School Donors
& Businesses

NIL Compliance Guide

This guide helps school donors and businesses comply with the OHSAA's NIL regulations regarding individual student-athlete agreements. Following these guidelines ensures the integrity of NIL deals and avoids conflicts of interest.

Guidelines for School Donors, Sponsors & Businesses

- A business is allowed to enter into an NIL deal with a student even if it donates to a member school as long as:
  - it is not owned by anyone who also works for an OHSAA member school in any capacity
  - it does not employ anyone who also works for an OHSAA member school in any capacity

This ensures that NIL agreements are not perceived as recruiting inducements or benefits tied to school affiliation.

- It is recommended to have a contract in place for all deals with students as they are responsible for reporting deals to OHSAA.

Prohibited Activities for NIL Agreements

- Student-athletes may not appear in the school's uniform or use school/OHSAA logos, marks, or branding as part of NIL endorsements.
- NIL deals cannot include financial incentives tied to specific athletic achievements, such as points scored or games won.
- No NIL activities can promote: gambling or gaming, alcohol, tobacco, cannabis, banned substances or adult entertainment, weapons
- NIL agreements cannot serve as incentives to attend or remain at a particular school.

INFLUENTIAL
ATHLETE