

Name, Image, and Likeness Summary Report

Brad Alford, Director for the Office of Athletics

2024-2025 Administering Organizations Name, Image, and Likeness Summary Report

Background

- Proposed Permanent Rule (*Preliminary Injunction October 2024*)
 - Wake County Superior Court Judge A. Graham Shirley II issued a preliminary injunction allowing high school athletes in North Carolina to profit from their Name, Image, and Likeness.
- 16 NCAC 06E .0211 (*Temporary Adoption Eff. January 2, 2025*)
 - The administering organization shall maintain accurate records of all NIL agreements received and provide a summary report of all NIL agreements to the State Board of Education no later than June 30 of each year.

Administering Organizations

- CAA4SC – Carolina Athletic Association for Schools of Choice
 - 20 member schools in 2024-2025
- NCHSAA – North Carolina High School Athletic Association
 - 442 member schools in 2024-2025

CAA4SC NIL Summary

- Agreements
 - 0 NIL agreements to report for 2024-2025
- Violations
 - 0 NIL-related violations

NCHSAA NIL Summary

- Agreements
 - 17 agreements
 - 12 student-athletes
 - 11 member schools
 - Range from nutritional/sports drinks → apparel/equipment → \$1.2 million/2 years
- Violations
 - 0 NIL-related violations



OFFICE OF ATHLETICS

NC Department of Public Instruction