



NAME, IMAGE, & LIKENESS

UPDATES AND IMPACT TO HIGH SCHOOL ATHLETICS

OREGON HIGH SCHOOL



BRITTANY SPENCER GRANT, CMAA

15th year in education


13th as an athletic administrator



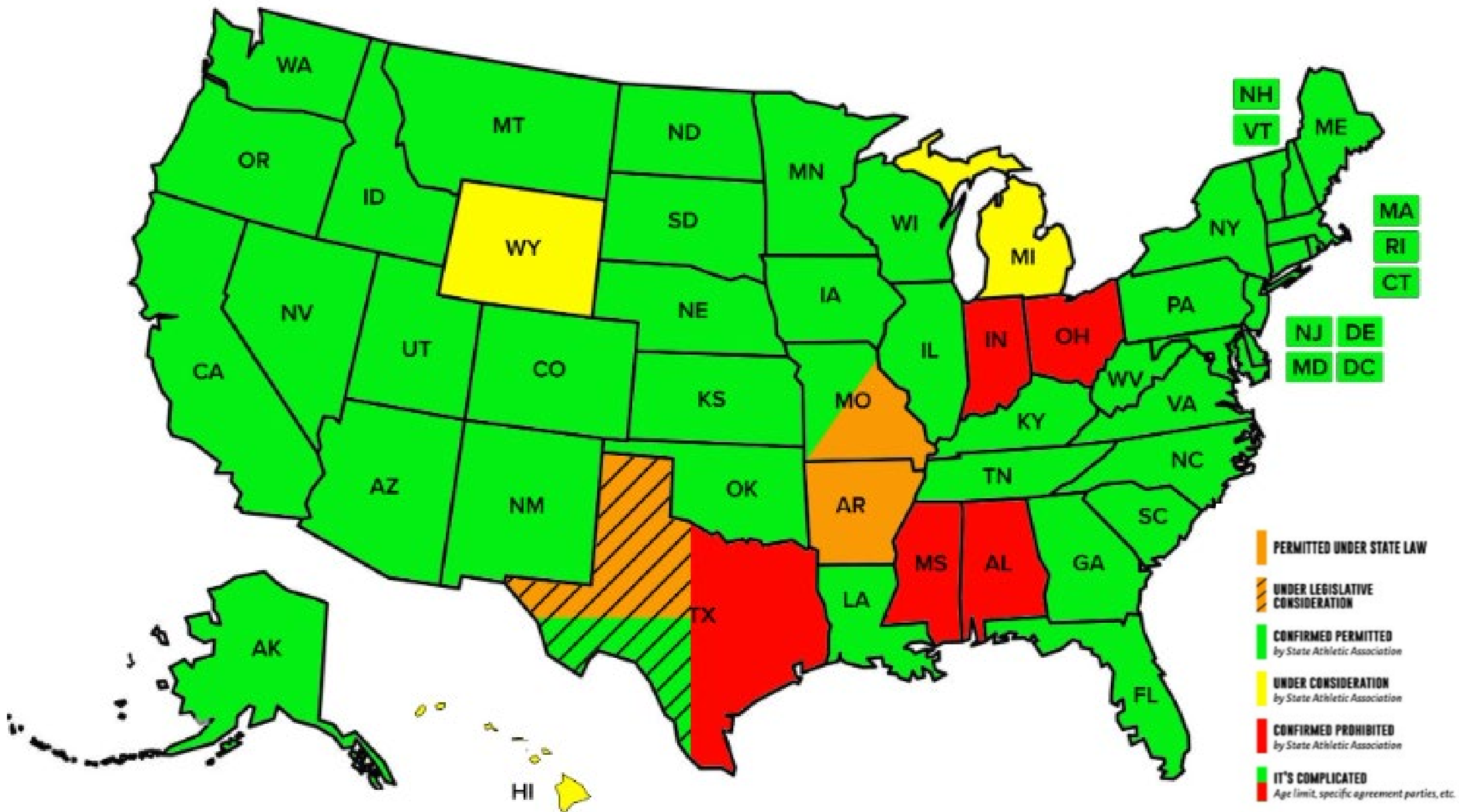
COBB COUNTY SCHOOL DISTRICT



DON BAKER, CMAA
26th year in education
14th as an athletic administrator







COBB COUNTY SCHOOL DISTRICT

2nd largest school system in GA and the 23rd largest in the nation.

