

PARENTS' NIL ACTION CHECKLIST

FOR FAMILIES OF HIGH SCHOOL ATHLETES



esquire

NIL ADVOCATES

Is Your Family NIL-Ready? Start Here!

Understand NIL Eligibility & Rules

1

- Confirm if your state, school district, and league allow NIL for high school athletes.
- Research your athlete's high school, club, and state association's policies (ask coaches and athletic director if unsure).
- Talk with your athlete about college eligibility: Some contracts or posts can impact NCAA/NAIA recruitment.

Protect Your Athlete's Name, Image, and Social Media

3

- Review your athlete's social profiles together—remove risky or unprofessional posts.
- Check for clauses in any contract about how, where, and for how long your child's image can be used.
- Require final approval rights for any brand content or promotional posts.

2

Evaluate Every NIL Offer—Before You Respond

- Get any offer, contract, or DM in writing—never agree verbally or over text.
- Ask: WHO is making the offer? (Brand, local business, social "marketing" agent?) Research them online.
- Look for red flags: too-good-to-be-true money, pressure to sign quickly, or no clear contract terms.

Don't Jeopardize College Opportunities

4

- Confirm with your athlete's current AND potential future schools that any NIL activity won't impact recruitment or scholarships.
- Double-check that all deals comply with NCAA, state, and high school association policies.
- Save a copy of all contracts, payments, and communications (including screenshots).





5

Financial Literacy = Safety

- Track NIL payments—know who's paying, when, and for what work.
- Plan for taxes! If your athlete earns more than \$600/year, they may need to file.
- Open a separate account for NIL earnings if needed.

6

Include Your Support Team

- Review all NIL decisions together—athlete, parents/guardians, coach, and a trusted advisor (like Esquire Sports).
- Never let your athlete feel pressured or alone in negotiations.
- Attend NIL education events, workshops, and team meetings—stay informed.

7

Check in Regularly

- Make NIL review part of your season: what's working, what's stressful, and how can you help.
- If you hit a snag—contract, social media, or new opportunity—reach out to your school, coach, or Esquire Sports for real advice.



SAVE OR PRINT THIS CHECKLIST BEFORE YOU SIGN ANYTHING!

Questions or need an NIL contract review?

Contact Esquire Sports—your trusted partner for families and athletes.

 info@esquirenil.com

 EsquireNIL.com

  [@Esquire_NIL](https://www.instagram.com/Esquire_NIL) on social

