



# Name, Image, & Likeness Policy '23-'24

Last winter, the TSSAA (Tennessee Secondary School Athletic Association) introduced a policy to allow Tennessee student-athletes, as well as Brentwood Academy athletes, to earn compensation, usually money, for use of their name, their image, or a likeness of who they are. This means that a business can strike a deal with an athlete and pay them to tout their services or product.

Per the TSSAA, the NIL policy establishes that students are allowed to receive payment for instructional services and other activities not related to performance if they are carried out in a manner that does not suggest the endorsement or sponsorship of the TSSAA school. The student's activities for which they are compensated may not include an image or likeness of the student in a uniform, or other clothing or gear depicting the name or logo of the TSSAA member school the student is attending or has attended. No reference to TSSAA accolades or championships may be used in the student's activities for which they are compensated.

It is important to note that a student who violates the amateur rule shall be ineligible for 12 months in the sport in which the violation occurs. To avoid the appearance of impropriety, schools or those directly or indirectly associated with the school should refrain from soliciting, negotiating, or promoting a student's participation in activities for which they are compensated.

**What the TSSAA NIL and Amateur Rule means:**

- TSSAA allows high school student-athletes to be compensated for their NIL.
- Students can own and market their intellectual property rights.
- Students do not own BA logos, Brentwood Academy branding, or TSSAA branding.

**Examples of Acceptable deals (if the above requirements are followed):**

- Autographs
- Appearances
- Speaking Engagements
- Print and Digital Ads
- Social Media Influencer
- Sponsorship/Endorsement
- Podcast
- Camps/Clinics
- Training

**What it is not:**

- Pay for Play
- Incentives
- Rewards
- Inducements to transfer to BA
- Students cannot represent BA
- Students cannot have on BA gear

**Penalty: 12 months of eligibility**

**Reminders: Per TSSAA, NIL deals constructed to pay a student's tuition, would be considered an inducement if the individual arranging the deal is associated with the school. BA does not allow collectives\* to recruit student-athletes. All persons associated with BA (coaches, teachers, board members, etc.) cannot negotiate any NIL deals. A NIL agreement may not be an incentive or inducement to transfer schools.**

**TSSAA forbids initial contact with a student to change schools, including for athletic purposes. We want student-athletes and families to choose BA because they are mission-fit, not because they will help us win athletic contests.**

\*Collectives are often founded by former athletes, parents and/or alumni. Collectives often pool money from donors and use these resources to create and bring paid endorsement opportunities to student-athletes through a variety of activities.