included to provide the Council of the Presidents the authority to amend these bylaws if necessary on an emergency basis. Require students to notify their athletics director of any name, image or likeness compensation received, and provide the National Coordinating Committee the authority to review a student’s failure to uphold this responsibility and apply penalties as necessary.

Effective date: October 6, 2020

Submitted by: National Coordinating Committee; Co-sponsored by: Council of Presidents

**NOTE:** New language added by the October 6, 2020 amendments is shown in [blue underlined text](#)

**ARTICLE IV – ASSOCIATION ORGANIZATION AND STRUCTURE**

**Section D – National Coordinating Committee Dues**

The National Coordinating Committee shall exercise authority in the following matters:

[5. Acting upon requests for reinstatement of amateur status in accordance with established Association procedures, and review any failure by a student to uphold his or her notification responsibility per Article VII, Section B, Item 8.](#)

**ARTICLE VI – INFRACTIONS AND PENALTIES**

**Section B – Infractions**

[11. Student-Athlete’s Failure to Report Name, Image, Likeness Compensation](#)

[A student-athlete receiving compensation for the use of his or her name, image or likeness to promote a commercial product or enterprise, or public or media appearance must report it in writing to his or her athletics director when such promotion includes reference to his or her status as a student-athlete or institution. Failure to do so shall result in an institutional self-report, to be reviewed by the National Coordinating Committee. The committee is empowered to review such violations and apply penalties as necessary, including but not limited to a warning or reprimand to the student-athlete, withholding the student from future competitions, and/or determining the student has lost his or her amateur status.](#)

**ARTICLE VII – AMATEUR RULES AND REINSTATEMENT PROCEDURES**

**Section B – Acts Permitted by NAIA Amateur Code**

The following acts will NOT cause an athlete to lose amateur standing.

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1. Playing with an amateur team against a professional team or player if competing under the sponsorship or approval of NAIA or the governing body of the sport concerned.
2. Participating as a member of a team while not receiving remuneration (expense reimbursement) beyond actual expenses of travel, meals and lodging only from the immediately previous city to the event, even though other members of the team may receive remuneration in excess of NAIA amateur limits. Expenses must be itemized and properly documented.
3. Receiving reasonable compensation for officiating or coaching in amateur, recreational or interscholastic programs. A student may solicit and be paid reasonable compensation on a lesson basis.
4. Coaching at the intercollegiate level when compensation (if any) meets the criteria set forth in Article II, Section B of the NAIA Bylaws. Such compensation shall be considered athletic aid, as defined by official NAIA policy, and shall be reported as such.
5. Competing in a non-team athletics contest, certified as amateur by that sport's national governing body, and receiving financial reimbursement (expense reimbursement) for such participation when such remuneration does not exceed the actual expenses for travel, meals and lodging only from the immediately previous city to the event. Expenses must be itemized and properly documented.
6. [Participating in radio or television programs for the purpose of promoting an amateur athletic event.](#)
7. Receiving reasonable compensation for supervision of physical education, playground or recreational activities.
8. [Receiving compensation for use of name, image or likeness to promote any commercial product or enterprise, or public or media appearance. It is the responsibility of the student-athlete to notify their institution's athletics director in writing of any compensation the student receives from the use of their name, image or likeness in relation to their school or status as a student-athlete.](#)

**Section C – Recognized Awards Received by Students**

[The NAIA shall recognize the following award structure for awards directly resulting from place of finish or participation in athletics as conforming to the amateur regulations of this Association.](#)

1. Individual awards presented to a student in recognition of intercollegiate athletics participation, or other athletic participation occurring during an academic term in which the student is identified with an NAIA member institution, shall be approved by the member institution and conference, if applicable, and shall conform to the following requirements:
  - a. All such awards must be of a personal nature (e.g. trophies, scholarship funds distributed in accordance with NAIA financial assistance rules, non-transferable clubhouse credits). Cash awards, cash equivalents or certificates redeemable for cash shall cause a student to lose amateur standing within the NAIA; and

- b. A student may receive more than one award while being recognized (e.g. a first-place team trophy and an outstanding-performer watch), but the value of each individual award shall not exceed \$1,000.00, nor shall the combined value of all such awards exceed \$1,500.00.
2. An individual participating as a recognized amateur under the rules of a sport's national governing body shall adhere to the amateur award regulations of the national governing body of that particular sport when the individual is not institutionally identified or when such events are held during the summer in which the individual is not representing an institution.

#### **Section D – Acts that Result in Loss of Amateur Standing**

The following acts will cause a student to lose amateur standing for participation in intercollegiate competition recognized by the NAIA in the sport in which any or all such acts occur.

1. Receiving (directly or indirectly) expense reimbursement beyond actual expenses of travel, meals and lodging only. Expenses must be itemized and properly documented.
2. Signing a contract with any professional team.
3. Participating in any athletics contest as a professional or as a member of a team where the student in question receives remuneration exceeding the actual expenses of travel, meals and lodging only.

[Amendments to this section may be authorized and implemented by the Council of Presidents, in consultation with the National Coordinating Committee, if needed on an emergency basis. Such authority should only be invoked by the Council of Presidents if external factors – such as changes in state or federal law rendering compliance with NAIA amateurism regulations impossible – create a situation where action outside the normal legislative amendment process as described in Bylaws Article I, Section Z is necessary. If such emergency action is necessary, a proposal codifying the emergency action should be brought before the NAIA membership for consideration through the standard legislative procedure at the association's next business meeting.](#)

**NAIA 2020-2021 Handbook available here:** <https://www.naia.org/legislative/2020-21/files/NAIA-2020-Official-Handbook.pdf>