ATHLETIC DIRECTOR GUIDE

Govern the program. Protect eligibility. Define the commercial boundary.

FOR ATHLETIC DIRECTORS • SCHOOL ADMINISTRATORS • PROGRAM LEADERS

A practical operating guide for implementing THE NIL 100 while protecting athlete eligibility, family awareness, team culture, and sponsor accountability.

This guide is educational and operational. It does not replace current state association, district, school, legal, tax, or contract requirements.

01 / THE NIL 100

What THE NIL 100 is - and is not

Treat it as an education and implementation system, not as school sponsorship brokerage.

PROGRAM PURPOSE

THE NIL 100 helps athletes build identity, content discipline, audience understanding, commercial literacy, activation measurement, and sponsor-ready materials over 100 days. The school retains its own authority over eligibility, school property, team operations, event access, employee conduct, and any approvals required by current policy.

The program is designed to

- Teach athletes how to present themselves professionally and accurately.
- Help families understand when ordinary content becomes commercial activity.
- Create a documented path from concept content to measurable brand activation.
- Give coaches a defined escalation path instead of asking them to make policy decisions ad hoc.
- Keep sponsor-facing materials centered on the athlete's individual identity and verified results.

The program does not by itself

- Grant permission to use school marks, uniforms, facilities, events, team channels, or staff endorsements.
- Determine state-association eligibility or supersede school/district rules.
- Approve contracts, tax treatment, compensation, exclusivity, or intellectual-property rights.
- Require athletes to seek NIL opportunities or guarantee sponsorship outcomes.

02 / THE NIL 100

Governance model

The cleanest implementation separates education, school authority, family decisions, and commercial counterparties.

PARTY	PRIMARY ROLE	SHOULD NOT BE ASSUMED TO DO
Athlete	Complete the program, create content, report honestly, follow policy.	Speak for the school or imply school endorsement.
Parent/Guardian	Family oversight, contracts/compensation decisions for minors as applicable, outside advice.	Assume the program itself guarantees eligibility.
Coach	Team implementation, culture, check-ins, escalation.	Approve institutional NIL questions or act as the athlete's agent.
Athletic Director	Institutional policy path, school-property decisions, staff boundaries, escalation.	Manage the athlete's private commercial business unless policy requires school involvement.

PARTY	PRIMARY ROLE	SHOULD NOT BE ASSUMED TO DO
SignNILDeal / program	Education, templates, digital products, optional athlete service.	Represent itself as the school's legal or eligibility authority.
Sponsor	Define business objective, deliverables, compensation, usage and tracking.	Assume access to school property, events or marks without approval.

Adoption decision

Before a team license goes live, decide how the school wants the program to interact with existing policy.

1. Name the school official or office responsible for NIL/eligibility questions.
2. Identify the current state-association, district and school rules that apply.
3. Decide whether the school requires notice, disclosure, approval, or no action for various NIL activities.
4. Define school-property boundaries: marks, mascot, uniforms, facilities, events, team social accounts and staff participation.
5. Define sponsor-category conflicts or restricted categories under school/district policy.
6. Set a simple escalation method that coaches and families can actually use.
7. Choose the licensed population: one team, multiple teams, club/program, or multi-sport group.
8. Record the policy version/date used for launch and schedule periodic review.

The 100-day awareness map

The AD does not need to review every post. The AD needs to know where risk changes.

PHASE	DAYS	DEFAULT RISK LEVEL	AD ATTENTION
Identity + discovery	1-20	Low	School policy and content boundaries communicated.
Work + sport IQ	21-40	Low / operational	Protect practice, medical, scouting and restricted areas.
Identity + network	41-60	Low / permission	Teammates, coaches, staff and third-party creators may require permission.
Local market	61-70	Moderate	Local-business content may begin approaching commercial context.
Commercial concepts	71-80	Moderate	Spec concepts must not imply nonexistent partnerships; school property questions may arise.

PHASE	DAYS	DEFAULT RISK LEVEL	AD ATTENTION
Audience growth	81-90	Moderate	Collaborations and participation can broaden reach; ordinary policy still applies.
Activation + reporting	91-100	High commercial relevance	Real sponsor fit, deliverables, tracking, disclosure and approvals must be clear.
Sponsor-ready package	Post-100	Commercial	Athlete presents verified personal assets; school endorsement must not be implied.