It serves 105,738 students with 112 schools, including 16 high schools that offer athletics.

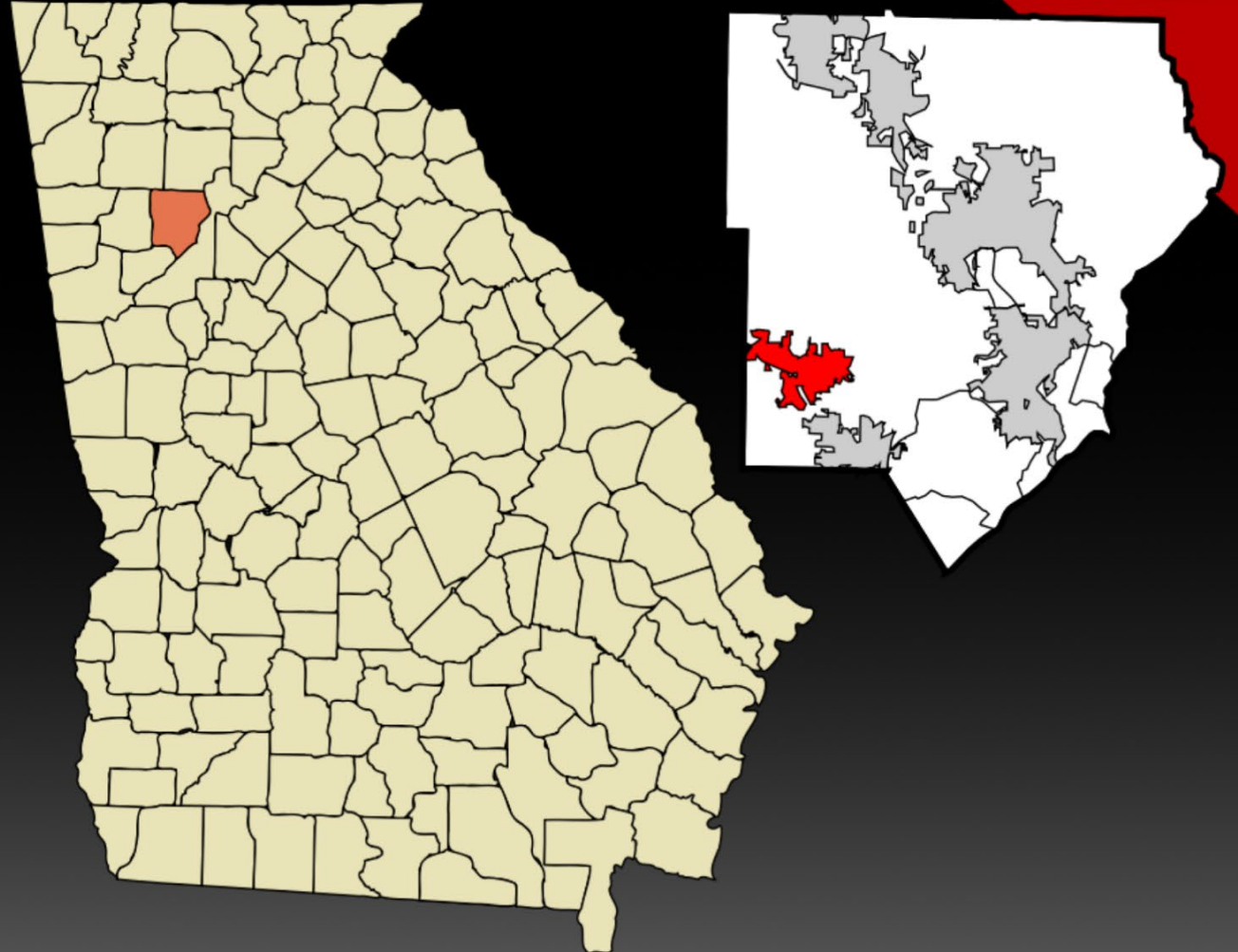
Close to 13,000 student-athletes.

