

# Kansas NIL Compliance Summary

## High School + College

### DSF & YNS Parent + Athlete Resource Guide

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*Important: This is a plain-language summary to help families reduce risk. Always check the current Kansas State High School Activities Association (KSHSAA) handbook, school district policies, and your college's NIL compliance office guidance.*

### A) Kansas High School (KSHSAA) — Practical Rules

If your athlete participates in KSHSAA-sanctioned activities, NIL activity must not jeopardize amateur status or school eligibility.

- No school branding in paid NIL. Avoid school names, logos, mascots, uniforms, facilities, or tagging the school in paid posts unless written permission is granted.
- No pay-for-play or performance NIL. Athletes cannot be paid for playing, practicing, winning, statistics, highlights, or demonstrating sport skills on behalf of the school.
- No recruiting or transfer inducements. Payments or benefits cannot be tied to enrolling, transferring schools, or maintaining eligibility.
- No booster or collective arrangements. Booster-style groups arranging NIL for high school athletes can jeopardize eligibility.
- Disclosure still matters. Sponsored content must clearly disclose the relationship (#ad, #sponsored, paid partnership).

#### What DSF & YNS does to help

- Default to athlete-owned branding (name, personal logo, slogan), not school or team marks.
- Avoid language implying recruiting, pay-for-play, or performance-based compensation.
- Review proposed partnerships before families accept them.
- Encourage parent approval and oversight for younger athletes' content.

### B) Kansas College NIL — High-Level Summary

- College athletes may earn compensation for their name, image, and likeness.
- Schools may prohibit NIL deals that conflict with existing institutional sponsorships.
- Athletes typically must disclose NIL agreements to their institution using the school's required process.
- Schools cannot require athletes to use a specific agent or NIL platform.

### C) Family Compliance Checklist (Kansas)

- Use athlete-created designs only.
- Do not use school logos, mascots, uniforms, or facilities without permission.

- Keep paid posts about products or brands, not athletic performance or playing time.
- Avoid deals implying payment for enrolling, transferring, or starting.
- Keep contracts in writing and save emails, DMs, and screenshots.
- Ask questions before posting.
- When in doubt, contact your AD, coach, or the KSHSAA office.

## **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**

- Kansas State High School Activities Association (KSHSAA) Handbook (current edition)
- Kansas statutes related to college NIL
- Individual college and university NIL policies

*Not legal advice. Policies can change. Always verify the current handbook, school rules, and college NIL requirements.*