

# Frequently Asked Questions

As a student-athlete...

- **Can I do an NIL deal with a business that currently donates to my school?**  
No, you cannot enter into an NIL deal with a business that has donated to your school at any point during your tenure there as a freshman, sophomore, junior or senior.
- **Can I wear my high school sport's uniform or apparel with my school's logo or name on it in my NIL activity?**  
No, you cannot wear anything affiliated or connected to your school team, school, WIAA or conference in NIL promotions.
- **Do I have to disclose my NIL deals to my school or WIAA?**  
No, you do not have to disclose your deals to your school or WIAA.
- **Can I shoot videos for my NIL deal on school property?**  
No, there cannot be any connection to your school in your NIL activities including being the location where NIL activities take place.
- **Can my social media posts say where I go to school and/or what team I play for?**  
Yes, as long as that particular social media post is not part of any NIL promotion, campaign or activity.
- **Am I allowed to say what sport I play in my NIL activity?**  
Yes, as long as you make no mention of your school team, school, WIAA or conference.
- **What happens if I realize I am in violation of one of the WIAA's prohibited NIL activities after I've already taken part in it?**  
Inform your school administrator and work directly with the WIAA to try to rectify the violation.

# Frequently Asked Questions *continued*

- **Am I allowed to run my own sports camp or provide private coaching to other athletes?**

You cannot be self-employed so, no you cannot run your own camp or provide private coaching. You can be hired by another business to provide coaching during the business' camp or clinic.
- **Can I hire a sports agent or representative to seek out NIL deals for me and negotiate them on my behalf?**

No, you are not allowed to utilize representation or contract an agent for NIL deals. You can use an attorney to draw up an NIL contract for you to use in your NIL deals. You can also seek out education on the NIL industry as well as professional development. You simply can't hire someone to represent you in deals.
- **Will my school or coach help make connections for me when it comes to NIL deals?**

No, your school and any employees of the school are not allowed to manage or facilitate NIL deals for students.
- **Can I use my NIL earnings to pay for college?**

Yes, you can use your NIL income to pay for educational expenses.
- **Who should I contact if I have a specific question regarding NIL?**

Contact your school's athletic/activities director for clarification on any questions you may have.