13 student-athletes with NIL deals currently.

.01% of all CCSD student-athletes.

- 4 football
- 3 baseball
- 3 cross country/track
- 2 softball
- 1 soccer

Average deal is less than \$250.
Highest reported is \$1,500.



NIL 101: Review of the basics.

- What?
- Name, Image & Likeness (NIL) Definition
Allows student-athletes to earn compensation from the use of their name, image, or likeness
- NOT pay-for-play; must be tied to legitimate promotional activities
- Must comply with your state association rules and local district policies
- Parent/guardian involvement is strongly encouraged for minors



Your Intellectual Property



School's Intellectual Property





NIL 101: Review of the basics.

- Who?
- Roles & Responsibilities
- Student-Athlete: responsible for compliance and communication
- Parents/Guardians: review/approve contracts, manage finances/taxes
- Schools/ADs: ensure no use of school marks/resources, alignment with state policies.
- Businesses: ensure deals align with state guidelines and are age-appropriate

NIL 101: Review of the basics.

- Where?
- Location Restrictions / Allowed Spaces
- Must occur away from school practices, team functions, and competitions
- Cannot take place using school facilities
- No use of school logos, uniforms, marks, or branded gear
- Should take place in neutral or personal locations, online spaces, or off-campus venues





NIL 101: Review of the basics.

- When?
- Time & Scheduling Guidelines
- Must be completed on the student-athlete's own time, outside official team activities
- Cannot interfere with academic responsibilities, practices, games, or team travel
- Contracts should outline duration, deliverables, and time expectations
- Families should maintain documentation and keep agreements updated



NIL Education

Athletic Director / NIL Coordinator as primary distributor of information and resources



Key Topics & Tensions in High School NIL

- Varying state association involvement, enforcement, and oversight
- Vague language in policies – “rules vs. guidelines”
- Creating a separation between NIL and interscholastic athletics/activities.



Varying Language: 2 State Example



Rule Category	<u>Georgia Language</u>	<u>Wisconsin Language</u> (p. 32-33)
Athletic Performance	The compensation is not contingent on specific athletic performance or achievement.	The compensation is not contingent on specific athletic performance or achievement (ie. financial incentives based on points scored).
Incentives	The compensation is not provided as a incentive to enroll or remain enrolled at a specific school.	<p>The compensation is not provided by the school or persons associated with school as an inducement to attend a particular school (“recruiting”) or to remain enrolled at a particular school.</p> <p>Note: Definition of Persons Associated With School include, but are not limited to; current or former coaches, current or former athletes, parent(s)/ guardian(s)/caregiver of current or former student/athletes (exception of one's own parent) , booster club members, alumni, spouses or relatives of coaches, teachers and other employees, coaches who become employed, active applicants for coaching positions, and persons who are employed by companies or organizations that have donated monetarily, athletic supplies, equipment or apparel to that school.</p>

Varying Language: 2 State Example



Rule Category	Georgia Language	Wisconsin Language (p. 32-33)
School/Agent	The compensation is not provided by the school or any person acting as an agent for the school.	A student can not utilize representation or contract an agent. High schools or its employees are not allowed to help facilitate deals for student-athletes.
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.	The student shall not appear in the uniform of the student’s school and does not utilize the marks, logos, etc. of the school team, school, Conference or WIAA as part of any endorsement.
School Apparel	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.	
Facility	No member school facility may be used for the purpose of name, image and likeness activities.	None
Academics	None	The NIL activities do not interfere with a student-athlete’s academic obligations.

