NIL and You: Do’s & Don’ts

A Guide for Student-Athletes

Do’s

- **Engage in NIL activities unrelated to your school team, school, conference, or the WIAA**. This means you can explore NIL opportunities outside of your school's sports programs.
- **Receive compensation unrelated to athletic performance.** You can earn money for activities not directly tied to your athletic abilities.
- **Participate in camps and clinics as a paid instructor or participant.** You can use your skills to teach or learn at camps while earning money.
- **Create personal social media accounts and websites to promote your personal brand.** You can build your online presence to attract NIL deals.
- **Endorse legal products or services not prohibited by WIAA rules.** You can partner with businesses that align with your values and don't violate WIAA regulations.

INFLUENTIAL ATHLETE

Don'ts

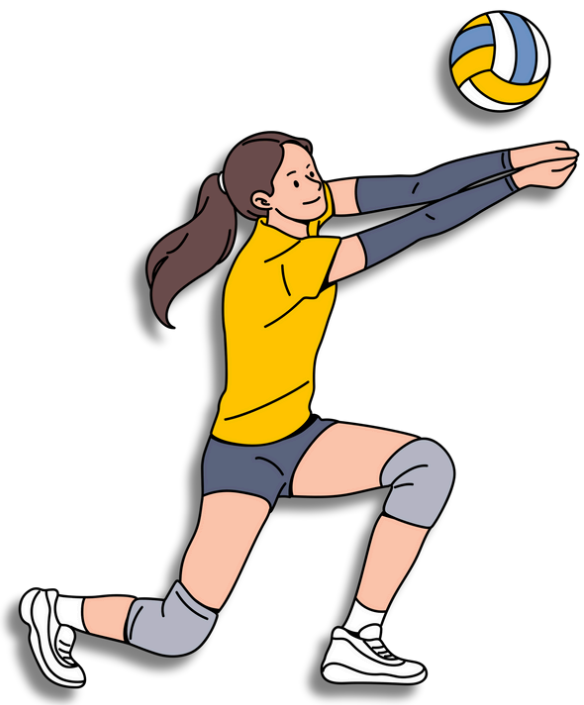
- **Appear in NIL endorsements wearing your school uniform or using school logos.**
  There can't be any connection to your school team, school, WIAA or conference.
- **Accept performance-based compensation.**
  Your earnings shouldn't be tied to your athletic performance.
- **Host and run your own camp or clinic.**
  You are not allowed to be self-employed; therefore, you cannot start your own camp.
- **Skip academic classes or athletic team obligations for NIL activities.**
  Your education and team commitments should take priority.
- **Sign contracts with a sports agent or representative to find and negotiate your NIL deals.**
  You can explore NIL opportunities on your own or with trusted advisors.
- **Be recruited or induced to attend or remain at a school in exchange for NIL compensation.**
  Your decision to attend a particular high school should not be influenced by NIL offers.

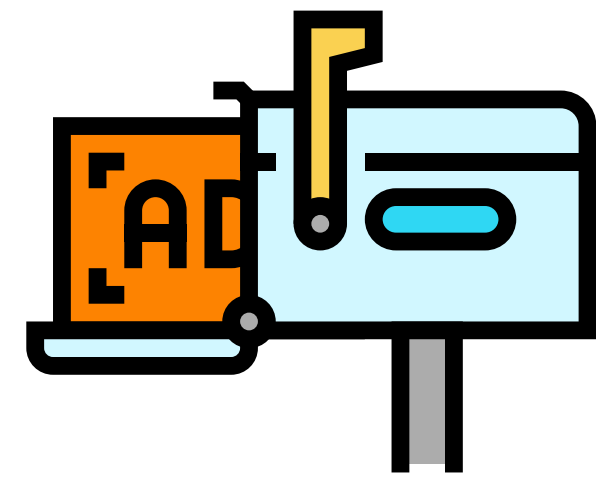
See following pages for example scenarios

INFLUENTIAL ATHLETE

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.

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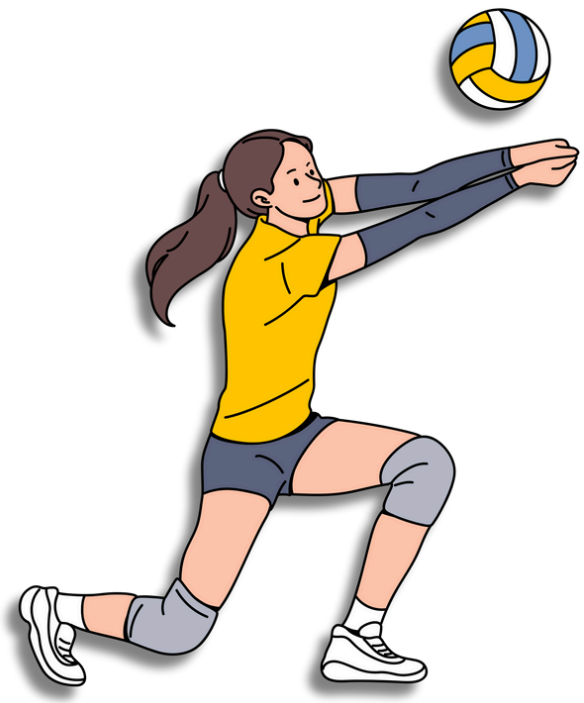
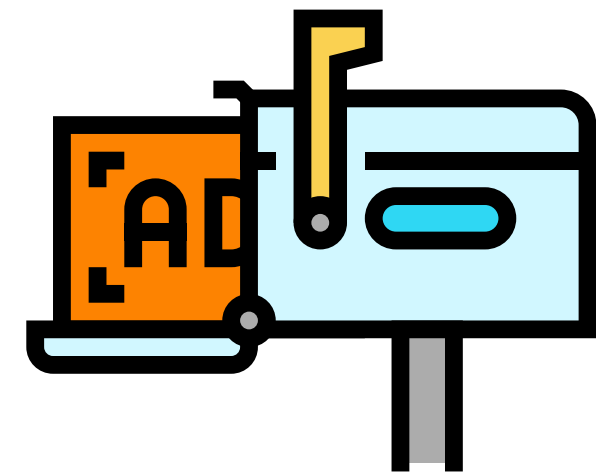
Violation or No Violation?

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

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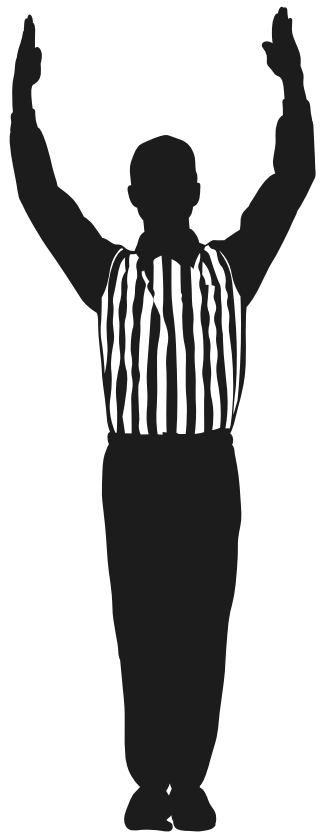
Violation or No Violation?

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.

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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.

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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.

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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.

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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.

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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.

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Violation or No Violation?

Sarah is a basketball player on her high school basketball team and wants to start her own summer camp or clinic to teach younger basketball players how to play.

That's a violation. Sarah cannot be self-employed. She can not start her own camp, although she can be a coach at a clinic run by someone else.

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