

Ways Personal Branding Rights (NIL) Will Be Implemented/Created



- 1. A Judge’s Ruling
- 2. Legislative Involvement
- 3. OHSAA Membership Vote*

**It is inevitable that NIL will happen in Ohio; a judge has already granted a student permission to do this. We believe the OHSAA membership should shape the regulations. Without a yes vote, odds are extremely high that there will be no guardrails in place for NIL regulations in Ohio. The following represents the OHSAA’s proposed language, developed in consultation with OHSAA administrators:*

OHSAA Proposed Language Safeguards

- COLLECTIVES ARE STRICTLY PROHIBITED. A collective is a third-party group, typically formed by alumni and supporters, that pools donations and fundraising to create and manage NIL/Personal Branding Rights opportunities for student-athletes.
 - **Arrangements must only be made between family/child and businesses**
- NOT PAY FOR PLAY. These rules would allow a student to be compensated for the use of self-publicity due to public recognition (athletic fame) and/or the notoriety a student may attain to receive a benefit through appearances, licensing, social media, endorsements and/or the use of branding.
- Students may not utilize the name, logos, mascots, trademarks or other proprietary properties of the OHSAA or any OHSAA member school or school team.
- Students engaged in an NIL/Personal Branding Rights agreement shall disclose each agreement to the OHSAA within 14 days after entering into said agreement, taking the burden off local school administrators.
- If a student transfers to a school and the transfer can be shown to be reasonably linked to a student’s NIL/Personal Branding Rights agreement, a rebuttable presumption shall exist that the student has been recruited, which is in violation of Bylaw 4-9.

OHSAA Personal Branding Rights (NIL) Important Dates

As of the first Ohio vote regarding NIL in May 2022, there were only nine states around the country that permitted it. As of September 2025, there are now 44 states which permit NIL. In those states, less than 1% of student-athletes have entered into an NIL agreement.

May 2022-September 2025: Ongoing conversations with OHSAA & school administrators regarding NIL

