



Blazer Athletic Code

2026 – 27

1. Parents and student-athlete(s) must read the entire code and complete and submit the following prior to engaging in sporting events or practice.

Note: *The following documents must be completed and turned into the NEW Office or coaches prior to the first day of practice for any sport. If not turned in, the student-athlete may not engage in sporting events or practice.*

- **Blazer Athletic Code and Release Form** – Return completed and signed form. This form requires both the student athlete and parent signatures. This is found on page 16 of this packet.
- **NIL (Name Image & Likeness) School Policy & Procedures Form.** Return completed and signed form. This form requires both the student athlete and parent signatures. This is found on page 15 of this packet.
- **Prevea Sports Medicine Authorization.** Please complete both sides of this form.
- **Hospital Sisters Health System Privacy Disclosure Form.** This form is labeled “Authorization to Communicate Health and Billing Information To Designated Persons.” Please complete, sign, and date this form.
- **Physical.** Please complete *one of the following*:
 - *The Full Physical*
 - *The Alternate Year Physical Form*
- **Impact Concussion [Test](#)** – Email confirmation to Dani.Kallin@prevea.com

2. Please retain the remainder of the code for future reference.

3. This code also applies to all students participating in Drama, Forensics, and Alethia.

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NEW LUTHERAN'S PHILOSOPHY IN REGARDS TO ATHLETICS

THE CHRISTIAN PERSPECTIVE OF ATHLETICS AT N.E.W. LUTHERAN HIGH SCHOOL

N.E.W. Lutheran High School (NEWLHS) is here to help train you for a life of service to God and man. Your Athletic Director and coaches are here to assist you in your spiritual as well as your physical and mental growth. They want you to grow to be more like Christ and “increase in wisdom and stature, in favor with God and man.” (Luke 2:52) It is the guiding light of Christ’s Spirit in our lives that shows us how to use our mental and physical capacities for God’s glory. At NEWLHS, you are part of a unique fellowship – that of Christ’s family. Our prayer for you is that you will always continue to develop a deeper relationship with Jesus as long as you live; and that you may always have the peace and joy that He alone can give.

MAKE GOD “NUMBER ONE”

Christ taught us that we should love the Lord our God with all our heart, with all our soul and with all our mind. (Mark 12:30) God wants to be number one in our lives – ahead of family, friends, possessions, and athletics. He wants to live in us (1 Cor. 3:16) and use us to carry out His work in the world. (2 Cor. 9:8) Your coaches firmly believe that your actions in athletic contests, practices, school, and everything you do, should be an expression of God’s will for you.

GLORIFY GOD

As Christian athletes, God Himself commands us to strive for excellence and competence in our area of participation. “Whatever your hand finds to do, do it with all your might.” (Ecc. 9:10) The ultimate goal of our striving must be to give glory to our God, who is the source of all of our talents. We strive for excellence in our athletic endeavors that by such excellence God’s name might be praised.

LOVE ALL PEOPLE

The Christian athlete must also strive for excellence through adhering to the rules of the game. Our Christian duty is stated clearly in Galatians 2:5 “Follow the Lord’s rules for doing His work, just as an athlete either follows the rules or is disqualified and wins no prize.” The Christian will exhibit the principles of good sportsmanship as an outgrowth of brotherly love.

God’s command to us is “Don’t hate your brother. Rebuke anyone who sins, don’t let him get away with it, or you will be equally guilty. Don’t seek vengeance. Don’t bear a grudge, but love your neighbor as yourself, for I am the Lord.” (Lev. 19:17-18) For the whole law can be summed up in this one command: “Love others as you love yourself”. (Gal. 5:14)

LET YOUR LIGHT SHINE

Athletics at NEWLHS place a Christian into a special position. This position gives one a special opportunity to witness his faith through his actions and deeds, both on the athletic field and off of it, in his day to day living. The title, “Christian Athlete”, carries a responsibility to Christ for everything one does and a duty to his role in life as an athlete. A Christian athlete is one who has taken the challenge of life; the challenge to do his best and dedicate himself to carry out what he feels is right in life, regardless of the consequences. (1 Peter 3:13-15). Assuming this challenge early in life is to lay the foundation for a long, full and enjoyable life. (Prov. 22:16)

Within our athletic program, we must always be aware of the opportunity that has arisen for us, as brothers and sisters in Christ, to exhibit our peace and joy in the Holy Spirit. We must be careful never to neglect our relationship with Christ through insensitivity to our fellow man; nor should we ever act in opposition to what we understand and know to be our Christian duty. To act contrary to such knowledge would be sinful. (1 Cor. 10:12)

WORK FOR GOOD

As a Christian athlete, we need to remind ourselves that our responsibility is not merely to avoid those things which we know will cause us problems, but to do all in our power to improve ourselves and aid those around us. As it says in James 4:17: "Whoever knows what is right to do and fails to do it, for him it is sin."

