Understanding NIL Deals

Quiz answers (same five questions before and after)

1. **Which part of an NIL contract tells you whether you can work with other brands?**
   B. Exclusivity Exclusivity can block other brands or whole categories.
2. **A brand pays you to post. Where must you say it is an ad?**
   B. In the post itself The FTC says disclosures only in a bio or at the end are likely to be missed. Free products count too.
3. **In New York, an athlete agent must be registered with:**
   B. The New York Secretary of State An agent contract made without registration is void.
4. **How long do you have to cancel an agent contract in New York?**
   A. 5 days, by written notice And you cannot sign that right away.
5. **Which of these is a red flag?**
   B. Someone wants money up front to "get you deals" Paying to get paid is the first red flag on the list.

Worksheet answers

1. Name the five parts of an NIL contract to read before anything else.
   Term, exclusivity, deliverables, pay, and how to end it.
2. A brand sends you free shoes and you post about them. What must the post say, and where?
   That it is an ad or sponsored ("ad", "sponsored" or #ad), in the post itself, not only in your bio or at the end of a video.
3. An agent wants you to sign. In New York, who must the agent be registered with, and how long do you have to cancel?
   The New York Secretary of State. You can cancel within 5 days of signing, by written notice.
4. Circle every red flag in this offer: "Sign today, pay a $100 setup fee, wear your school jersey in the ad, and we pay in gift cards."
   All four: pressure to sign today, money up front, the school uniform, and payment in gift cards.
5. You enroll at a Division I college. Which high-school deals must you report, and by when?
   Deals worth $600 or more since the first day of junior year (or July 1, 2025, if later), within 14 days of enrolling or before your first game, whichever comes first.
6. Give two reasons a parent has to be part of a deal for a player under 18 in New York.
   A minor can usually cancel a contract, so brands want a parent involved; using a minor's name or picture to advertise needs a parent's written consent; a release a parent signs usually can't be canceled, so it needs limits.

The warm-up and Film Room answer keys are on nychonor.org/academy-teachers#module-02.

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