

# Guidelines for NIL Activities

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.

The following guidelines are in effect 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.



