

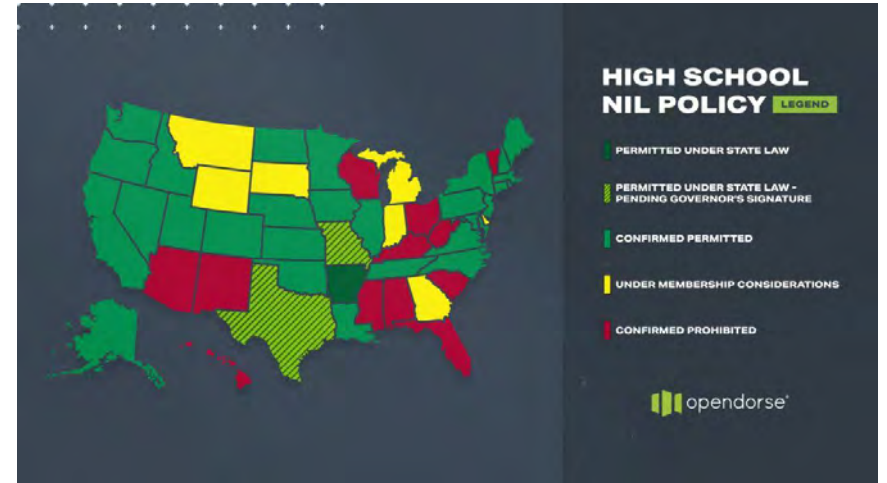
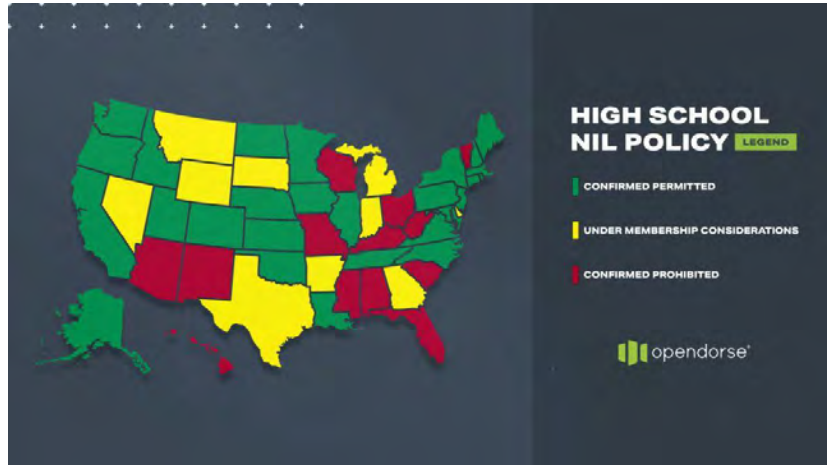
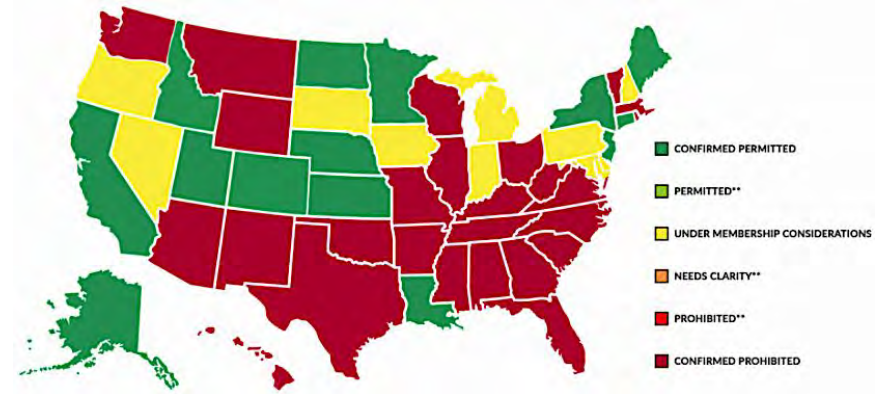
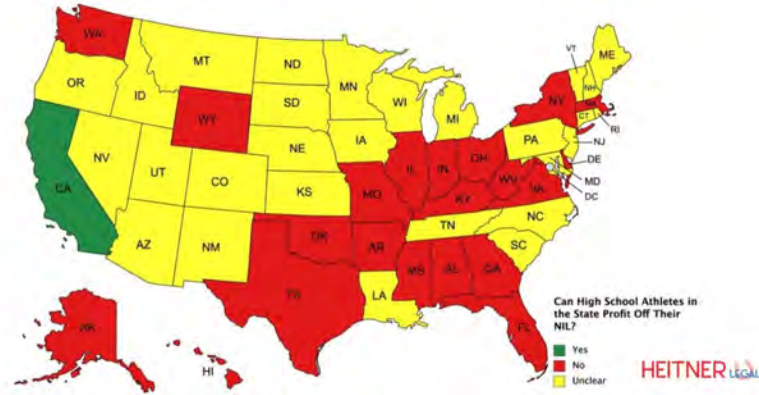
NIL Information & Updates



