

Name, Image and Likeness

WHAT YOU NEED TO KNOW IN WISCONSIN

What does “Name, Image and Likeness” mean?

NAME



IMAGE



LIKENESS



These three elements make up the legal concept known as “**right to publicity**.” This gives a person the right to control the commercial use of their personal brand to make money.

EXAMPLES OF NIL-RELATED ACTIVITIES:

- Personal Appearances
- Endorsements of a business' products or services
- Sale of personal brand merchandise
- Representation in video games
- Featured coach or speaker at an event
- Autographs

WIAA’s Proposed NIL Policy

DOES:

- ✓ Permit high school athletes to benefit from their NIL.
- ✓ Protect students and schools from undue influence and unfair recruiting practices.
- ✓ Retain prohibitions on pay-for-play and impermissible inducements
- ✓ Allows for membership to develop experience that may impact future policy changes
- ✓ Permit athletes to get invaluable experience personally and professionally

DOES NOT:

- ✗ Allow NIL compensation on activities that associate with a school, school's team, conference or WIAA
- ✗ Allow compensation for athletic participation or achievement
- ✗ Allow NIL activities promoting gaming/gambling, alcohol, tobacco, cannabis, adult entertainment, weapons
- ✗ Allow compensation to a student by anyone associated with his/her school
- ✗ Allow NIL activities to interfere with academic or athletic obligations

RESPONSIBILITY WITH NIL ONCE PASSED

Student-Athlete Responsibility

Understand WIAA NIL Rules

Find NIL Deals

Execute on Deals

School Responsibility

Inform Students & Coaches on NIL Rule Changes

Provide NIL Resources to Educate Students on Compliance

Report Violations to WIAA

REALISTIC NIL LANDSCAPE

Students getting large deals

Students getting smaller deals, but:

- build brands
- get professional experience
- improve skills



How Student-Athletes can Succeed with NIL



Understand the Rules



Improve Your Professional Skills



Grow Your Brand



Be Authentic