



To: WIAA Member Schools
From: Mick Hoffman, Executive Director
Justin Kesterson, Assistant Executive Director
Re: WIAA Amateur Standing Rule - NIL Reminder
Date: October 03, 2024

The purpose of this message is to inform WIAA member schools that **Name, Image and Likeness (NIL) opportunities with any reference whatsoever to a school or school interscholastic program violates the student's amateur standing.** Student participation in NIL opportunities that associate with a school's interscholastic team would violate the WIAA's Amateur Standing policy, which states...

“18.24.0 AMATEUR STANDING - A student who represents a school in an interscholastic sport must be an amateur in that sport. An amateur student-athlete is one who engages in athletics for the physical, mental, social and educational benefits.

18.24.1 Name Image and Likeness (NIL): A student is in violation of this rule and shall immediately lose eligibility if that student, their family member, or anyone else on behalf of that student, enters into an agreement with an individual, corporate entity, partnership, association, or any other party or organization, for use of that student's NIL which in any way relates to the student's connection to their high school.

- 1.** This provision is not intended to restrict the right of any student to participate in a commercial endorsement provided there is no affiliation with the school team, school, WIAA District or WIAA state association.
- 2.** The student does not appear in the uniform of the student's school and does not utilize the marks, logos, etc. of the school, WIAA District, or WIAA state association as part of any endorsement.”

The WIAA office has specifically seen platforms that **utilize the school's name and specific team in the website URL for each club.** After legal review, it's been determined that even a school's mention in the website URL violates the WIAA's Amateur Standing policy, as it directly associates the NIL opportunity to the school and team.

It is crucial that students do not accept money from NIL platforms that make any reference to a school or school's interscholastic program, including reference in a website URL. Students are allowed to explore and participate in NIL opportunities that make no reference to the school, but **any participation in an NIL opportunity that has any association to the school will jeopardize the amateur standing and eligibility of the student.**

If you have any questions or concerns related to NIL, Amateur Standing, or other information related to this message, please contact **Mick Hoffman**, Executive Director, and **Justin Kesterson**, Assistant Executive Director.