



# THE AD'S NIL ADVISORY INNER CIRCLE

A Framework for Building Your School's Name, Image, & Likeness Advisory Board

## BUILDING YOUR STRATEGIC NIL SUPPORT SYSTEM

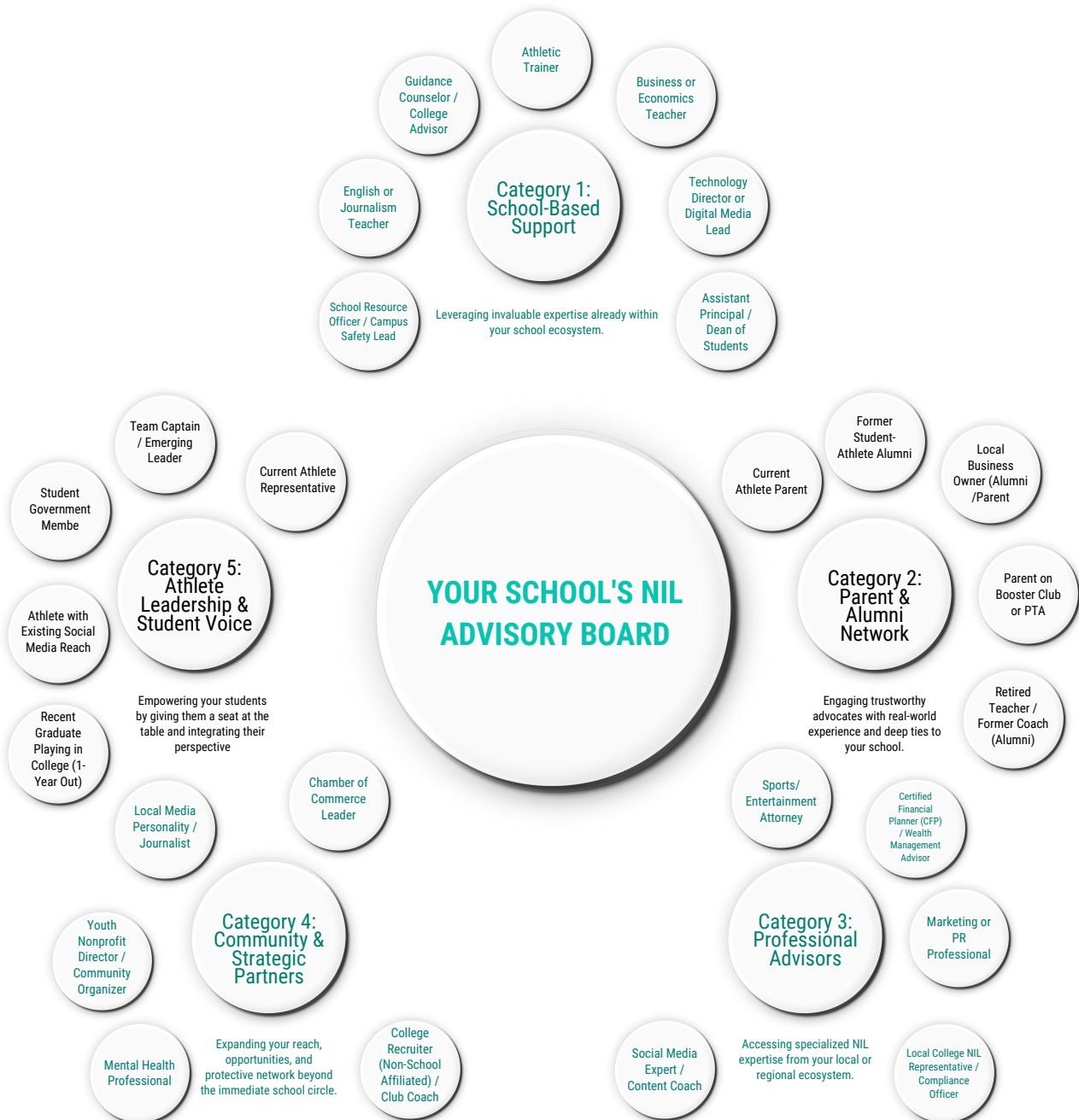
As an Athletic Director navigating the complex world of Name, Image, and Likeness (NIL), you don't have to go it alone. Creating a dedicated NIL Advisory Board is one of the most powerful steps you can take to proactively protect your student-athletes, ensure compliance, and elevate your school's reputation as a forward-thinking leader.

This document provides a framework to help you identify, recruit, and activate the right people to form your school's NIL Advisory Board. Think of this as your strategic "inner circle" – a diverse group of trusted individuals who can serve as vital resources, offering specialized knowledge, guidance, and support for your athletes, coaches, and families.

Use this framework to map out your potential board members and ensure you have comprehensive coverage across all key areas of NIL.



## CENTRAL CONCEPT: YOUR SCHOOL'S NIL ADVISORY BOARD





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## Bonus Section

# SUGGESTED BOARD ROLES & RESPONSIBILITIES

Consider assigning specific leadership roles to ensure your board operates effectively and intentionally.

- **Chairperson:** (Typically the Athletic Director or a designated school leader) - Oversees meetings, sets agenda, ensures strategic alignment.
- **Legal & Compliance Officer:** Leads discussions on policy, state laws, and risk mitigation.
- **Brand & Media Liaison:** Guides discussions on athlete branding, online presence, and PR opportunities.
- **Financial Planning Lead:** Provides insights on financial literacy, tax implications, and wealth management.
- **Health & Wellness Advocate:** Focuses on mental health, life balance, and overall athlete well-being.
- **Parent/Athlete Relations Representative:** Gathers feedback from families, ensures clear communication.
- **Community & Business Outreach Lead:** Explores potential local partnerships and community engagement opportunities.

