NIL and You: Do's & Don'ts

A Guide for Student-Athletes

Do's

- **Engage in NIL activities unrelated to your school team, school, conference, or OHSAA**. This means you can explore NIL opportunities outside of your school's sports programs.
- **Receive compensation unrelated to athletic performance.** You can earn money for activities not directly tied to your athletic abilities.
- **Participate in camps and clinics as a paid instructor, or host your own.** You can use your skills to teach or coach while earning money.
- **Create personal social media accounts and websites to promote your personal brand.** You can build your online presence to attract NIL deals.
- **Endorse legal products or services not prohibited by OHSAA rules.** You can partner with businesses that align with your values and don't violate OHSAA regulations.

INFLUENTIAL ATHLETE

Don'ts

Appear in NIL endorsements wearing your school uniform or using school logos.
There can’t be any connection to your school team, school, OHSAA or conference.

Accept performance-based compensation.
Your earnings shouldn't be tied to your athletic performance.

Provide goods or services to your school or team from your NIL deals.
You are the only person allowed to be impacted by your NIL deals - not your school or team

Skip academic classes or athletic team obligations for NIL activities.
Your education and team commitments should take priority.

Sign an NIL deal facilitated by an employee of your school.
Employees of your school are not allowed to be involved in your NIL deals.

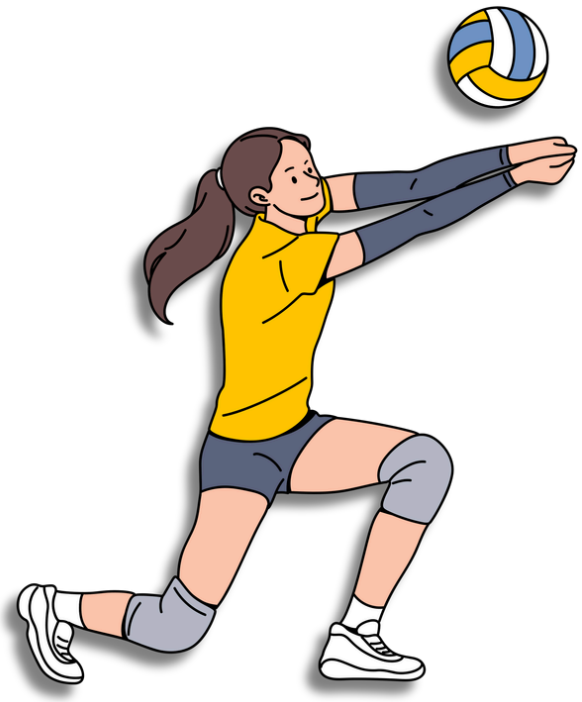
Be recruited or induced to attend or remain at a school in exchange for NIL compensation.
Your decision to attend a particular high school should not be influenced by NIL offers.

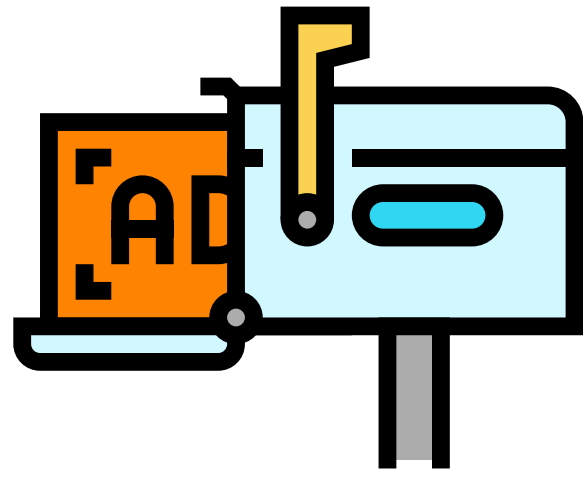
INFLUENTIAL ATHLETE

See following pages for example scenarios

Violation or No Violation?

Susie plays on her high school's volleyball team. Susie does a deal with the local pizza shop wearing her team's volleyball shirt in a picture that is used on a mailer sent out to residents in the community.



