



# A FAMILY GUIDE TO NIL ACTIVITY

*FLY RIGHT. KNOW YOUR VALUE. PROTECT YOUR FUTURE.*

Every NIL deal your student-athlete enters is legally an arrangement between them, you, and an outside business — not the school. That means you're not a bystander; you're the other adult in the room for every agreement they sign.

## YOUR ROLE

- Review every offer and contract before your athlete signs — no exceptions.
- Help track earnings so nothing is missed once the \$200 disclosure threshold is reached.
- Ask questions on your athlete's behalf when something feels unclear or too good to be true.

## DISCLOSURE: WHAT'S REQUIRED

Any NIL activity earning \$200 or more must be reported to school administration within 14 days. When in doubt, disclose — it's a quick form, not a penalty.

## 5 QUESTIONS TO ASK BEFORE YOUR ATHLETE SIGNS

- What exactly are they being paid to do, and how/when do they get paid?
- Does this lock them into one brand (an exclusivity clause) or run longer than expected?
- What happens to their photos, videos, or likeness after the deal ends — who owns that content?
- Is this a direct brand deal, or does it look like a pooled “collective” payment tied to being on the team?
- Have we reviewed this together, and are we both comfortable signing?

## RED FLAGS TO WATCH FOR

- Flat monthly payments tied to being on the roster, rather than a specific deliverable — this may be a prohibited collective, not a legitimate marketplace deal.
- Any offer that shows up, or improves, right around a recruiting or enrollment decision — this may violate OSSAA's anti-inducement rule.
- Brands in restricted categories (gambling, alcohol, tobacco, firearms, adult entertainment, banned substances) — including ones that disguise themselves as “energy” or “wellness” products.
- Any content request involving school logos, uniforms, facilities, or game/practice footage — these can't be used in NIL promotion.

## TAXES: A QUICK HEADS-UP

NIL income is generally self-employment income — nothing is withheld automatically like a paycheck. Keep records of every payment and talk with a tax professional about what your family may owe.

## WHAT THE SCHOOL CAN — AND CAN'T — DO

- Coaches, administrators, and school staff cannot arrange, negotiate, or facilitate an NIL deal for your athlete, even informally.
- The school can educate your family and point you toward general categories of professional help (tax preparers, attorneys, NIL education platforms) — but can't recommend or arrange a specific provider.
- The Athletic Office is always available to answer policy questions.

Questions regarding OSSAA NIL regulations should be directed to the Union Redhawks Athletic Office — Emily Barkley, Athletic Director - [barkley.emily@unionps.org](mailto:barkley.emily@unionps.org)