Varying Language: 2 State Example



Rule Category	Georgia Language	Wisconsin Language (p. 32-33)
Conflicts	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.)	The student shall not promote activities nor products associated with the following: gaming/gambling; alcoholic beverages, tobacco, cannabis, or related products; banned or illegal substances; adult entertainment products or services; weapons (i.e. firearms).
Team Activities	None	A student does not miss athletic practice, competition, travel, or other team obligations in order to participate in NIL opportunities.
Guidance	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.	None
Reporting	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.	None

Varying Language: 2 State Example



	<u>Georgia Language</u>	<u>Wisconsin Language</u> (p. 32-33)
Amendment	<p>No student-athlete may be a member of nor receive compensation or any other benefit from a Collective or NIL Club. A Collective is defined as any group organized or existing for the purpose of compensating or benefiting an individual student athlete or a group of student athletes of a member school. NIL Clubs are defined as a group of student athletes organized or existing for the purpose of soliciting funds or other benefits from fans, members or other sources, managing or promoting NIL activities of student athletes or otherwise providing funds or other benefits to an individual student athlete or group of student athletes.</p> <p>Booster Clubs are not considered Collectives or NIL Clubs if such Booster Club is operated under the supervision of a member school and provides monetary or other benefits to school athletic facilities, school athletic equipment, school team meals or other school team benefits rather than to an individual student athlete or group of student athletes.</p> <p>Student athletes violating this guideline may be subject to loss of eligibility to compete in GHSA activities and any member school which knowingly allows any student athlete to violate these guidelines may be subject to fines, forfeiture of contests, probation and being declared ineligible to compete in post season GHSA contests or activities.</p>	None

State-by-state regulatory fragmentation

- The policy landscape for high school NIL is very uneven. Most states allow high school athletes to monetize their NIL; others ban it, have heavy restrictions, or vague language in their policy.
- Focus on your states policy and aspects that could affect a student athletes' eligibility.
- Create a framework, either locally at your school or at your district level to report deals and maintain records.
- “If you don’t enforce the rules, you don’t have rules”
- Dr. Scott Grant



Amateurism and the culture of high school athletics



- Find the balance between the character-education, leadership, and team-first culture you emphasize while also acknowledging the marketing/branding opportunities for student-athletes.
- Integrate leadership education around “brand-responsibility” and use this as a differentiation to preserve mission while also guiding NIL opportunities.
- Develop a NIL contract checklist for your ADs/coaches; running workshops for parents.
- NIL must be separate from interscholastic athletics.





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Every learner needs an account. Certificate names can't be changed in an account with a completed course.



NAME, IMAGE, AND LIKENESS (NIL)

RULES AND GUIDELINES

Rules:

- 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.

Guidelines 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.
- No student-athlete may be a member of nor receive compensation or any other benefit from a Collective or NIL Club.

ONE TEAM. ONE GOAL. STUDENT SUCCESS.

NIL Deal

Student: Darcy Doyle

School: University School of Milwaukee

Sport: Women's Lacrosse

Commitment: Northwestern University

Company: Walny Legal Group

Task: Social media campaign encouraging her peers to secure essential documents when they turn 18 (i.e. HIPAA authorizations, powers of attorney, etc)

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- ✓ Ensures continuity with bills, housing, financial aid, and more



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Sending your kid off to campus? 🏠 One document could save you **months** of stress if the unexpected happens: a ****Durable Power of Attorney (POA)****.

- ✅ Lets you manage their bank accounts, sign leases, or handle other financial decisions (think study abroad, injury, or the fog of youth).
- ✅ Takes effect **immediately** and stays valid even if they can't communicate.
- ✅ Cheaper than panic later.

🔪 ****Pro Tip:**** Pair it with a Healthcare POA so you can speak to doctors.

