

Dear Chandler Unified School District Student-Athlete Families,

You may have heard that there will be changes to the AIA bylaws regarding NIL (Name, Image, Likeness) coming in July. NIL is a set of rules governing the right of college and high school athletes to benefit financially from the use of their name, image, or likeness for commercial purposes, such as product endorsements. While students may benefit from the use of their NIL starting in July, there are essentially **no changes** to the current rules. **Student-athletes are still prohibited from receiving compensation for NIL endorsements that include use of any school facilities, gear, uniforms, logos, mascots, school, or district names.**

**Failure to comply with these bylaws may result in loss of athletic eligibility for the entirety of the student-athlete's high school career.**

We also want to make you aware of several online stores that are attempting to profit from NILs, often without parents' consent. Please avoid using any merchandise websites or similar platforms. Student-athletes who sign deals or sell merchandise with companies like these will lose their eligibility. Sadly, this has already happened to student-athletes in other districts.

**Current bylaws in effect are below:**

*15.11.1.1 Name Image and Likeness (NIL): A student is in violation of this bylaw and shall immediately lose eligibility if that student, his/her family member, or anyone else on behalf of that student, enters into an agreement with an individual, corporate entity, partnership, association, or any other party or organization, for use of that student's NIL which in any way relates to the student's connection to his/her high school team or activity program, or to any other non-school athletic team or activity program with which the student is connected. (Emergency Legislation – Ex. Brd 10/18/2021*

**The new bylaws, beginning July 2024, are below:**

**15.11.1.1**

*Name Image and Likeness (NIL): A student-athlete may benefit from the use of their name, image and likeness (NIL) provided the NIL is not connected to his/her AIA sanctioned high school team or activity program. NIL activities consistent with the guidelines in AIA bylaw 15.11.1.2 will not result in loss of amateur status. NIL activities may not be utilized to violate AIA bylaw 15.12 (Recruitment Rule). A student that is in violation of this bylaw shall immediately lose eligibility if that student, his/her family member, or anyone else on behalf of that student, enters into an agreement with an individual, corporate entity, partnership, association, or any other party or organization which violates the guidelines in AIA bylaw 15.11.1.2.*

**15.11.1.2**

*NIL Guidelines: A student-athlete may benefit from the use of their name, image, and likeness. (NIL) provided:*

*15.11.1.2.1 The compensation is **not contingent on athletic performance or achievement.***

*15.11.1.2.2 The compensation is **not an incentive to enroll in or remain enrolled at a specific school.***

*15.11.1.2.3 The compensation is not provided by the school, a booster club, a collective, or any person/entity acting as an agent on behalf of the school or athletic program.*

*15.11.1.2.4 Intellectual property - **No "marks" may be used including, but not limited to, school or district name, logo, uniforms, mascots, or any AIA logo.***

*15.11.1.2.5 **No school or district apparel or equipment shall be worn or used that includes school or district name, logo, uniforms, mascots, or any AIA logo.***

*15.11.1.2.6 **No AIA member school facility may be used for the purpose of NIL activities.***

*15.11.1.2.7 No activities in conflict with a member school's district policy may be endorsed. (Examples include, but are not limited to, tobacco products, alcohol products and controlled substances.)*

*15.11.1.2.8 Within five (5) school days of entering into any NIL contract/agreement, **a student, or the student's parents/guardians must notify the school's Athletic Director of the agreement.***

*15.11.1.2.9 Students and their families should seek professional guidance regarding collegiate financial aid, NCAA clearinghouse, legal and/or tax implications, among other concerns.*

If your student-athlete chooses to utilize a NIL after July 1, please use caution and ensure that you are following all AIA bylaws.

We had multiple NIL Symposiums in the fall and will continue to educate moving forward. Thank you for your attention to this matter.

If you have any questions, please contact your school's athletic director.

Thank you,  
Shawn Rustad  
Athletic Director  
Chandler Unified School District