ACCEPT AND ENCOURAGE DISCIPLINE

When we allow wrongful acts to continue, it indicates a lack of love on our part. In Hebrews 12: 5, 6, and 8 our responsibilities are identified:

"My son – don't be angry when the Lord punishes you. Don't be discouraged when He has to show you where you are wrong. For when He punishes you, it proves that He loves you." "If God doesn't punish you when you need it, as other fathers punish their sons, then it means you aren't really God's son at all, that you don't really belong to His family."

Finally, in verse 11, the results of correction appear:

"Being punished isn't enjoyable – while it is happening, it hurts. But afterwards, we can see the results, a quiet growth in grace and character."

The Christian coach and athlete are ready to correct misconduct through Christian love. Our duty to our brothers is stated clearly in Gal. 6:1 - "Dear Brothers, if a Christian is overcome by some sin, you who are godly should gently and humbly help him back onto the right path, remembering that next time it might be one of you who are in the wrong."

ATHLETIC PROGRAM DETAILS AND RESPONSIBILITIES

~Live and Grow Together

Athletics offer us a great opportunity for individual growth and Christian fellowship. They also offer the opportunity to develop a sense of team spirit, team play, and respect for fellow athletes.

~Administrative Responsibilities

The Executive Director of NEWLHS is the authorized representative of the school and the Board of Directors of NEWLHS for the conduct of the athletic program.

A. The Athletic Director is chosen by the school administrators to supervise the athletic department and is responsible to the Principal. He is also the representative of the school for the WIAA and the conferences the sports are a part of.

B. Coaches and assistant coaches are appointed by the Athletic Director and are accountable for the conduct of his/her athletes while they are official representatives of NEWLHS. They are also responsible for completing WIAA rules exams and rules videos for their specific sport.

C. The Athletic Trainer is responsible for the wellbeing of the student-athletes when it comes to injuries on the field.

~Program

NEWLHS is a member of the Packerland Conference for all sports. NEWLHS has varsity teams for girls in volleyball, cheer/dance, cross country, basketball, golf, softball, soccer, & track & field. Boys have varsity teams in soccer, cross country, football, volleyball, golf, basketball, track & field and baseball. JV1 & JV2 teams exist for sports where numbers dictate. We will continue to add lower-level teams as numbers permit. Boys and girls will form a co-ed team for golf and play in the Spring. NEWLHS co-ops with Providence Academy for cross country, girls' soccer, golf, baseball, and softball. NEWLHS also co-ops with Notre Dame Academy for boys' volleyball.

~Financing

NEWLHS provides athletic facilities for all of our sports. The athletic budget is extensive and is supported by our annual Blazer Golf Outing, your athletic fees, the Blazer Backers concessions, gate receipts, donations, and the general fund.

NEW LUTHERAN HIGH SCHOOL ATHLETIC CODE

STATEMENT OF PURPOSE

This code is written as a positive guide to the development of student athletes both on and off the court and in other extra-curricular activities. It is intended to set guidelines for conduct that will help students develop in maturity and Christianity. Our athletic mission statement is "Through serving our Lord and Savior Jesus Christ, NEW Lutheran High School's Athletic Department is dedicated to building strong Christian leaders and growing together through the grace of God by serving our teams, school, families, and community."

SECTION ONE: ATHLETIC CODE

1. The Athlete Self

Student athletes respect themselves and know that their responsibility to their team extends to keeping themselves in condition to compete physically and mentally. They are aware of athletic department rules concerning absences, attendance, conduct and eligibility. They further understand that smoking, drinking, and taking drugs are detrimental to their health and therefore not permitted during their time as a student-athlete at NEWLHS.

