

OSSBA POLICY SERVICES		FGBD (new 2024)
<i>Adoption Date:</i>	<i>Revision Date(s):</i>	<i>Page 1 of 1</i>

STUDENT ATHLETES AND ACTIVITIES NAME, IMAGE, AND LIKENESS

Neither the school district nor the Oklahoma Secondary Schools Activities Association (OSSAA) specifically prohibits students from engaging in certain commercial activities as an individual. These activities, commonly referred to as name, image and likeness (NIL) will not put a student's amateur status at risk provided the student meets all the requirements for maintaining amateur status in compliance with OSSAA Rule 5, and there is no violation of rules prohibiting influencing a student to attend or remain at a member school. (OSSAA Rule 9)

A student may earn compensation from the use of their name, image and likeness (NIL) in compliance with Rule 5, and Rule 9 provided:

- The compensation is not contingent on specific athletic performance or achievement.
- The compensation is not provided as an incentive to enroll or remain enrolled in the school district.
- The compensation is not provided by the school district or any person acting as an agent for the school district.

In seeking compensation for name, image and likeness:

- No "marks" may be used, including but not limited to the school logos, school name, school mascot, or any trademarked OSSAA logo or acronyms.
- No school apparel or equipment shall be worn which includes school name, school logo, school mascot, or any apparel displaying trademarked OSSAA logos or acronyms.
- No school facility may be used for the purpose of name, image and likeness compensation.
- No activities in conflict with the school's local school district policy on advertising may be endorsed. Examples include but are not limited to tobacco or alcohol products.
- Collegiate level associations should be contacted for any rules regarding name, image and likeness for students participating beyond the high school level.