

What You Need to Know About NIL Deals Before Playing College Sports

If you're a high school student-athlete planning to play sports at a Division I school, you must **comply with the rules** around third-party Name, Image, and Likeness (NIL) deals. This includes being prepared to **disclose all NIL deals** worth \$600 or more to the College Sports Commission upon enrollment in college. Failure to comply with these rules could result in you being deemed ineligible to compete in Division I sports.

What is an NIL deal?

An NIL deal is any agreement in which you are compensated (money, products, or services) for allowing a company, brand, or person to use your **name, image, or likeness**, such as posting about a brand on social media, appearing at an event or promoting a company's products or services.

What NIL deals are allowed?

Any NIL deal for which you received payment since July 1, 2025 or at the start of your junior year of high school, whichever is later, must be reported, and if the deal involves a person or company associated with the Division I college you eventually decide to attend, the deal must be made with the purpose of using your NIL for a **valid business purpose** and must not exceed a reasonable **range of compensation**.

Allowed

Deals with entities and/or individuals not associated with your eventual school; and deals with entities and/or individuals associated with your eventual school that satisfy *all* of the following criteria:

- ✓ Pay you for use of your name, image, or likeness (like doing ads, social media posts, or appearances)
- ✓ Have a valid business purpose—meaning you're promoting a real product, service, or event that is offered to the public for profit
- ✓ Pay you similarly to what others with your level of fame or influence are paid for similar deals

You can use an agent or marketing professional to help with your NIL deals.

Not Allowed

Deals with entities and/or individuals associated with your eventual school where:

- ✗ You're paid but not required to do anything to promote a product, service or event
- ✗ You're paid and the company says they'll use your name, image, or likeness eventually with no defined plans to do so
- ✗ You're paid to play your sport at a certain school ("pay-for-play")
- ✗ The amount you're being paid isn't within a range of what people in similar situations would get paid

What to Report:

You'll be required to report any third-party NIL deal worth \$600 or more with payments made from the **start of your junior year of high school or since July 1, 2025—whichever was later**. If you have several smaller deals with the same company or person that add up to \$600 or more, you must report those too.

When to Report:

You must report your NIL deals either:

- Within 14 days after you start full-time classes at your new school, or
- Before your first game as a Division I student-athlete—**whichever comes first**.

How to Report:

When you register and get started at your new school, you'll get set up to enter your deals into **NIL Go**, the online platform the College Sports Commission uses to evaluate compliance with the rules.

Why does it matter?

Complying with the NIL rules is required to be eligible to play Division I college sports. Not following these rules could put your eligibility at risk. If an issue arises with an NIL deal, your school and the College Sports Commission will try to help you address it to avoid any eligibility consequences.

What do I need to do now?

Comply with the rules as outlined above and keep detailed records of all NIL deals you enter into. Once you get to college, you'll be required to report all deals with payments dating back to the start of your junior year of high school or July 1, 2025, whichever was later, and those deals will need to be cleared in order for you to be eligible to play.

Questions?

If you have questions, please reach out to info@collegesportscommission.org.