Institutional approval matrix

Customize this table to the school's current policy. "Review" means determine the controlling rule - not automatic denial.

ACTIVITY	DEFAULT ROUTE	WHY
Personal athlete content off campus, no school property	Athlete/family unless policy says otherwise	Typically personal brand activity; current local policy controls.
Use of school logo, mascot, uniform or marks in commercial content	School review	School intellectual property / endorsement concerns.
Commercial filming on school property	School review	Facility, access, safety and endorsement concerns.
Activation during school event	School review	Event operations, sponsor rights, safety and audience access.
Coach/staff appears in sponsor content	School review	Employee role and apparent school endorsement.
Team social account publishes sponsor content	School review	Official school/team communication channel.
Athlete receives paid/gifted product endorsement	Follow current NIL notice/approval rule	Commercial activity and disclosure obligations.
Athlete creates clearly labeled speculative concept ad	Athlete/family + school property check	Must not imply relationship; school marks/facility may still matter.

Student protection & family awareness

The program should increase clarity, not create pressure.

- Ensure the family knows where school authority ends and private commercial decision-making begins.

- Do not make NIL participation a requirement for sport participation, roster status, awards, or coach approval.
- Avoid school collection of unnecessary private commercial data.
- Provide a clear path to report inappropriate sponsor contact, pressure, harassment, conflicts, or misuse of school identity.
- For minors, route contract and compensation questions to the family and any adviser they choose; the school should follow its own required process.
- Make clear that a sponsor relationship is separate from the school unless the school has explicitly entered or approved its own relationship.

School property & brand firewall

A simple rule: athlete brand and school brand are not automatically the same asset.

ASSET	QUESTIONS TO RESOLVE BEFORE COMMERCIAL USE
School name / logo / mascot	Who owns it? Is commercial use allowed? Is written permission required?
Uniform / jersey	Does policy allow commercial depiction? Are manufacturer or sponsor marks involved?
Facility	Is filming permitted? Is there a fee, schedule, supervision, or sponsor conflict?
Game / event footage	Who owns the footage? Are broadcast/photographer rights implicated?
Team social media	Who may publish? Are sponsor messages permitted on official channels?
Coach/staff likeness	Is employee participation allowed? Could it imply school endorsement?
Team roster / contact information	Do not provide commercial access without an appropriate lawful and policy-compliant basis.

Sponsor & disclosure awareness

Require clarity before the campaign, not after the screenshot goes viral.

- Real paid, gifted, discounted, affiliate, or other material relationships should have a clear disclosure plan.
- The athlete should make truthful statements based on actual experience and avoid unsupported claims.
- The sponsor brief should define deliverables, timeline, usage rights, exclusivity, tracking, compensation and approval steps.
- The activation should identify what evidence will be collected before it launches.
- School approval, if required, should be documented separately from the private sponsor agreement.

What each NIL 100 commercial product does

This helps administrators understand the difference between education, DIY sponsor preparation, and done-for-you services.

PRODUCT	FUNCTION	INSTITUTIONAL SIGNIFICANCE
Single Sport Edition - $49	100-day sport-specific execution plan.	Education and athlete development.
Commercial Content Lab - $29	Concept development, shot lists, creative briefs, cinematic/UGC/service formats.	Commercial simulation / portfolio development.
Audience Growth Lab - $29	Personal baseline, hooks, sends, participation, testing, repeatable winners.	Audience literacy; no guarantee of outcomes.
Brand Activation & Results Kit - $39	Fit, outreach, deliverables, tracking, activation, reporting, renewal.	Real commercial activity may trigger current school/state process.
Sponsor-Ready Package - $49	One-sheet, media kit, audience snapshot, portfolio, case study, deliverables, proposal and outreach templates.	Athlete sales collateral; not school endorsement.
Personalized Sponsor Package - $299/$399	Optional done-for-you athlete collateral.	Private athlete service; school role depends on current policy and use of school assets.
Team / Program License	Controlled educational access for a named roster/program.	Institutional license does not transfer ownership or authorize sponsor use of school assets.

Data, records & privacy

Collect the minimum necessary for the school's role.

DATA	RECOMMENDED SCHOOL POSTURE
Athlete social passwords	Do not collect.
Private DMs	Do not collect routinely; athlete/family may voluntarily show relevant evidence when needed.
Bank / payment / tax data	Keep outside the coach implementation tracker unless the school has a separate lawful requirement.
Contracts	Follow the school/state process; do not collect simply because THE NIL 100 is being used.
Roster progress	Keep only operational status needed to run the licensed program.
Policy questions / approvals	Document decisions and the policy version used according to school record practices.

