

NIL Resources

Name, Image, & Likeness at the High School Level



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APPENDIX 'N'

GUIDELINES REGARDING NAME, IMAGE AND LIKENESS (NIL)

The GHSA does not specifically prohibit students from engaging in certain commercial activities as individuals. These activities, commonly referred to as name, image and likeness (NIL), will not put a student's amateur status at risk provided the student meets all the requirements for maintaining amateur status in compliance with GHSA by-law 1.92-c and providing there is no violation of by-laws prohibiting influencing a student to attend or remain at a member school under GHSA by-law 1.70 (Recruiting/Undue Influence/Following The Coach).

A student-athlete may benefit from the use of their name, image and likeness (NIL) in compliance with GHSA by-law 1.92-c provided:

- The compensation is not contingent on specific athletic performance or achievement.
- The compensation is not provided as a incentive to enroll or remain enrolled at a specific school.
- The compensation is not provided by the school or any person acting as an agent for the school.

The following guidelines are in effect for NIL activities:

- **Intellectual property** - No "marks" may be used including, but not limited to, school logos, school name, school uniforms, school mascot, or any trademarked GHSA logo or acronyms.
- No school apparel or equipment shall be worn, which includes school name, school uniforms, school logo, school mascot or any apparel displaying trademarked GHSA logos or acronyms.
- No member school facility may be used for the purpose of name, image and likeness activities.
- No activities in conflict with a member school's local school district policy may be endorsed. (Examples include, but are not limited to, tobacco products, alcohol products and controlled substances.)
- Students and their families should seek professional guidance as to how NIL activities could impact collegiate financial aid and/or tax implications, among other issues.
- Within seven (7) calendar days after entering into any type of NIL contract/agreement, a student, or the student's parents/guardians, must notify the Principal or Athletic Director of the student's school of entering into that agreement.

1.70 - RECRUITING/UNDUE INFLUENCE / FOLLOWING THE COACH

- 1.71 **Recruiting and Undue Influence** is defined as the use of influence by any person connected directly or indirectly with a GHSA school to induce a student of any age **to transfer** from one school to another, or **to enter** the ninth grade at a member school for athletic or literary competition purposes, whether or not the school presently attended by the student is a member of the GHSA.
- (a) The use of undue influence to secure OR retain a student for competitive purposes is prohibited, and shall lead to penalties being assessed against **either school**. This violation may cause the student to forfeit eligibility for one year from the date of enrollment, provided however, that such period of ineligibility may be assessed from the date that recruitment/undue influence violation was finally determined to have occurred with regard to the student rather than from the date of enrollment.
 - (b) Evidence of undue influence includes, but is not limited to:
 - (1) personal contact with coaches, boosters, or other school personnel discussing participating in athletics upon a proposed transfer
 - (2) gifts of money, jobs, supplies, clothing, or housing incentives
 - (3) free transportation
 - (4) free admission to contests
 - (5) an invitation to attend practices and/or games
 - (6) a social event (other than an official schoolwide Open House program) specifically geared for prospective athletes
 - (7) free tuition beyond the allowable standards found in by-law 1.82
 - (8) a coach asking a prospective student for contact information
 - (c) Complaints or reports of violations of this rule will be investigated and handled on a case-by-case basis. If **coaches** are found to be in violation of the recruiting rule, a copy of the investigation will be forwarded to the Professional Standards Commission of the Department of Education.
 - (d) A school will be afforded an opportunity to demonstrate it could not reasonably be expected to be responsible for the actions of a booster who is found to have violated the recruiting/undue influence rules.
- 1.72 **Following The Coach:** A student athlete transferring from one school to another, *or entering the ninth grade for the first time*, shall be ruled ineligible for one year if it is proven that:
- (a) The coach of the receiving school coached an out-of-school team or all-star team on which the athlete played prior to the transfer; OR
 - (b) The coach at the receiving school acted as a private athletic instructor for the transferring athlete, regardless of whether the coach was paid for his services and/or expertise; OR
 - (c) The student participated in a sports camp or clinic run by a member school and/or its coach(es).
 - (d) The player who played for a coach at one school (GHSA member or non-member) and subsequently (within a 12-month period) followed that coach when he/she moved to a GHSA school or changed schools within the GHSA membership. (This is not applicable to dependent children of the coach.)
 - (e) The situations cited in this by-law are considered to be violations even if a bona fide move has occurred. Hardship appeal procedures are available for the demonstration that undue influence has not occurred.
- 1.73 A booster shall be considered to be an extension of the school and must abide by all rules applied to coaches and other school personnel. The following persons or groups may be considered boosters: members of the school's Booster Club; students; alumni; parents; guardians; or relatives of a student or former student; financial donors; donors of time and effort; personal trainers or coaches renting facilities.

NIL Resources & Support

Below you will find additional resources to assist you in your NIL educational journey.

Visit www.triplethreatleadership.com for a list of ALL the services provided by Triple Threat Leadership!

Name, Image, & Likeness

NIL Prep Kit

For Parents & Student-Athletes

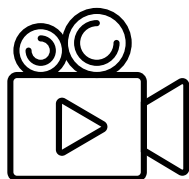
- The #1 written NIL resource for understanding Name, Image, & Likeness at the High School Level written for Student-Athletes/Families.

*Use the code **FCS** to purchase for \$20!

**Click link --> <https://bit.ly/NIL-Prep-Kit-SA-Families>



NIL 101



- RECORDING - NIL 101 - Overview & Specific Need to Knows about Name, Image, & Likeness at the HS Level!

*Use the code **FCS** to purchase for \$20!

**Click link --> <https://bit.ly/NIL101-Recording>



- Personal Branding & Social Media Curriculum & Online Course

Sign up here: <https://bit.ly/Branding-of-ME-Online-Course>



- In person & online presentations
- NIL Educational Planning & Support
- Doc's Dose of NIL Newsletter

Learn more: <https://bit.ly/TTL-NIL-Educ-Services-Overview>



- We want your input to better develop resources that focus on supporting your needs!

- Please use the QR code for a 1-2 minute survey!



NIL / Branding Resource Bundle

Additional resources to assist your NIL Educational Journey!

Resources below are Included in the Package

Resource #1:



Digitally recorded presentation of all things you need to know about Name, Image, & Likeness (NIL)!

Resource #2:



Digitally recorded presentation of Personal Branding & Positive Social Media use principles to build a more strategic & impactful online Brand!

Resource #3:



Online digital course that helps students develop a step by step personal brand to add positive value to their life in person and online!

Resource #4:



Written NIL Guide to serve as a road map for student athletes and their families in navigating NIL Red Flags, FAQ's, compliance, and much more!



Link to purchase: (use code **FCS** for a 50% discount)

<https://bit.ly/NIL-Personal-Branding-Package>





[www.triplethreatleadership.com]



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WE WANT YOUR INPUT!

TO BETTER HELP NIL STAKEHOLDERS AROUND THE COUNTRY,
WE'D LOVE YOUR FEEDBACK ON THE FOLLOWING SURVEY

(TAKES A TOTAL OF 1-2 MINUTES)



<https://bit.ly/NIL-Survey>

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