BEST PRACTICES:

**Prospective Student-Athletes (once transfer enters portal, they’re a prospect):**

- ✔ PSA’s reaching out to collectives
- ✔ Collectives discussing with the PSA’s the general nature of their work and examples of how current student-athletes have benefited from working with them
- ✔ Signing deals with those that have triggered student-athlete status (signed an aid agreement and graduated from HS and/or completed all coursework at the most recent institution).
- ✔ Coaches speaking with collectives about current SA’s/fundraising
- ✗ Collectives reaching out to PSA’s
- ✗ Collectives making an oral or written agreement with PSA’s prior to triggering SA status
- ✗ Agreements that are contingent upon enrollment
- ✗ Collectives meeting with PSA’s during a campus visit
- ✗ Coaches serving as conduits between collectives and PSA’s
- ✗ Coaches asking collectives to funnel opportunities to particular SA’s and/or using collectives to supplement athletic aid

**Communicating NIL Opportunities with Current Ohio State Student-Athletes**

- ✔ Communicate directly with student-athletes. Communicate with student-athletes’ NIL agent.
- ✔ Coordinate with Ohio State’s Department of Athletics about organizing, facilitating, and/or arranging a meeting with student-athletes.
- ✔ Contact the Ohio State Department of Athletics about establishing internship opportunities for student-athletes that can lead to NIL opportunities.
- ✔ Communicate with Ohio State coaches and/or sport administrators about potential NIL opportunities for student-athletes.
- ✗ Communicate (e.g., call, text, DM) with student-athlete, student-athlete’s family, or others affiliated with the student-athlete to encourage the student-athlete to remain enrolled at Ohio State.
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Communication:
• Maintain contemporaneous documentation of any communication with members of a collective. This includes call dates and times and description of the call.
• Do not have conversations with collectives that include team scholarship limits or individual athletic/institutional aid. Example: Coach cannot say to a collective “I only have 50% left to give and the prospect would need $10,000 each year on top of that.”
• Maintain separation between any conversations that involve a prospect and a collective. Example: Collective A is having a call or zoom with a prospect to explain how the collective supports current student-athletes and an OSU coach joins the call/zoom in any capacity.

Collectives and Development:
• Donating to a collective does not qualify donors for OSU benefits such as season tickets, travel with a team, etc. These benefits are for donations made directly to OSU at qualifying amounts.
• Development is not requesting or stewarding donors to collectives. Athletics Development is educating donors that collectives are an available avenue for giving and supporting student-athletes.

Collectives and Communication with Prospects and Student-Athletes:
• Can provide education on the mission and mechanics of how their collective works.
• Can share information about past and current NIL opportunities with student-athletes.
• Cannot promise an NIL deal prior to prospect/transfer student-athlete signing with OSU and finishing their academic requirements. Doing so is an impermissible inducement and NCAA NIL violation.
• Prospect, including those in NCAA transfer portal, may not do an NIL deal with a booster or NIL collective.
• Student-Athletes may do a NIL deal with a NIL collective.
• NIL collective is considered a booster group. Visit this link for more information.

✔️ Coach ➔ Prospect ➔ NIL Collective

☒ NIL Collective

Prospect ↔ Coach
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POTENTIAL NCAA VIOLATIONS:

NAME, IMAGE, LIKENESS

Circumstantial Evidence

Presume Violation Occurred

Burden of Proof Placed on Institution

Institution provides substantial proof NCAA violation did not occur

No NCAA Violation

Institution cannot provide substantial proof

NCAA Violation (Level I/II Head Coach Control)