DATA	RECOMMENDED SCHOOL POSTURE
Campaign analytics	Athlete owns the working data unless sponsor/school agreement says otherwise; school may only need summarized evidence.

Coach oversight framework

Give coaches guardrails that are easy to follow.

COACH MAY	COACH ESCALATES	COACH SHOULD NOT
Run 10-day check-ins; reinforce content discipline; enforce ordinary team rules.	Use of school marks/facilities; staff participation; real sponsor questions; eligibility uncertainty.	Promise approval, negotiate private contracts, tie NIL activity to playing time.
Help athletes avoid revealing competitive information.	Sponsor requests involving school events or official channels.	Provide roster/contact lists to brands without institutional authorization.
Promote fairness and voluntary participation.	Conflicts, coercion, safety, harassment, or apparent school endorsement.	Rank athletes by sponsor value or commercial popularity.

Licensing & deployment

Choose the license by roster size; keep the commercial service optional.

LICENSE	PRICE	SCOPE
Team - up to 15 athletes	$499	One named sport/team; core products + coach implementation assets; 12-month use.
Team - up to 30 athletes	$799	Larger roster; same controlled program use.
Program - up to 60 athletes	$1,299	Large roster, varsity/JV or combined program use as defined in license.
Multi-sport school / club	Starting $1,999	Quoted by number of sports, athletes and implementation needs.

IMPORTANT

Team/program pricing licenses the educational system. Personalized sponsor packages for individual athletes remain optional services and should not be bundled into the school license unless expressly purchased.

Incident & escalation protocol

When something goes wrong, preserve facts first.

1. Pause the questioned commercial action if continuing could create eligibility, safety, contractual, or school-brand risk.
2. Preserve the relevant post, message, request, sponsor brief, dates and people involved.
3. Identify which rule set may apply: school, district, state association, contract, safeguarding, advertising disclosure, or other law.
4. Notify the designated school official and family as appropriate.
5. Do not ask a coach or athlete to improvise a legal conclusion.
6. Document the resolution and communicate the operational decision to the people who need it.
7. Update program guidance if the incident exposes a repeatable gap.

Athletic director launch checklist

A clean launch prevents the coach from becoming the default compliance office.

STATUS	ITEM
☐	Current NIL/state-association/school policy source identified.
☐	Designated school NIL/eligibility contact named.
☐	School property / logo / uniform / facility rules communicated.
☐	Coach implementation boundaries communicated.
☐	Parent/family awareness process established.
☐	Sponsor-category or existing-rights conflicts identified.
☐	Incident/escalation path documented.
☐	Data-minimization approach agreed.
☐	Team/program license scope and roster size confirmed.
☐	Policy review date scheduled.

Coach + AD handoff in one page

This is the operating compact both parties should understand.

COACH	ATHLETIC DIRECTOR
Runs the 100-day cadence.	Owns the school’s policy path.
Protects team culture.	Protects institutional boundaries.

COACH	ATHLETIC DIRECTOR
Flags questions early.	Resolves or routes institutional questions.
Does not promise commercial approval.	Does not manage the athlete's private brand business unless required.
Keeps playing decisions independent.	Ensures NIL does not distort school eligibility or staff obligations.
Escalates school marks/facilities/events/staff issues.	Defines how those assets may or may not be used.
Encourages truthful metrics and professional habits.	Ensures the school does not appear to endorse private sponsors unintentionally.

Reference & policy awareness

Always verify the rules that apply today in the athlete's jurisdiction and school.

High-school NIL rules are not one national rulebook

NFHS has emphasized that high-school NIL policies vary and that athletes and families should review the policies of their state association, league, and school before entering compensation arrangements. Rules can change, so use current local policy as the controlling source.

NFHS: NIL course and state-policy awareness

Paid or gifted endorsements need clear disclosure

FTC guidance explains that a material connection with a brand - including payment, free products, discounts, or other value - should be disclosed clearly and conspicuously with the endorsement. Do not rely only on a platform tool.

FTC: Disclosures 101 for Social Media Influencers

OPERATING RULE
When the guide and a current school, district, state-association, law, contract, or safeguarding requirement differ, pause the activation and follow the controlling requirement.