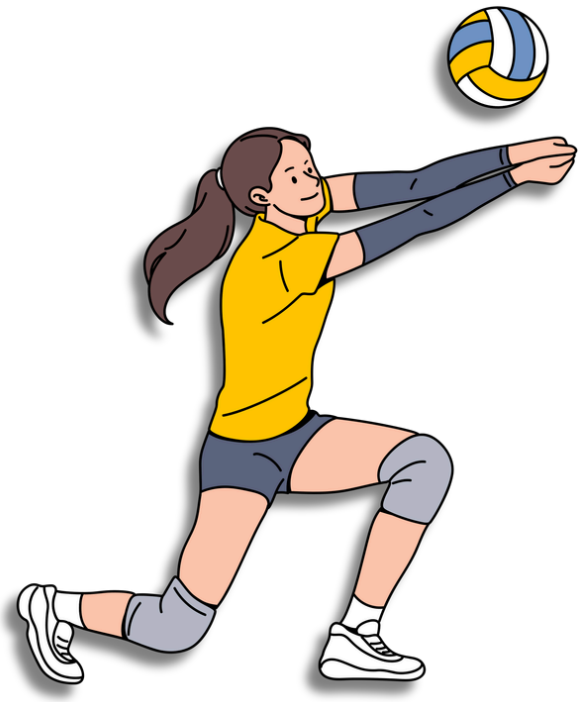


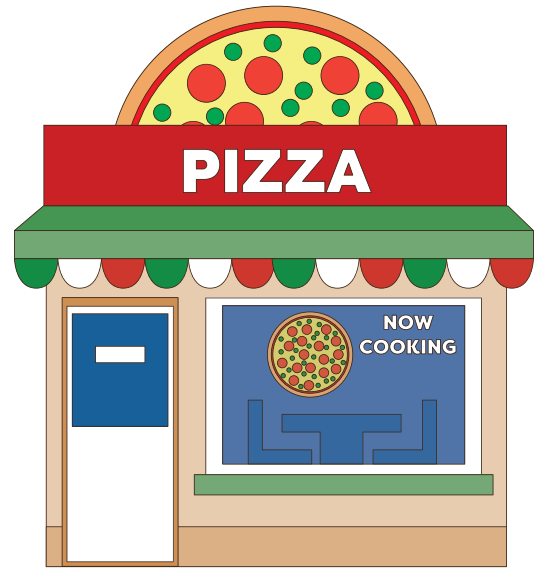
That's a violation. She cannot where any school, conference or OHSAA affiliated logo or uniform in any of her NIL activities.

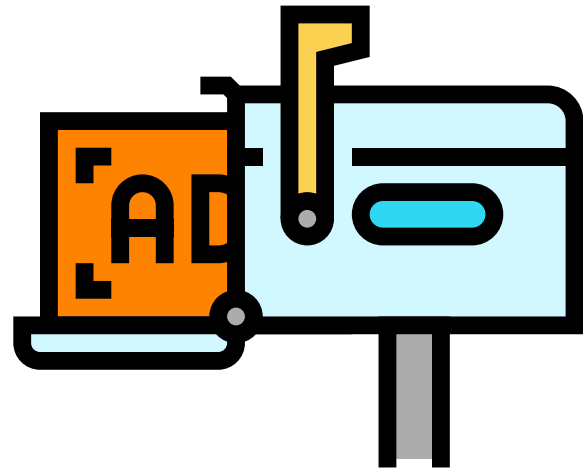
INFLUENTIAL
ATHLETE

Violation or No Violation?

Susie plays on her high school's volleyball team. Susie does a deal with the local pizza shop. She's not wearing any school uniform or logo, but on the mailer it says, "Susie is ranked number 3 in Ohio for volleyball and loves Roma's Pizza."





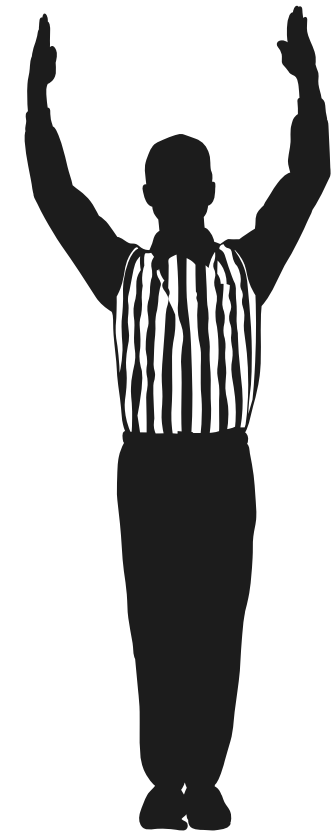


That's not a violation because it doesn't identify her school, conference or OHSAA. That ranking could be put out by anyone or any organization

INFLUENTIAL
ATHLETE

Violation or No Violation?

Johnny plays on his high school's football team. Johnny strikes a deal with a local chiropractor who says he will give him free adjustments every time he scores one or more touchdowns in a game.



That's a violation. The deal is contingent on a certain athletic achievement.

INFLUENTIAL ATHLETE

Violation or No Violation?

Johnny plays on his high school’s football team. Johnny strikes a deal with the chiropractor to get free adjustments during the football season if Johnny posts to his social media about his experience every time he comes into the office to get one done.

That’s not a violation. The deal is not contingent on a certain athletic achievement. Johnny gets the adjustments because he is using his personal brand to bring attention to the business.

INFLUENTIAL ATHLETE

Violation or No Violation?

The owner of a sporting goods store is also a coach at a local Ohio high school. The owner wants to do a deal with Tommy who plays for the high school golf team.

That would be a violation. The OHSAA bylaws state an agent of a member school cannot provide an NIL partnership to a student-athlete. Because the owner of the store is also a coach at a member school, he cannot do a deal with a student.

INFLUENTIAL ATHLETE

Violation or No Violation?

Sarah is a basketball player on her high school basketball team and wants to partner with her club team to make money being a guest coach and skills expert at a summer clinic put on by her the team.

That’s a not violation. Sarah is allowed to make money as a hired instructor for a camp or clinic, or host her own.

INFLUENTIAL ATHLETE

Violation or No Violation?

Sarah partners with her club in an NIL deal where not only does Sarah get paid, but the club also provides her high school basketball team with new warmups.

That’s a violation. Sarah is the only one who can be impacted by her NIL deal. She can’t provide her school or school team with any goods or services as part of her deal.

INFLUENTIAL ATHLETE