2. The Athlete in the School

Student-athletes, once having assumed the responsibility of a position on the team, also assume the responsibility to represent that team in the school community. They do not criticize their team, coaches, and teachers or school in an irresponsible and derogatory manner. They are loyal. Athletes set an example by their conduct. They hold the respect accorded them by their teammates, coach, teachers, and school in high regard, and strive to fulfill high academic standards.

3. The Athlete in the Community

In the same way, athletes know that they portray an image of NEWLHS to others outside of the school: NEWLHS competitors, spectators, and others, both in their role as an athlete and at other times. They respect the laws of the community and would not engage in activities

that bring into question their team or school, in and out of their season, including all vacations. Athletes are to be clean, neat and well-groomed since they are constantly in the public eye as a representative of NEWLHS. The student-athlete knows that if he/she accepts a position on the team, they have an obligation to that team and accept the guidelines of these athletic policies.

SECTION TWO – ATHLETIC RULES

1. **Communication Policy for Parents and Student-Athletes:** Our mission as a school and athletic program is to create Christian leaders and we will be treating the student-athletes like young adults. By doing so we are expecting the student-athletes to take responsibility for their actions, ask questions when they don't understand, make mistakes and learn from those mistakes, being coachable, and having tough conversations. With that being said we are implementing a new communication policy that we are asking everyone to abide by barring any extenuating circumstances. A list of potential extenuating circumstances will be listed at the bottom of this section. Here is the new communication policy that we will be following this school year. **Again, this is all barring extenuating circumstances.**

Step 1 - The student-athlete(s) is expected to talk to the coach face-to-face with any concerns or questions they may have. If the student-athlete(s) is uncomfortable talking to a coach alone they can ask the Athletic Director to sit in on the conversation for support.

Step 2 - The student-athlete(s) will then talk to the Athletic Director if they spoke to the coach face-to-face without the Athletic Director present if the issue persists and nothing changes.

Step 3 - Following the conversation with the student-athlete(s) the Athletic Director will speak to the coach.

Step 4 (If Necessary) - The Athletic Director will contact the student-athlete(s) parents/guardians to fill them in on the conversations that were had.

Extenuating circumstances: As mentioned before the exception for not following the Communication Policy is if an extenuating circumstance occurs. **Examples of extenuating circumstances include:** (anything where the authorities would need to be involved, fighting, harassment, hazing, or a WIAA rule violation). In the instance of an extenuating circumstance then the parent/guardian can reach out to the Athletic Director immediately so the issue can be resolved and the proper authorities can get involved.

***** 24 Hour Rule:** Parents, if you feel you must say something directly to the Athletic Director or a coach and it's not an extenuating circumstance and the communications procedure above has not been followed, please wait 24 hours before reaching out to the AD or coach. Sleep on it and if you feel you still need to say something the next day then please reach out.

2. **Equipment:** An athlete is responsible for all equipment issued to him/her. All equipment lost, stolen or damaged must be paid for by the athlete. NEWLHS athletic equipment is to be worn or used for practice sessions and contests only. Any violation may result in an athlete being declared ineligible. An athlete should wear only the equipment issued to

him/her, and should not permit its use by another person. All equipment is to be turned in promptly upon completion of the season, or termination of participation. If equipment is not turned in or paid for, grades or records will be withheld until completion of this requirement.

