



Arizona Interscholastic Association (AIA) — NIL Guide

For AZ Legacy families — informational only. This is not legal advice. Families must review official AIA bylaws and school policies and make their own decisions.

What NIL Means

“NIL” = your athlete may earn money or non-cash benefits for use of their **Name, Image, or Likeness** (e.g., social posts, appearances, camps/lessons, merch).

Who Runs NIL Deals

- **Athlete/family drives the deal.** Schools and school coaches don’t broker or require NIL. aiaonline.org
- Your club (Legacy) can share opportunities and education, but participation is **optional** and separate from team membership.

Green Lights (Typical OK if done right)

- Social media promos, appearances, camps/clinics, personal merch, autograph signings.
- Working with an NIL rep/agent **for NIL only** (not recruiting or pro contracts).
- Doing NIL **outside** school team activities and without school resources.

Red Flags (Likely to Jeopardize Eligibility)

- **Pay-for-play/performance** (bonuses for wins, stats, awards).
- **Recruiting inducements** (payments/benefits to choose or stay at a school).
- Using **school logos, uniforms, facilities, or marks** in NIL content **without written school/district permission**.
- Partnerships with **restricted categories** (e.g., gambling, alcohol, tobacco, cannabis, adult entertainment).
- Club or school **requiring** athletes to participate in NIL or taking a cut of athlete NIL money.

Why this matters: AIA eligibility rests on meeting all student eligibility rules. Violations can trigger team forfeits, disqualification, or other sanctions. Schools must verify compliance **before** participation. aiaonline.org

Practical Guardrails for Families



1. **Keep it separate from school:** No school marks or facilities in posts unless you have written approval.
2. **Keep it separate from the team:** NIL should not affect playing time, roster status, or dues.
3. **Write it down:** Use a simple written agreement (scope, deliverables, compensation, timing, termination). Keep copies; your school may ask to review for eligibility. aiaonline.org
4. **Disclose online:** Use clear tags like **#ad** or **#sponsored** to meet FTC rules.
5. **Mind taxes:** NIL income is taxable; track payments and talk to a tax professional.
6. **Ask first about logos:** School trademarks require permission; Legacy marks require club approval.
7. **Don't tie to performance or school choice:** Keep compensation based on time, content, or deliverables—not stats, wins, or commitments.

Simple Pre-Deal Checklist

- ☐ Offer is **not** tied to performance or school choice.
- ☐ No restricted-category sponsor.
- ☐ No school logos/facilities (or you have written permission).
- ☐ Agreement is in writing (deliverables, pay, dates, termination).
- ☐ You can meet the time commitment **without missing school or team obligations**.
- ☐ Post copy includes **clear sponsorship disclosure**.
- ☐ You kept a copy for your records and notified your school if they require it.

Sources & Further Reading

- **AIA Bylaws — Article 15: Student Eligibility Rules (2025–2026).** Establishes school responsibility for eligibility and consequences for violations; schools must confirm compliance before participation. aiaonline.org
- **USA Volleyball — Getting Started in NIL.** Overview for volleyball athletes on NIL best practices and guardrails.