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NIL Deal

Student: Isaac Miller

School: Catholic Memorial

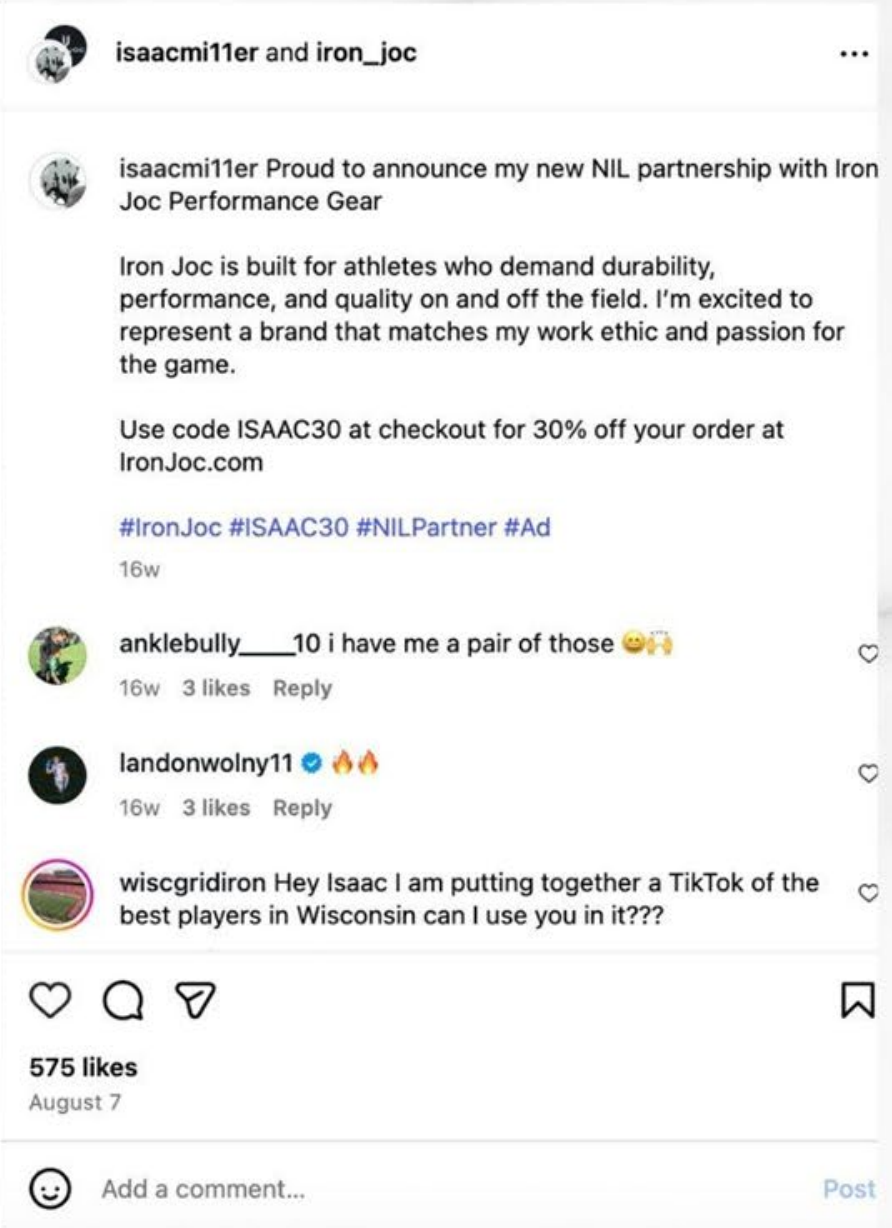
Sport: Football

Commitment: None Yet

Company: Iron Joc

Performance Gear

Task: Brand Ambassador -
showing off their gear in TV
and radio ads, making personal
appearances and giving radio
interviews



JOHN DOE #1

SPORT: FOOTBALL

SCHOOL: ABC HIGH

GRADE: 12TH

Family Contact Number

NIL Company Name

Company Contact Email

Contract Amount: \$100,00-\$400,000

Contract Date

Payment Type

Contract Overview/Terms



Athlete Details

Division 1 - SEC Commit

6'2" 210

Ranked #2 in the country for his position.

Ranked in the top 30 overall in the country.

JOHN DOE #2

SPORT: BASEBALL

SCHOOL: ABC HIGH

GRADE: 11TH

Family Contact Number

NIL Company Name

Company Contact Email

Contract Amount: \$1000

Contract Date

Payment Type

Contract Overview/Terms



Athlete Details

Division 1 - ACC Commit

6'4" 190

Throws 95 & hits for both average and power.

