

Rep. Dallman: Leads effort to regulate NIL in Wisconsin

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MADISON – Representative Alex Dallman (R-Markesan) released the following statement after the Wisconsin State Assembly overwhelmingly passed his bill, Assembly Bill 1034 (AB 1034), 95-1.

“Championship-level athletics does more than just win games, they also fuel economic growth and statewide pride. I am proud that my bill, AB 1034, to regulate Name, Image, and Likeness (NIL) in Wisconsin was passed with overwhelming support by my legislative colleagues,” said Representative Dallman.

Since the U.S. Supreme Court ruled in 2021 that student athletes may be compensated for their name, image, and likeness, intercollegiate athletics have been described as the “wild west” due to unregulated practices. Currently, thirty-two other states have implemented laws to regulate NIL – Wisconsin has not.

AB 1034 establishes rules and regulations to protect student athletes from predatory NIL agreements, allows student athletes to partner with the university to seek NIL opportunities, and aligns state statutes with current NIL policy.

“The NIL era is here and Wisconsin must continue to stay competitive, attract top talent, and remain an economic powerhouse. This bill will help do just that.”

AB 1034 now heads to the State Senate for consideration.