



Name, Image, and Likeness

WHEREAS the NIAAA acknowledges that the Name, Image, and Likeness rules for High School athletes vary from state to state with some states prohibiting student-athletes from receiving financial or material gain. In contrast, others either permit or have it under discussion for high school athletes to profit through a NIL agreement.

WHEREAS the NIAAA is additionally aware of specific criteria in those states that have allowed NIL with stipulations that student-athletes show no affiliation with their current school, uniform, logo, etc.

WHEREAS the NIAAA is not the governing body for any state's athletic association and the decision for a state athletic or activity association to allow NIL is entirely within their purview.

BE IT RESOLVED that the NIAAA recommends to all high schools and their respective athletic and activities associations to be cognizant of the current state laws and or positions were taken by their state and strive to educate student-athletes on their responsibility to do their due diligence so as not to jeopardize their amateur status which could impact current high school eligibility and/or post-secondary participation opportunities.

BE IT FURTHER RESOLVED that the NIAAA does not support the forming of third-party groups to fund student-athletes directly without going through the process dictated by the NCAA and that all should consider the sourcing of these payments so as not to jeopardize their eligibility at any level.

BE IT FURTHER RESOLVED that the NIAAA views the NIL rules as a threat to true amateurism as originally crafted by the AAU, NFHS, and amateur rules that have been and continue to be an integral part of the state's athletic and activities association regulations prior to the advent of NIL approval by the NCAA.