



MASSACHUSETTS INTERSCHOLASTIC  
ATHLETIC ASSOCIATION



## MIAA Signs Partnership with ADVANCE Providing Name, Image and Likeness (NIL) Services

Franklin, MA (November 2022) — The Massachusetts Interscholastic Athletic Association (MIAA) has signed a multi-year partnership with ADVANCE, powered by Anomaly and TeamAltemus. Through this partnership, ADVANCE will become the Official NIL Education Partner of the MIAA.



"The MIAA is excited to start this partnership with ADVANCE, " said MIAA Executive Director Bob Baldwin. "I feel that they will be a great resource for our member schools, as well as families across the state."

As part of the new partnership, ADVANCE will have the opportunity to educate the MIAA community on the world of NIL.

"ADVANCE is proud to be the educational partner for the MIAA as it enters the NIL era of high school athletics," said Luke Fedlam, ADVANCE Managing Partner. "In this new NIL environment, real-world practical education for student-athletes, families and school leaders is critical."

### **About ADVANCE**

ADVANCE is an unbiased industry leader in Name, Image and Likeness (NIL) education and advisory services. Our diverse team strategically brings together experts across sports business, education, finance, law, marketing, branding and risk/compliance. Our on-demand mobile app for student-athletes and their families provides NIL protective education that is customized from our experience of working with over 20,000 student-athletes from across the country. For more information, visit [advancenil.com](http://advancenil.com).

Thank you!

For additional information about ADVANCE, please contact:

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## EDUCATIONAL ATHLETICS

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