



FAQS

What are the operations of the Front Office?

The Front Office is the Athletic's unit that coordinates revenue sharing, NIL matching, and compliance. We partner with approved external groups when appropriate and keep everything aligned to rules and program priorities.

How can my business connect with a student-athlete and/or a group of student-athletes?

Contact a member of the Front Office or email frontoffice@uark.edu

Which companies can Razorback student-athletes partner with?

Arkansas student-athletes are permitted to contract with any company outside of those in the restricted classes (tobacco, alcohol, etc.).

Do student-athletes have to disclose their NIL deals?

Yes. Student-athletes have 72 hours to disclose any NIL activity to the Front Office. They also must submit any deal over \$600 to NILGO within 5 days of signing an agreement.

What is House v. NCAA?

In June 2025, the NCAA and its Power 5 conferences agreed to a \$2.8 billion settlement, marking a historic shift in how student-athletes are treated. The settlement allows schools to directly pay athletes through revenue-sharing agreements, while also establishing new oversight mechanisms like the College Sports Commission (CSC) and the NIL Go platform.

What is NIL GO?

NIL Go is a centralized platform developed by Deloitte in partnership with the College Sports Commission (CSC) to regulate and review third-party Name, Image, and Likeness (NIL) deals for NCAA Division I student-athletes

Will the public or companies have access to agreements, business opportunities or their terms or amounts?

No. The information asked to be provided to the UA is solely to determine compliance with NCAA rules, state and/or federal laws, and UA policies. As such, the UA considers the information it maintains to be an education record protected from disclosure under the Family Education Rights and Privacy Act, 20 U.S.C. § 1232g (FERPA).