

# WIAA's NIL Rules

## Rules of Eligibility Article IV Section 1 (Amateur Status)

### Section 1 – Loss of Eligibility

B. An athlete forfeits amateur status in a sport by capitalizing on athletic fame by receiving money, compensation, endorsements or gifts of monetary value in affiliation or connection with activities involving the student's school team, school, Conference or WIAA (scholarships to institutions of higher learning are specifically exempted).

1. This provision is not intended to restrict the right of any student to participate in a Name, Image and Likeness (NIL) commercial endorsement provided there is no school team, school, Conference or WIAA affiliation.

2. Prohibited NIL Activities:

a. The student shall not appear in the uniform of the student's school and does not utilize the marks, logos, etc. of the school team, school, Conference or WIAA as part of any endorsement.

b. The student shall not promote activities nor products associated with the following: gaming/gambling; alcoholic beverages, tobacco, cannabis, or related products; banned or illegal substances; adult entertainment products or services; weapons (i.e. firearms)

c. The compensation is not contingent on specific athletic performance or achievement (i.e. financial incentives based on points scored).

d. The compensation is not provided by the school or persons associated with school as an inducement to attend a particular school ("recruiting") or to remain enrolled at a particular school.

*Note: Definition of Persons Associated With School include, but are not limited to; current or former coaches, current or former athletes, parent(s)/guardian(s)/caregiver of current or former student/athletes (exception of one's own parent), booster club members, alumni, spouses or relatives of coaches, teachers and other employees, coaches who become employed, active applicants for coaching positions, and persons who are employed by companies or organizations that have donated monetarily, athletic supplies, equipment or apparel to that school.*

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e. The NIL activities do not interfere with a student-athlete's academic obligations

f. A student does not miss athletic practice, competition, travel, or other team obligations in order to participate in NIL opportunities.

g. A student can not utilize representation or contract an agent. High schools or its employees are not allowed to help facilitate deals for student-athletes

Note: When an athlete has been identified without permission and/or awareness resulting in a violation of this rule, the penalty may be reduced once the violation has been rectified.