UNDERSTANDING NIL

Name, Image, and Likeness (NIL) refers to a student-athlete's ability to receive compensation for the use of their personal identity and personal brand. NIL opportunities may include:

- Social media promotions
- Sponsorships or endorsements
- Personal appearances
- Camps, clinics, or private lessons
- Merchandise or personal branding
- Content creation or influencer partnerships

NIL opportunities are permitted under current Washington Interscholastic Activities Association (WIAA) rules when conducted in compliance with WIAA rules and district expectations.

WHAT STUDENT-ATHLETES MAY DO

Student-athletes may:

- Enter into personal NIL agreements
- Promote products, services, or businesses
- Receive compensation for appearances or content creation
- Operate camps, clinics, or lessons
- Develop and market a personal brand
- Work directly with businesses, agencies, or individuals

Participation in NIL activities does not automatically impact athletic eligibility when conducted appropriately.

IMPORTANT ELIGIBILITY RESTRICTIONS

To maintain eligibility under WIAA rules, students may not:

- Use school names, logos, mascots, uniforms, trademarks, or branding in NIL activities
- Wear official school-issued uniforms or apparel in promotional content
- Film or photograph NIL content on school property, during school-sponsored events, practices, contests, or team activities without prior district approval
- Represent themselves as acting on behalf of their school
- Use school facilities for commercial NIL purposes
- Accept compensation tied directly to athletic performance, statistics, awards, playing time, or wins
- Participate in NIL agreements that violate WIAA amateur status rules or school district policies

EXAMPLES OF PROHIBITED ACTIVITIES

Examples that may place a student's eligibility at risk include:

- Posting sponsored content while wearing a school uniform
- Recording advertisements inside a school gym, locker room, stadium, or on a field
- Using phrases such as " {Insert School Name} Schools athlete" or referencing a specific school athletic team in paid advertisements
- Accepting bonuses tied to points scored, championships, rankings, or athletic accomplishments
- Allowing a business to imply official endorsement by your school

GUIDANCE FOR FAMILIES

Families are encouraged to:

- Carefully review all NIL opportunities before agreeing
- Maintain written copies of all contracts and agreements
- Monitor social media content and branding decisions
- Encourage students to maintain professionalism online
- Consult legal or financial professionals when appropriate
- Communicate with the school Athletic Director when questions arise regarding eligibility or compliance

Families should understand that schools do not review, approve, negotiate, or manage NIL agreements on behalf of students.