STUDENT GUIDE TO NIL

WHAT IS NIL?

NIL stands for Name, Image, and Likeness. NIL rules allow student-athletes to profit from their personal brand while remaining eligible for interscholastic athletics if all rules are followed.

Examples of NIL activities include:

- Social media partnerships
- Sponsorships and endorsements
- YouTube or digital content creation
- Camps and private instruction
- Personal appearances
- Merchandise sales

YOUR RESPONSIBILITIES AS A STUDENT-ATHLETE

As a student-athlete, you are responsible for ensuring your NIL activities remain completely separate from school athletics programs. Under WIAA rules, a student-athlete may immediately lose athletic eligibility if they, a family member, representative, business, or organization enters into an NIL agreement connected in any way to the student's high school, athletic team, or participation in school athletics.

You may:

- Create personal sponsorship agreements
- Build your own personal brand
- Promote products or businesses
- Receive payment for approved NIL activities

You may not:

- Use school uniforms, logos, facilities, or team branding
- Mention your school or athletic team in paid promotions
- Film NIL content during practices, competitions, or school events
- Accept compensation based on athletic performance or statistics
- Allow businesses to suggest school or WIAA endorsement or partnership

CONSEQUENCES FOR RULE VIOLATIONS

- Immediate loss of athletic eligibility
- Suspension from competition
- Removal from team activities
- Investigation or sanctions under WIAA rules

Schools cannot promote, organize, endorse, or participate in NIL agreements involving student-athletes. All NIL opportunities must remain independent from school athletics programs.

PROTECTING YOUR ELIGIBILITY

- Keep NIL activities completely separate from school athletics
- Review all social media posts carefully before publishing
- Keep copies of contracts, emails, and payment records
- Ask questions before signing agreements

- Speak with your Athletic Director if you are unsure about a specific opportunity

Remember: Once content is posted online, it can be shared widely and permanently.

DISCLAIMER

The WIAA does not endorse, arrange, supervise, or approve NIL agreements. NIL arrangements are private agreements between student-athletes, their families, and third parties. All parties are responsible for compliance with WIAA rules, district policies, and all applicable local, state, and federal laws, including child labor laws, tax obligations, and Federal Trade Commission (FTC) endorsement guidelines.

For student-athletes under 18, a parent or legal guardian must review and consent to any agreement.

Sponsors and participants assume all risks associated with NIL activities and agree to hold harmless the WIAA from any claims or disputes arising from such agreements.