SPONSOR/BUSINESS GUIDE TO NIL

PURPOSE OF THIS GUIDE

The WIAA supports lawful NIL opportunities for student-athletes while maintaining compliance with WIAA rules and educational priorities. This guide is intended to help businesses and organizations understand expectations when working to partner with high school student-athletes.

PERMITTED NIL ACTIVITIES

Businesses and sponsors may:

- Work directly with the student-athlete or family
- Compensate students for promotional appearances or content
- Enter endorsement or marketing agreements
- Promote the student-athlete as an individual

PROHIBITED ACTIVITIES

Businesses and sponsors may not:

- • Use school logos, mascots, uniforms, or branding without expressed written authorization from the school district's legal counsel.
- Reference school teams, programs, or affiliations in advertisements
- Tie compensation to athletic performance, statistics, awards, or outcomes
- Suggest school endorsement or sponsorship

RECOMMENDED BEST PRACTICES

The WIAA recommends that sponsors:

- Utilize written agreements outlining expectations and compensation
- Maintain transparent communication with families
- Ensure promotional content complies with WIAA and district guidelines
- Avoid recruiting-related language or inducements
- Respect the educational responsibilities and schedules of student-athletes

DISCLAIMER

The WIAA does not endorse, arrange, supervise, or approve NIL agreements. NIL arrangements are private agreements between students, families, and third parties. Students and families are responsible for ensuring compliance with all applicable WIAA rules, district policies, state laws, and federal regulations.