

# NIL Compliance Guide

This guide helps school donors and businesses comply with the WIAA's NIL regulations regarding individual student-athlete agreements. Following these guidelines ensures the integrity of NIL deals and avoids conflicts of interest.



## Guidelines for School Donors, Sponsors, Boosters & Businesses

- If you have donated to a school during a student-athlete's time in grades 9–12, you are not allowed to enter into an NIL agreement with that individual student-athlete.
- Donors may consider NIL opportunities with the student after graduation, provided no other conflicts exist.
- Once a student-athlete graduates, and if the business hasn't had NIL agreements with other student-athletes who still attend that school, the business is allowed to donate to the school.

This ensures that NIL agreements are not perceived as recruiting inducements or benefits tied to school affiliation.



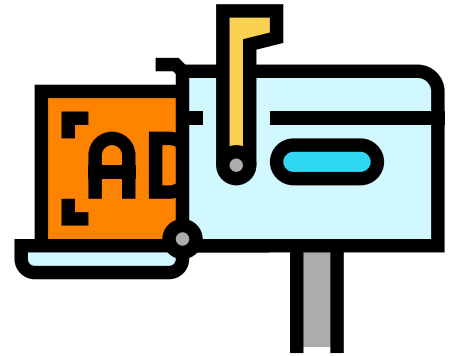
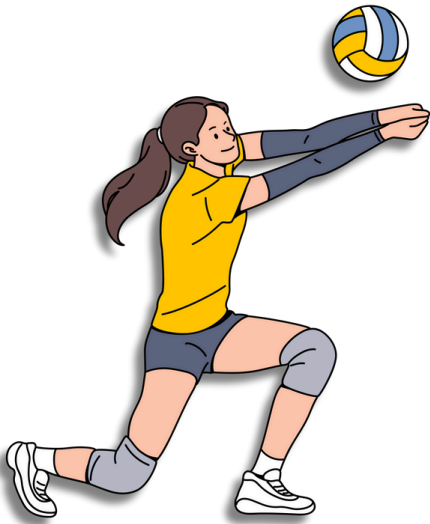
## Prohibited Activities for NIL Agreements

- Student-athletes may not appear in the school's uniform or use school logos, marks, or branding as part of NIL endorsements.
- NIL deals cannot include financial incentives tied to specific athletic achievements, such as points scored or games won.
- No NIL activities can promote: gambling or gaming, alcohol, tobacco, cannabis, or related products, banned substances or adult entertainment, weapons
- NIL agreements cannot serve as incentives to attend or remain at a particular school.

# EXAMPLE SCENARIO

## Violation or No Violation?

Susie plays on her high school's volleyball team. Susie does a deal with the local pizza shop wearing her team's volleyball shirt in a picture that is used on a mailer sent out to residents in the community.

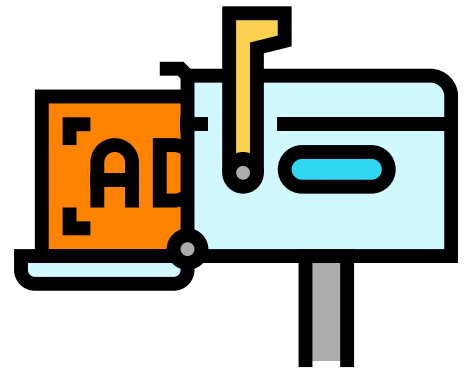
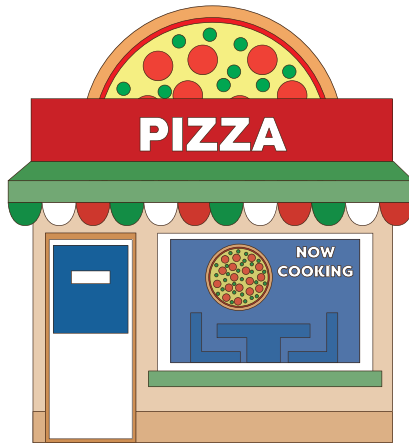
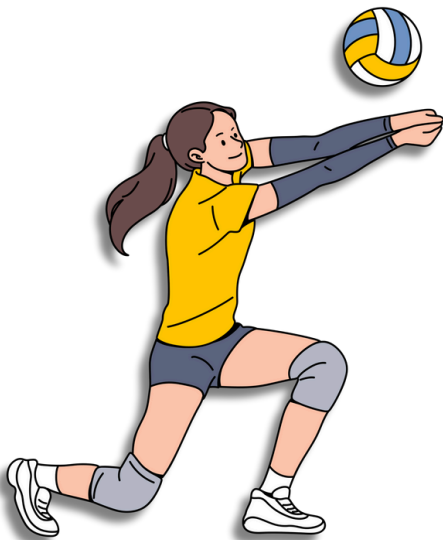


That's a violation. She cannot wear any school, conference or WIAA affiliated logo or uniform in any of her NIL activities.