3. **Absences/Tardies/Missing School:** Athletes who exhibit a pattern of being late to school or to practice will not be allowed to participate in contests or practice. A student who is not in attendance by 9:30am will not be allowed to practice or participate in an athletic contest on that day. Exceptions such as doctor's appointment (please provide a doctor note) or family emergencies that cause your son/daughter to arrive past 9:30am must be made aware and approved through the athletic director or the school office. If you are unsure if an exception will be approved, please check with the athletic director beforehand. Missing practices no matter what the reason (exceptions: death in the family, personal sickness) will be left up to the coaches to determine if playing time will be affected.
4. **Dropping a Sport:** Any athlete choosing to withdraw from a sport must notify their coach and their parents at the time of the decision. Failure to do so may jeopardize their eligibility to participate in other sports. **Participation fees will not be refunded after one week.**
5. **Coaches Rules:** The coach of any team sets the rules for his/her team. These rules must be consistent with the Athletic Department and school policy. They may not be contrary to any policies as stated in the Athletic Code. A coach may discipline a student-athlete for violation of these rules. The rules set by the coach will be written and explained. Copies of the rules will be posted for athletes, and filed with the Athletic Director and Executive Director. If desired, parents may obtain copies of these rules.
6. **Buses:**
 1. Students will get released 15 minutes before the bus leaves. Teams that play a sporting event outside and are not provided a locker room to change in at the game must change during lunch time. You should not be missing class to change for your game.
 2. All athletes must ride the team bus to and from each contest.
 3. **When it comes to contests in the city of Green Bay no busing will be provided, transportation will be a team-by-team decision.** Students who are able to drive may take their car, but need to have permission slip/email to the office from their parents in order to do so. **If the student-athlete does not have a car they must ride with the coach or their parents to the contest. A note on the day of the game from a parent allowing their child to ride with another parent to the game will be granted for that day only.** An exception to this rule is if they are siblings.
 4. If an athlete wishes to ride home with parents after a game:
 1. Permission from the coach must be granted.
 2. **A written request must be filed in the AD's office with the parent/guardian names that the student-athlete has permission to ride home with. The request is good for that sport season only.**

3. If a parent of another player wishes their son or daughter to ride home from a game with someone else's parent, a note from the parent giving such permission and specifically listing who their child is riding home with, must be filed the morning of the contest.
4. In the event of an emergency, a personal parental contact must be made with the athlete's coach.

7. **Attitude/Actions and Behavior Violations:** Smoking, drinking, immorality, cheating, harassment, and behavior unbecoming Christian of athletes, stealing, and drug use are contrary to everything we stand for at NEWLHS and therefore, these will not be tolerated. Any violation of the school behavior code is also subject to punishment. Also, we, along with the Lutheran Church, feel gambling is a potentially dangerous and addictive behavior. Therefore, we ask our athletes to refrain from gambling. Social Media can be used as a great platform for staying connected with family and friends, gathering information, entertainment, skills development, and also speaking to college recruiters. Inappropriate behavior on social media will not be tolerated as our student-athletes are a direct representation of our school. On the report of a violation, the athlete goes on probation while the incident is investigated. When all information has been obtained and a decision made by the athletic staff, said penalty will begin. Specifically, this means that a student would be permitted to practice (at the discretion of the individual coach), but not permitted to suit up for any contests during this period. Although the penalty may carry over into the next school year, a student with only a first violation would begin the new school year with a clear record. No exception is made for a student who becomes a participant in a treatment program. **THE ATHLETIC DIRECTOR, EXECUTIVE DIRECTOR, PRINCIPAL, AND ASSISTANT PRINCIPAL CAN DETERMINE THE PUNISHMENT AS NEEDED AT ANY POINT IF NECESSARY.**

Violations of any of the above will be handled in the following manner:

- A. **FIRST VIOLATION:** The penalty for the first violation of the above will be the suspension of the athlete for the following number of contests:
 - a. Baseball, Basketball, Soccer, and Softball: 4 games after the incident has occurred.
 - b. Cross Country, Golf, and Track & Field: 2 meets after the incident has occurred.
 - c. Cheer/Dance and Football: 2 games after the incident has occurred.
 - d. Volleyball: 3 out of the 15 days allotted for games.
- B. **SECOND VIOLATION:** A second violation will bar the student from athletic participation in any sport for a set number of contests chosen by the Athletic Director, Principal, and Executive Director as they feel necessary, **NO EXCEPTIONS:**
- C. **THIRD AND SUBSEQUENT VIOLATIONS:** On confirmation of a third violation the student shall lose eligibility for the remainder of the year. If after the third violation, the student (on personal violation) becomes a participant in a chemical dependency program, the student may be certified for reinstatement in activities after a minimum of six weeks. Such certification must be issued by the director or a counselor of the chemical dependency treatment center.
- D. If a student receives 8 demerits for the semester, they will then fall under the First Violation Penalty.
- E. Any violation that will not be completed by the end of that specific sports season will not be carried over to the next season. Also, if a student-athlete is not currently in a season their suspension will carry to the next season but will not carry into the new school year.

