



Book	Policy Manual
Section	Special Update - Sept 2024 Revisions
Title	New Policy - Special Update - Sept 2024 - NAME, IMAGE, AND LIKENESS (NIL) IN ATHLETICS
Code	po2431.06 caj 3/7/25
Status	
Legal	<a href="#">F.S. 1001.41</a> <a href="#">F.S. 1001.42</a> <a href="#">F.S. 1006.20</a> <a href="#">FHSAA Bylaws</a>

#### **2431.06 - NAME, IMAGE, AND LIKENESS (NIL) IN ATHLETICS**

The School Board recognizes the rights of student-athletes to use and benefit from their name, image, and likeness (NIL) in various activities. However, students are still required to comply with Florida law, the rules of the State Board of Education, and the policies of the Board as they relate to the conduct of student athletes and the administration and financial control of the athletic program. Likewise, student athletes must comply with all applicable bylaws of the Florida High School Athletics Association (FHSAA). Failure to adhere to any of these laws, rules, and/or regulations may, among other things, impact the amateur status of a student athlete.

#### **Prohibited NIL Activities**

In accordance with FHSAA bylaws, student athletes:

- A. are prohibited from making any reference to and will not otherwise use or authorize others to use the uniforms, logos, mascots, insignia, or identifying marks of a District or FHSAA member school, the FHSAA, the National Federation of State High School Athletic Associations (NFHS), and/or any FHSAA, NFHS, or member school event, game, or championship when engaging in any NIL activity. Student athletes are prohibited from monetizing their NIL with the use of their school's uniform, equipment, logo, name, proprietary patents, products, and/or copyrights associated with a District or FHSAA member school, NFHS, and/or School District, either in public, print, or social media platforms, unless granted authorization by prior written consent from the school, District or governing body of the school, or association, respectively;
- B. may not endorse or promote any third-party entities, goods, or services during school-/District-sponsored activities or FHSAA activities;
- C. may not make any reference to FHSAA, NFHS, school, or District accolades or championships in NIL activities for which they are compensated;
- D. are prohibited from engaging in any NIL activities involving the following categories of products and services:
  1. adult entertainment products and services;
  2. alcohol, tobacco, vaping, and nicotine products;

3. cannabis products;
4. controlled substances;
5. prescription pharmaceuticals;
6. gambling, including sports betting, the lottery, and betting in connection with video games, online games, and mobile devices;
7. weapons, firearms, and ammunition;
8. political or social activism; and
9. NIL collectives.

NIL activities and agreements shall not be used to recruit student athletes to attend a particular school in order to participate in interscholastic athletics.

### **NIL Collectives**

NIL collectives are independent entities, organizations, and groups that seek to direct or provide, either directly or indirectly, incentives to student athletes based on the student athletes' NIL. NIL collectives are independent from, and not affiliated with, the Board or District.

### **District Personnel**

No District employee, athletic department staff member, or representative of a school's athletic interests as defined in FHSAA bylaws may form, direct, offer, provide, or otherwise engage in any activity outlined in FHSAA bylaws related to NILs and are subject to all prohibitions set forth therein.

### **Amateur Status and Other Implications**

Student athletes engaging in NIL activities or entering into NIL agreements under FHSAA bylaws are solely responsible for determining whether their actions may impact their eligibility under the rules and regulations of the National Collegiate Athletic Association (NCAA), National Association of Intercollegiate Athletics (NAIA), National Junior College Athletic Association (NJCAA), and/or the governing body of the sport in which they may participate, and are encouraged to contact such organizations. Compliance with this policy does not ensure that a student athlete's amateur status or eligibility to participate under the rules of the governing body of their sport will not be impacted.

Student athletes are further encouraged to seek legal counsel and tax advice when contemplating their participation in an NIL activity or whether to enter into an NIL agreement.