

2023-24

AREA MEETINGS



Wisconsin
Interscholastic
Athletic Association



NIL & AMATEUR STATUS

Currently in Wisconsin:

Student-athletes are in violation of the members' amateur status rules if they:

- *accept, receive and/or direct to another, reimbursement or award in any form of salary, cash, or share of game or season proceeds for achievement in athletics. A student may receive: school mementos valued not more than \$200, an award valued no more than \$100 retail, and may retain non-school competition apparel worn by the student as part of the team uniform.*
- *sign a contract or agreement for services as a participating athlete.*
- *receive compensation or benefit, directly or indirectly, for the use of name, picture, and/or personal appearance as an athlete.*
- *receive free and/or reduced rates on equipment, apparel, camps/clinics/instruction and competitive opportunities that are not identical for all other participants. In addition, student-athletes and parents must pay all costs associated with attending camps and/or clinics.*
- *are identified as an athlete, provides endorsement as an athlete, or appears as an athlete, in the promotion of a commercial/advertisement and/or profit-making event, item, plan or service.*
- *play in any contest (school or nonschool) under a name other than his/her own name.*



NIL & AMATEUR STATUS

WIAA amateur status rules are established to prevent high school student athletes from being exploited for their accomplishments associated with their athletic talents.

This not only prevents the student-athlete from profiting off of their own name, image or likeness, but it prevents others from doing the same including both for profit and non-profit entities.

- Student-athletes can not appear in advertising (print, video, social media, etc) to promote anything that generates funds. **Wishing them luck or congratulating a team or athlete** for their accomplishment is allowed, but these should be well vetted with the respective school administration first.

Publications

- No issues with the media and their efforts to tell the story of student-athletes or their teams accomplishments.
- This is not to be confused with a publication that is intended to market a business or organization, as these are using the student-athlete to market their business.

Note: Member schools are exempt and are allowed to use their student athletes as they wish as well as the association.



NIL & AMATEUR STATUS

The landscape continues to change ...

Currently:

- 32 States with Approved NIL Opportunities
- One year ago, there were 16 states
- 7 Additional States Considering it
- NFHS Encourages States to Discuss it





NIL & AMATEUR STATUS - EDUCATION

Partnership with Advance on NIL Education for High School Sports

1. Customized NIL App for WIAA
2. 45-60 Minute virtual lesson for AD/Coach
3. Quarterly virtual lessons for parents/athletes
4. 10% discount to WIAA App for families

AD's and School Administrators - Virtual Lesson #1



Save the Date: September 28th @ 10:00





2024 PROPOSED CONSTITUTIONAL CHANGES

Name, Image & Likeness

Rules of Eligibility Article IV Section 1

An athlete forfeits amateur status in a sport by capitalizing on athletic fame by receiving money, compensation, endorsements or gifts of monetary value in affiliation or connection with activities involving the student's school team, school, Conference or WIAA (scholarships to institutions of higher learning are specifically exempted).

1. This provision is not intended to restrict the right of any student to participate in a commercial endorsement provided there is no school team, school, Conference or WIAA affiliation.
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, Conference or WIAA as part of any endorsement.