# EXAMPLE SCENARIO

## Violation or No Violation?

Susie plays on her high school's volleyball team. Susie does a deal with the local pizza shop. She's not wearing any school uniform or logo, but on the mailer it says, "Susie is ranked number 3 in Wisconsin for volleyball and loves Roma's Pizza."

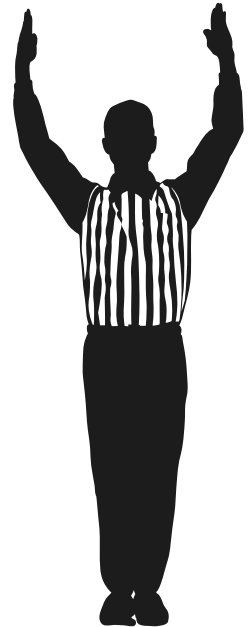


That's not a violation because it doesn't identify her school, conference or WIAA. That ranking could be put out by anyone or any organization

# EXAMPLE SCENARIO

## Violation or No Violation?

Johnny plays on his high school's football team. Johnny strikes a deal with a local chiropractor who says he will give him free adjustments every time he scores one or more touchdowns in a game.



That's a violation. The deal is contingent on a certain athletic achievement.



# EXAMPLE SCENARIO

## Violation or No Violation?

Johnny plays on his high school's football team. Johnny strikes a deal with the chiropractor to get free adjustments during the football season if Johnny posts to his social media about his experience every time he comes into the office to get one done.



That's not a violation. The deal is not contingent on a certain athletic achievement. Johnny gets the adjustments because he is using his personal brand to bring attention to the business.

# EXAMPLE SCENARIO

## Violation or No Violation?

A sporting goods store is a current donor to ABC School and they are looking to do an NIL deal with Tommy, a junior at ABC School who plays on the school's golf team.



That's a violation. A business cannot be a current donor to the school where a student-athletes is enrolled and do a deal with that student-athlete.

# EXAMPLE SCENARIO

## Violation or No Violation?

A sporting goods store used to donate to ABC School, but they haven't in five years. Now, they are looking to do a deal with Tommy, a junior at ABC School who plays on the school's golf team.



That's not a violation. A business can enter into an NIL deal with a student-athlete as long as that business hasn't donated to the school during the student's tenure at that school as a 9th, 10th, 11th or 12th grader.

# EXAMPLE SCENARIO

## Violation or No Violation?

A sporting goods store has a valid NIL partnership with Tommy who is a junior at ABC school and plays on the golf team. The sporting goods store decides it wants to start donating to ABC School after Tommy graduates.



That's not a violation. A business can donate to a school after the student they had an NIL deal with graduates.

# EXAMPLE SCENARIO

## Violation or No Violation?

Sarah is a basketball player on her high school basketball team and wants to partner with her club team to make money being a guest coach and skills expert at a summer clinic put on by her the team.

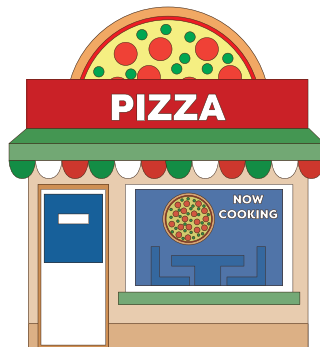


That's a not violation. Sarah is allowed to make money as a hired instructor for a camp or clinic put on by another business.

# EXAMPLE SCENARIO

## Violation or No Violation?

ABC School has received donations from a pizza shop for the last three years. The pizza shop decides to stop donating to ABC School this year. Instead, the pizza shop does a deal with Sarah, a senior at ABC School who plays on the basketball team.



That's a violation. Because the business had donated to the school during Sarah's tenure at that school, the business cannot do a deal with Sarah even though they aren't a current donor that year.