OSSAA NIL POLICY

2026-2027

Permissible NIL Activities

Student-athletes may earn compensation from Name, Image, and Likeness (NIL) opportunities, provided that **none** of the following are used in connection with any NIL agreement or service.

- School logos
- School-issued uniforms
- School facilities
- School awards or honors
- OSSAA awards or honors
- School Name or School Mascot
- Spirit wear that identifies the school

NIL Compensation

NIL compensation must come from legitimate third-party commercial entities operating for a valid business purpose. Collectives and booster-funded pools are prohibited under this policy.

School Involvement

Schools may use an-NIL marketplace (such as Opendorse). Student-athletes may wear school-issued attire for their profile or for promotional content displayed on the platform. However, school-issued attire may **not** be worn while the student-athlete is performing the actual NIL service or activity.

Definition of an NIL Marketplace

An NIL marketplace is a platform that connects athletes with brands for individual transactional NIL deals such as endorsements, social media posts, appearances, or merchandise. It works like a job marketplace or booking platform where athletes are paid directly for specific deliverables. An NIL marketplace does not include a collective. (An NIL marketplace facilitates deals, whereas an NIL collective funds)

1. Question – Can a photo or video taken at a school facility be used by an athlete for NIL? Answer---No. Not when it shows the school's facilities.

2. Questions—Can a school or booster club pay for the cost of an NIL marketplace? Answer ---Yes

Use of Athletic Footage

School Game footage or practice recordings may not be used in any NIL promotional activities.

3. Question---Can students use a video recording of themselves during training at a school facility?

Answer---No, this is not allowed. Not at the school site or in any recognizable school gear.

4. Questions---Could an athlete use Game footage/recordings from club activity or other non-school activities for NIL purposes?
   Answer---Yes, as long as it stays within other guidelines.

Recruiting and Enrollment
NIL opportunities or endorsements may not be offered or used as an inducement to influence a student's attendance or enrollment at a member school. Such conduct violates OSSAA Rule 9, which prohibits recruiting or influencing students for athletic purposes, and may result in appropriate disciplinary action.

Prohibited Endorsements
Student-athletes may not promote or endorse restricted industries or activities, including but not limited to gambling, alcohol, tobacco, firearms, adult entertainment, or any banned substance or unlawful activity.

Academic Priority
NIL activities may not disrupt or interfere with the instructional school day or a student's academic responsibilities.

Disclosure
Student-athletes who receive $200 or more in compensation related to Name, Image, and Likeness (NIL) activities must submit a completed disclosure form to school administration within fourteen (14) days. Local school districts may impose more restrictive disclosure requirements.

Enforcement and Discipline
Any disciplinary action imposed by the OSSAA will be aligned with OSSAA Rules and Board Policies, which are also implicated by the violative activity. This includes but is not limited to Rule 5 (Amateurism) and Rule 9 (Recruiting).

NIL collectives, and School Actors

NIL collectives and School Actors are prohibited from providing any direct or indirect benefit to student-athletes. Student athletes may not be members of, receive compensation from, or otherwise benefit from such entities, nor may these entities assist in arranging, negotiating, facilitating, or securing NIL agreements.

Definition of "Collective"

A NIL Collective is a group (often boosters, businesses, or donors) that organizes and funds deals for athletes to be paid for things like endorsement, appearances, or social media promotion.

A School Actor is a person or group tied to the school who cannot be involved in arranging or providing NIL compensation. Including but not limited to:

- Coaches
- Athletic Directors
- School Administrators
- Teachers
- School Employees
- Booster club members
- Donors who have donated money to the school within the past 10 years
- Anyone acting on behalf of the school

5. Question---May a school employee facilitate an NIL agreement for a student-athlete who is their immediate family member or legal guardian?
   Answer---Yes

Additional Consideration

The OSSAA recommends that student-athletes and their families seek professional guidance as to how NIL activities could impact their collegiate eligibility, collegiate financial aid, and/or tax obligations, among other issues.