F. The policies of this code must be followed by the student- athlete throughout the entire calendar year, including the off-season and vacations. Anyone can report violations, and should feel the responsibility to do so. Any athlete at a gathering where such activities are going on, (smoking, drinking, taking drugs) must leave immediately, or be considered guilty of breaking the rules. As Christian athletes we can show our commitment to the team, and one another by our example. When others are breaking rules, we help them by correcting them, and simply by the example of leaving. When we don't, we show that we agree and condone their action, therefore making us guilty as well. The penalty for condoning the action is the same as the action itself.

G. It is the Athletic Director's responsibility to inform the student, and parents, of the violation and penalty. If there is a circumstance where the Athletic Director cannot do this, then the principal or Executive Director will carry out this responsibility.

8. **Athletic Eligibility:** In order to be able to participate in the athletic/extra-curricular program a student must:

A. Fulfill all WIAA requirements including:

a. Not reach their 19th birthday before August 1 of any given school year.

b. **Not compete with any other team during the season. This includes any recreational, AAU or church teams. If done, the student becomes immediately ineligible.**

c. Be on the attendance roles as a duly enrolled of a non-public member school as a full-time grade 9, 10, 11 or 12 students, and resides full-time with parents, custodial parent or guardian.

B. Fulfill all NEWLHS requirements, which are based on WIAA requirements, but may be more stringent than WIAA rules. They include:

a. **When having a D** in a class(es) for the first time at any grade check, the student athlete becomes ineligible for one week. They can still practice and attend home games only, but they will not be allowed to play in home games or travel/play in road games. **If after the one week of ineligibility the student pulls the grade up to passing, they will regain eligibility, if they are still failing the class then another week will be added and so on until they have a passing grade. Once a student gets their grade to passing, their grades will be checked every two weeks until the next grade check. If they resume failing the same or a different class during their two week checks they will become immediately ineligible again on a week-to-week basis until the grade(s) is passing.**

b. **If a student still has a D** in a class(es), regardless if it's the same class or a new class, at the next marking period, they will be ineligible for two weeks, but will only be allowed to practice and not attend/play home or away games. **If the student-athlete is still failing after two weeks, they will remain ineligible on a week-by-week basis until the grade is passing. Once a student gets their grade to passing, their grades will be checked every two weeks until the next grade check. If they resume failing the same or a different class during their two week checks they will become immediately ineligible again for two weeks and then a week-to-week basis until the grade(s) is passing.**

c. **If they have a D** in a class(es), again regardless if it's the same or new class for a third consecutive grade check then will be ineligible for three weeks and will not have the opportunity to practice, attend or play in any games **for the remainder of the semester or season if it's second semester.**

d. Weeks of ineligibility stack up based on how many times the student-athlete appears on the failing grade check report throughout the semester. *Example: If the student-athlete has a D in a class(es) at the first grade check they are ineligible for one week and get that class to a passing*

grade. If the same student-athlete doesn't have a D in a class(es) at the second grade check, but has a D in a class(es) at third grade check then it would be two weeks of ineligibility since it is their second time on the failing grade report.

e. Ineligibility will reset at the semester with a clean slate, barring any extenuating circumstances that the Athletic Director, Principal, Assistant Principal, and Executive Director deem necessary for a student-athlete to not have immediate eligibility after the reset of grades. **The first marking period is four weeks after the semester starts and then every five-six weeks until the end of the semester. When the second semester begins, grades will be pulled four weeks into the semester and then every five-six weeks thereafter.**

Pull dates 1st Semester:

September 15, 2026

October 20, 2026

December 1, 2026

Pull dates 2nd Semester:

February 9, 2027

March 16, 2027

April 27, 2027

f. If a student becomes ineligible during the season and does not complete the season, they will not be eligible for an athletic award.

g. If a student fails two or more classes, they will fall under WIAA guidelines which follow (from the WIAA handbook):

- i. A student must meet school and DPI requirements defining a full-time student and have received no more than one failing grade (including incompletes) in the most recent (school issued) grade-reporting period.
- ii. A student who becomes academically ineligible may regain eligibility on the 16th scheduled school day by meeting the academic standard, following a period of 15 scheduled school days and nights of ineligibility.
- iii. A student regains eligibility immediately if incompletes are made up within two weeks after a grade-reporting period.
- iv. A student may erase ineligibility status related to the last grade-reporting period of the school year through summer school courses (including correspondence courses) at the same or some other school, provided:
- v. The student successfully completes not less than the same number of courses which caused ineligibility.
- vi. A student who is ineligible for a minimum of 15 scheduled school days, under the provisions of this Section, may not return to competition until the school day following the 15-day ineligibility period.
- vii. The ineligibility status described in the introduction to this Section (A) will be adjusted as follows for students in fall sports in which the date of earliest allowed competition is before the first day students are in class and for students in summer baseball:
- viii. Fall Sports – The minimum ineligibility period shall be the lesser of (1) 21 consecutive calendar days beginning with the date of earliest allowed competition in a sport or (2) one-third of the maximum number of games/meets allowed in a sport (rounded up if one-third results in a fraction).

