

ULTIMATE NIL PLAYBOOK

Learn. Earn. Protect.

WHAT IS NIL

Name, Image, and Likeness (NIL) simply refers to a student athlete's right to earn money from their personal brand.

What's allowed? Endorsement, brand ambassador, appearances, speeches, autographs, personal ventures, merchandise licensing, social media promotions, and video games.

What's not allowed: Pay-for-play (being paid simply to compete) with no valid business purpose, undisclosed contracts with boosters/collectives, and NIL deals that conflict with school or NCAA rules.



HIGH SCHOOL AND COLLEGE

High School: Rules vary by state. In Florida, FHSAA Bylaw 9.9 governs NIL. No use of logos or uniforms without permission. Deals must end at graduation.

College: All deals must be disclosed. D1 athletes must use the NIL GO Portal for deals \$600+. Contracts must reflect fair market value.

CONTRACTS & BUSINESS FORMATION

Before signing, athletes should ask about rights, payment terms, contract length, transfer impact, and brand conflicts. Consider forming an LLC to protect assets and manage taxes.

NCAA RULES & ELIGIBILITY

- No performance-based pay (per win/point).
- Must be fair market value. Schools may require approval before contracts.
- Violations can result in loss of eligibility or scholarships.

F.A.Q.S

Will NIL affect scholarships? Not if compliant.

• Can high school athletes sign NIL deals?

Yes, in some states. In Florida, regulated by FHSAA.

• What if NIL GO flags a deal? It can be revised, resubmitted, appealed, or terminated.

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**FOR CONTRACT NEGOTIATION
& REVIEWS, NCAA ADVOCACY,
BUSINESS FORMATION, OR
COMPLIANCE TRAINING.**

Do's	Dont's
✓ Report deals to your school	✗ Accept cash/gifts with no business purpose
✓ Keep records of contracts/payments	✗ Sign restrictive contracts limiting future
✓ Ensure fair market value	✗ Ignore tax obligations (all NIL income is taxable)
✓ Consult an attorney before signing	