

# Missouri NIL Compliance Summary (High School + College)

DSF & YNS Parent + Athlete Resource Guide

Version date: February 03, 2026

**Important:** This is a plain-language summary to help families reduce risk. Always check the current MSHSAA handbook and your school's policies.

## A) Missouri High School (MSHSAA) — Practical Rules

If your athlete participates in MSHSAA activities, the MSHSAA Official Handbook includes definitions and restrictions around NIL activities to protect eligibility.

### *Key takeaways (plain language)*

- **No school branding in paid NIL** unless it is explicitly allowable. Avoid logos/mascots/uniforms, and avoid tagging the school in paid posts.
- **No “athletic service” NIL** (getting paid for playing, performing, or demonstrating sport skills) if it violates amateurism rules.
- **No undue influence:** no payments or benefits that look like recruiting or transferring incentives.
- **No collectives/booster-style groups** arranging NIL for junior high/high school athletes (these can jeopardize the athlete and school).
- **Do disclose sponsorships** clearly (FTC-style disclosure: #ad / #sponsored when applicable).

### *What DSF & YNS does to help*

- We default to **athlete brand** (name, logo, slogan) — not school/team marks.
- We avoid language that implies recruiting, pay-for-play, or performance-based compensation.
- We can review proposed brand partnerships before families accept them.
- We encourage parents to keep approval control over younger athletes' content.

## B) Missouri College NIL (RSMo 173.280) — High-Level Summary

- College athletes can earn compensation for NIL, but schools can restrict deals that conflict with existing school contracts.
- Athletes typically must disclose NIL contracts to their institution in the manner prescribed by the school.
- Compensation cannot be conditioned on athletic performance (no pay-for-play).
- Always follow NCAA, conference, and school-specific policies in addition to state law.

## **C) Family Compliance Checklist**

- Use athlete-created designs; **do not** use school logos/mascots unless the school grants permission.
- Keep paid posts about products/brands—not about athletic performance or playing time.
- Avoid deals that say or imply: “we’ll pay you if you transfer/commit.”
- Keep contracts in writing. Save screenshots/emails. Ask questions before posting.
- When in doubt, ask your AD/coach or the MSHSAA office for guidance.

## **D) Disclosure Examples (Copy/Paste)**

- “Thanks to [Brand] for supporting me! #sponsored”
- “Paid partnership with [Brand]. Opinions are my own. #ad”
- “Use my link to support my season. #affiliate”

## **Reference documents**

- MSHSAA Official Handbook (2025–26 edition) — NIL definitions and rules
- Revised Statutes of Missouri — Section 173.280 (college NIL)

Not legal advice. Policies can change. Always verify the current handbook and school/league rules.