Joshua Scott, CMAA - Springfield District - MO
Ryan Miller, CMAA - Scotch Plains-Fanwood HS - NJ



Progression of NIL in State Associations



NCAA v. Alston 2021

Decision

NCAA v Alston: A Brave New World for College Sports

25 JUN 2021 | SAMUEL ESTREICHER AND ZACHARY FASMAN



- Found NCAA was profiting from NIL of amateur athletes
- Athletes have the right to compensation for their NIL

What is Name, Image, Likeness

- Amateurism -
- Individual Endorsements
 - Identity away from school
- ? states
 - Can't make \$ on what you don't own
- State Associations
 - Specific guidelines



**EA Sports letting FBS
players opt in to 2024
video game**



“I’ve been playing with a Spalding basketball since I was a kid,” said Williams. “I’m honored to partner with a company that has been such a big part of my life for so long. I’m excited to be able to continue to use my platform to grow the game” Jada Williams.



Performance brand signs California high school players to historic NIL deal

- Believed to be the first for an entire high school team.
- Students will be listed as “influencers on the companies website.”
- John Bosco coach Jason Negro said, "If there's something colleges are doing, what better way to help our athletes than to provide them the same type of opportunity? I want to be a pioneer at the high school level, and I think we're doing that at Bosco."

BOSCO
FOOTBALL

Individual Concerns about NIL

Athletes moving to States who approved NIL

Reinforcement of “me first” mentality

Altering of College experience

Further erosion of the Multi-Sport Athlete

Tax Implications for the Student- FTC

NFHS disagrees with NIL

Social Media Exploitation

Rich get Richer

Concept of Amateurism

Undue Influence

New deal for prep powerhouse shows how NIL money is trickling down to high school athletes | Opinion

KONGiQ signing 70-plus high school players to endorsement deals at one of the top programs in the country could open the floodgates to something much bigger.



- Adult Entertainment, Alcohol, Tobacco, Cannabis, Controlled Substances, Prescription Pharmaceuticals, Casinos and Gambling, Weapons are prohibited
- Coaches and School Administration are prohibited to appear, promote, or assist
- Use of School name, logo, and/or mascot prohibited (includes highlight footage)
- Use of an agent is permitted
- Can be on any media (social media, TV, internet, print, etc.)
- Permitted to start own business
- Permitted to run camps, clinics, lessons (cannot be on their school grounds)
- Case by case discipline for infractions - warning to suspension of eligibility
- No, no one associated with or acting at the direction of a member school, such as booster clubs, alumni, or collectives, may use the promise of NIL opportunities to entice student-athletes to transfer to or attend their school or offer NIL opportunities to student-athletes currently attending the member school.

**NCAA's
state-by-state war
over NIL benefits
continues with
Missouri law
bumping right up
to pay for play**

The Show-Me State is
ready to let coaches help
show athletes the money -

By: Dennis Dodd

Association Concerns for NIL

Schools Leaving Associations to have NIL

Schools Leaving Conferences (Roselle
Catholic, NJ example)

School Compliance (NJ and CA examples)

State Legislatures - unintended
Consequences



**NIL is currently rested in
Athletics**

Impact on Activity Programs

Potential areas of Growth
Include:

Theater

Chorus

Band

Cheer

California?



Name Image & Likeness: Why U.S High School Athletes May Sue Over Rights Restrictions



WHY THIS MATTERS

Just as the United States is getting used to the new world order of NIL - name, image, likeness - at universities, high school athletes are gaining attention from major brands. And just like at the college level, a patchwork, state-by-state system is leading to head-scratching inconsistencies and concerns over whether business is working in young athletes' best interest.

Where to go for Help?

- Triple Threat Leadership
 - Nil-education.com
- Victreefi
 - Victreefi.com
- On3
 - on3.com/nil
- Collectives

NCAA Proposal???



Future Implications

What do you think the next steps are?

What are you thinking right now?

What do you want to see happen next?

Are you legally accountable for any advice given?