



NAME, IMAGE & LIKENESS (N. I. L.)

THE RULE

West Virginia student-athletes can work with appropriate persons to engage in Name, Image, and Likeness (NIL) without losing their athletic eligibility. This new policy was approved by the West Virginia Secondary School Activities Commission Board of Control and the State Board of Education. However, there are specific guidelines that students and their families must follow.

PROHIBITED ITEMS

- Alcohol and tobacco products
- Cannabis and prescription drugs
- Casinos and gambling services
- Adult entertainment services
- Weapons and firearms

KEY ASPECTS

- School Association is Prohibited: Student-athletes cannot reference their school, wear a school uniform or logo, or use any other school-affiliated symbols in their NIL promotions. The policy requires that these endorsements remain separate from their school and athletic life.
 - For example, an athlete can appear in a commercial for a local business, but they cannot wear their school jersey or mention that they play for their school team or any sport specific props.
- No Involvement from School Employees: Coaches, administrators, or any other school employees are not allowed to be involved in a students' NIL deals. This is to ensure there is no coercion or undue influence from school personnel.
- No NIL for Recruitment: The promise of NIL opportunities cannot be used to recruit a student to transfer or attend a specific school. This includes any promises made by boosters, alumni, or other affiliated groups.

**Any Further Questions Contact Your
Local School Administrator**

WVSSAC
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