PUYALLUP SCHOOL DISTRICT ATHLETICS

NAME, IMAGE & LIKENESS (NIL) FAMILY GUIDE

WHAT IS NIL?

Name, Image and Likeness (NIL) allows student-athletes to receive compensation for the use of their personal brand through sponsorships, appearances, camps, clinics, content creation, merchandise sales, and social media promotions.

FAMILY TIP

NIL opportunities are permitted in Washington State, but NIL activities must remain completely separate from school athletic programs in order to protect student eligibility.

ALLOWED ACTIVITIES

- Social media promotions and endorsements
- Personal appearances
- Camps, clinics, and private instruction
- Content creation and merchandise sales
- Building a personal brand

ACTIVITIES THAT MAY JEOPARDIZE ELIGIBILITY

- Using PSD or school logos, mascots, uniforms, or branding
- Filming NIL content during practices, contests, or school events
- Using school facilities without authorization
- Accepting compensation tied to wins, awards, statistics, or playing time
- Implying school or district endorsement

PROTECTING ATHLETIC ELIGIBILITY

Under WIAA rules, NIL agreements must remain completely independent from school athletic participation. Activities connected to school teams, uniforms, facilities, branding, or athletic performance may jeopardize eligibility.

FAMILY CHECKLIST

- Review every agreement carefully before signing.
- Keep copies of contracts, emails, and payment records.
- Consider tax and financial implications.
- Review social media content before posting.
- Ask questions when uncertain.

BUSINESS & SPONSOR EXPECTATIONS

- Work directly with student-athletes and families.
- Use written agreements whenever possible.
- Do not use PSD or school logos, uniforms, or branding.
- Do not tie compensation to athletic performance.
- Do not use NIL opportunities as recruiting incentives.

FREQUENTLY ASKED QUESTIONS

Can I wear my school uniform in an advertisement? No.

Can I be paid for social media content? Yes, if WIAA rules are followed.

Can a business pay me for scoring points or winning games? No.

Can I identify myself as representing my school in a paid endorsement? No.

DISCLAIMER

Puyallup School District does not endorse, arrange, negotiate, supervise, or approve NIL agreements. All NIL arrangements are private agreements between student-athletes, families, and third parties. Participants are responsible for complying with WIAA regulations, district policies, and applicable laws.