



## Understanding NCAA & NAIA NIL (Parent Guide)

**Informational only. This is not legal or immigration advice. Families must review the official NCAA/NAIA rules and each college's policies.**

### What NIL is

Student-athletes may earn money or non-cash benefits for using their **Name, Image, or Likeness** (e.g., social media posts, appearances, camps/clinics, personal merch). NIL does **not** change scholarship rules, but each school sets its own compliance process. [NCAA.org](https://www.ncaa.org)

### NCAA (Divisions I, II, III)

#### Allowed (in principle)

- Athletes may sign NIL deals with companies and hire professional help (agent/attorney/marketing) **for NIL only**. [NCAA.org](https://www.ncaa.org)
- Schools can now **assist more** with NIL (e.g., identifying opportunities or facilitating introductions) as long as athletes keep control of their deals. Details vary by school. [NCAA.org](https://www.ncaa.org)

#### Not allowed

- NIL cannot be a **recruiting inducement** or **pay-for-play**; compensation can't be tied to athletic performance or enrollment decisions. [NCAA.org](https://www.ncaa.org)
- Schools still set disclosure/reporting rules; athletes typically must **file deals with compliance** before or shortly after signing. [NCAA.org](https://www.ncaa.org)

#### Important

- **International students (F-1 visa)**: off-campus employment limits can restrict NIL income; get written guidance from the school's international office before signing any deal. [NCAA.org+2Lowndes+2](https://www.ncaa.org+2Lowndes+2)
- The NIL landscape is **changing** due to lawsuits/settlements; monitor official updates as recruiting-period rules and institutional involvement continue to evolve. [AP News+1](https://www.apnews+1)

### NAIA

#### Overview



- NAIA formally allowed NIL in **2020** and publishes an NIL overview for students and schools. [naia.org](https://naia.org)<sup>+1</sup>

### Key points

- Athletes may profit from NIL while preserving amateur status.
- Institutions often provide education and can help connect opportunities, but deals must remain athlete-centered and compliant with school policy and law.  
[interpretations.naia.org](https://interpretations.naia.org)

### Practical Dos & Don'ts (Both NCAA and NAIA)

#### Do

- **Disclose** deals per the school's instructions and timelines; keep copies of agreements. [NCAA.org](https://ncaa.org)
- Base pay on **deliverables** (posts, appearances, licensed content), not wins/awards. [NCAA.org](https://ncaa.org)
- Follow advertising law: **clear labels** like “#ad” or “#sponsored” in social posts.
- Ask compliance before using **school marks, uniforms, or facilities** in NIL content.

#### Don't

- Don't accept offers tied to **enrollment, roster spot, playing time, stats, or wins**. [NCAA.org](https://ncaa.org)
- Don't assume international students can be paid the same way as domestic students without **visa clearance**. [NCAA.org](https://ncaa.org)<sup>+1</sup>
- Don't rely on old articles; policies and court orders are evolving. Check the latest official sources. [NCAA NIL Assist](https://ncaa.org)<sup>+1</sup>

### Quick Pre-Deal Checklist

- Compensation isn't tied to performance or enrollment. [NCAA.org](https://ncaa.org)
- School's **compliance office** has reviewed or been notified (as required). [NCAA.org](https://ncaa.org)
- No misuse of school trademarks or facilities.
- Agreement spells out deliverables, timing, compensation, IP rights, and termination.
- International students received **written guidance** from the school's international office. [NCAA.org](https://ncaa.org)

### Official Starting Points



- **NCAA NIL Assist (official hub):** education, FAQs, and updates. [NCAA NIL Assist](#)
- **NCAA releases on NIL disclosure & school assistance:** transparency, institutional support. [NCAA.org+1](#)
- **NAIA NIL page & policy overview:** governing documents and summaries.