State and Nationally ranked player.

JANE DOE #1

SPORT: SOFTBALL

SCHOOL: ABC HIGH

GRADE: 11TH

Family Contact Number

NIL Company Name

Company Contact Email

Contract Amount: Undisclosed - Gear

Contract Date

Payment Type

Contract Overview/Terms



Athlete Details

Uncommitted

5'9" 135

Did not start for her high school team.

May not play softball next year to focus on flag.

Predictions & Emerging Trends Over the Next 3-5 Years

- **State Associations/Legislatures Will Formalize Standardized NIL Frameworks**

Prediction:

Nearly all states—especially those currently allowing NIL in limited forms—will adopt clearer, more uniform NIL policies for high school athletes.

- **Increased NCAA Scrutiny of Pre-College NIL Deals**

Prediction:

College compliance departments will begin tracking high school NIL deals more closely, requiring reporting upon recruitment.



HB 383

Georgia High School NIL Protection Act

- **Would provide for the automatic expiration of contracts that provide NIL compensation to student-athletes after the student-athlete graduates or is no longer enrolled.**
- **Would apply to both public and private school student-athletes.**
- **Includes all elements of the current GHSA policy.**
- **GHSA is in support of this bill.**



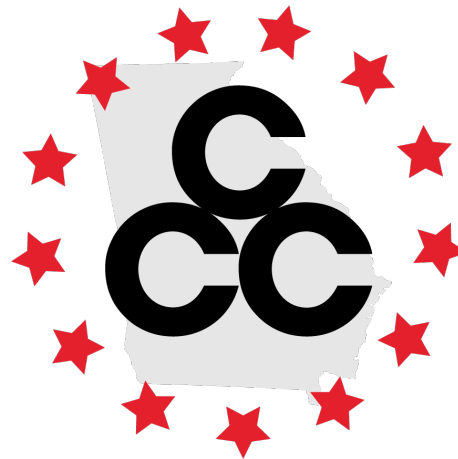
Federal Legislation: HUSTLE Act introduced

- The HUSTLE Act attempts to give student-athletes a structured, safer way to save and invest their NIL earnings – while putting in place transparency and investor-protection safeguards to guard against predatory agents and financial missteps.
- Would create tax-advantaged “NIL Investment Account” for college athletes.
- Would allow leftover NIL funds to roll over into more traditional retirement-type accounts after the athlete is no longer competing in college (up to \$35,000).
- Would impose a 5% cap on agent fees for NIL deals.



Georgia seeks \$390K from DE Damon Wilson for transfer damages

- Georgia's athletic department is headed to court to try to obtain \$390,000 in damages from a former athlete who transferred from in a potentially precedent-setting case.
- Wilson played for Georgia as a freshman and sophomore before transferring to Missouri in January, two weeks after signing a new deal with Georgia's Classic City Collective.
- Many schools and collectives have started to include liquidated damages clauses in contracts to protect their investment in players and deter transfers.



Predictions & Emerging Trends Over the Next 3-5 Years

- **Rapid Expansion of “Micro-NIL” Deals for Local Athletes**

Prediction:

Most NIL deals will not be \$5K–\$20K influencer contracts, but small-scale micro deals in the \$50-\$200 range.

- **Rise of “Team-Based” Content Creation**

Prediction:

Student-athletes will increasingly produce NIL content with teammates or as a whole team.



Predictions & Emerging Trends Over the Next 3-5 Years

- **NIL Agents & Youth Marketing Firms Will Move Downstream**

Prediction:

Agents and marketing firms will increasingly target 10–14-year-old athletes with major firms targeting 15–18-year-old athletes.

- **Mental Health & Burnout Will Become Bigger NIL Discussions**

Prediction:

As teens balance school sports, social media, personal branding, NIL obligations...expect mental health to become a central issue.





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QUESTIONS?



NAME, IMAGE, & LIKENESS

THANK YOU!