Since we now have more than one sport available for both boys and girls in the same season, we have seen the tendency for athletes to begin one sport and then change to another. Though there is no stated policy against this practice, we as an athletic staff encourage athletes to choose the sport they wish to participate in and stick with it, giving their coaches and themselves the opportunity to develop skills and knowledge of the game. When an athlete changes sports, it stunts the growth of both the athlete and the program. As parents and athletes, we ask that you talk about this before deciding on which sport to participate in.

SECTION THREE -- REQUIREMENTS BEFORE PARTICIPATION CAN BEGIN

- **Blazer Athletic Code and Release Form** – Return completed and signed form. This form requires both the student athlete and parent signatures. This is found on page 16 of this packet.
- **NIL (Name Image & Likeness) School Policy & Procedures Form.** Return completed and signed form. This form requires both the student athlete and parent signatures. This is found on page 15 of this packet.
- **Prevea Sports Medicine Authorization.** Please complete both sides of this form.
- **Hospital Sisters Health System Privacy Disclosure Form.** This form is labeled “Authorization to Communicate Health and Billing Information To Designated Persons.” Please complete, sign, and date this form.
- **WIAA Physical Form.** Please complete *one of the following*:
 - *The Full Physical*
 - *The Alternate Year Physical Form*
- **Impact Concussion [Test](#)** – Email confirmation to Dani.Kallin@prevea.com
- **Paid athletic fees \$110 per sport (\$160 football).** This must be turned in to the office/completed before practice begins.
 - Athletic fees must be paid to the athletic office and tuition must be current.
 - Any athlete who quits a sport, or becomes academically ineligible, will not receive a refund of the athletic fee.

Name, Image, & Likeness (NIL)

School Policy & Procedures

N.E.W. Lutheran High School

Policy & Guidelines Regarding Student-Athlete Name, Image, and Likeness (NIL) Activity

Philosophy

N.E.W. Lutheran is committed to providing educational based athletic opportunities to assist student-athletes achieve highest academic and athletic potential. With the **Wisconsin Interscholastic Athletic Association (WIAA)** allowance for student athletes to receive compensation for the use of their name, image, and likeness ("NIL"), **N.E.W. Lutheran High School** is committed to a culture that prioritizes education around NIL, and supporting student-athletes to the extent allowed by the **WIAA**.

General Policy

N.E.W. Lutheran High School permits its student-athletes to profit off of their NIL. In accordance with the governing state athletic association policy, the **N.E.W. Lutheran High School** athletics policy sets forth the parameters of what is permissible, while also outlining the process a **N.E.W. Lutheran High School** student-athlete must follow when earning compensation for the use of their NIL.

Some NIL opportunities include but are not limited to: promoting or endorsing a company (i.e. a social media influencer or brand ambassador), promoting their own business, making appearances and/or signing autographs, and conducting camps, clinics or lessons. (per regulations of the sport governing body).

N.E.W. Lutheran High School may not provide or solicit a prospective student-athlete with compensation or a promise of compensation for the use of their NIL. No **N.E.W. Lutheran High School or NEWLSA** staff members may facilitate or assist in generating and arranging NIL agreements, contracts, appearances, gift-in-kinds for involving **N.E.W. Lutheran High School** student-athletes and/or prospective student-athletes.

Because NIL opportunities may potentially implicate ancillary laws and regulations, all student-athletes must disclose all NIL opportunities through the **N.E.W. Lutheran High School Athletic Director (Jordan Vredeveld - vredeveldj@newlhs.com)** by way of the required process outlined below for approval before accepting such opportunity.

Requests for approval should include all information related to the type of activity, the individuals involved, and the amount of compensation being provided. All student-athletes have a continuing obligation to update any information regarding NIL engagements. Such changes/updates shall be reported to the **N.E.W. Lutheran High School Athletic Director (Jordan Vredeveld - vredeveldj@newlhs.com)** through the required process.

Failure to get approval for NIL-related opportunities from the Athletic Director will result in immediate suspension from all team activities and/or loss of student athlete privileges.

Name, Image, & Likeness Process Requirements

Requests for approval should include all information related to the type of activity, the individuals involved, and the amount of compensation being provided. All student-athletes have a continuing obligation to update any information regarding NIL engagements.

The following process must be followed, or the school reserves the right to declare the student-athlete ineligible until all process requirements are resolved.

1. Prior to signing an NIL engagement, a “submission for approval” must be submitted to the **N.E.W. Lutheran High School Athletic Director** (*Jordan Vredeveld - vredeveldj@newlhs.com*) via email.
2. The **N.E.W. Lutheran High School Athletic Director** (*Jordan Vredeveld*) and administration has 10 business days to evaluate the request / NIL engagement to ensure the governing state association amateurism bylaws / safeguards are not violated.
3. The **N.E.W. Lutheran High School Athletic Director** (*Jordan Vredeveld - vredeveldj@newlhs.com*) and administration will provide written confirmation regarding the approval or violation of the governing state association NIL bylaws to the student-athlete.

WIAA Amateurism “NIL” Policy or NIL Guidelines & Violation Definitions

<https://www.wiaawi.org/Schools/Eligibility-Rules-Forms#37611781-name-image-likeness-information>

Student-Athlete Obligations

A student-athlete shall not receive any payment, provision, promise or any other payment or benefit from the institution or any person acting on behalf of the institution not otherwise permissible under the governing state athletic association/NCAA rules and regulations.

A student-athlete shall not be paid or receive any benefit, nor accept a promise to be paid or receive a benefit, as an inducement for the student-athlete to enroll at **N.E.W. Lutheran High School**. A student-athlete shall not enter into a NIL agreement that:

1. Doesn't require any true work responsibilities of the student-athlete or a transfer to a third party of an interest in the student-athlete's NIL;
2. Compensates the student-athlete because of enrollment and/or continued enrollment at **N.E.W. Lutheran High School**
3. Compensates the student-athlete for a specific athletic performance or achievement (pay to play, financial incentives for points scored, etc.); or -
4. Is a Restricted Promotional Opportunity as defined within this policy.

Use of Agents and Other Professional Representatives in Connection with NIL Activities

Student-athletes MAY NOT retain representation for the purpose of representation in connection with their NIL activities per the **WIAA**.

Restricted Promotional Opportunities

Student-athletes cannot not use their NIL to promote sports gambling, alcohol products, tobacco products (including e-cigarettes and vaping products), adult entertainment, substances banned by the **WIAA** or **N.E.W. Lutheran High School**, or products or services that are illegal or would violate the

student code of conduct or student-athlete code on NIL as created by **N.E.W. Lutheran High School** and its teams. (please refer to Blazer Athletic Code to ensure compliance).

Student-athletes may not sell or trade school-issued apparel or gear for profit in NIL opportunities. Student-athletes cannot create an express or implied impression that **N.E.W. Lutheran High School** Athletics or the **NEWLSA** expressly or indirectly endorses a third-party product (i.e. cannot wear a letter jacket or team uniform in a commercial or in a posting on social media endorsing a company) unless the NIL opportunity is with a current School or Athletics sponsor who has negotiated promotional rights to use Institutional Marks. Such NIL opportunities will have to receive written approval from Green Bay N.E.W. Lutheran's Athletic Director.

Use of Institutional Marks, Logos, & Facilities

Green Bay N.E.W. Lutheran High School benefits from the public recognition of its names, symbols, logos, trademarks, servicemarks, designs, and seals, or any combination of these ("Marks"). This includes photos, indicia, and images of school building. Federal, state, and common laws govern and protect the school's rights to its "Marks". The use of Marks for NIL activities may require use of an official licensed vendor, a license agreement, and royalty payments, when applicable, prior to use approval.

1. School Marks and/or Logos:

A. Student-athletes are NOT ALLOWED to use **N.E.W. Lutheran High School** marks for NIL compensation opportunities (per **WIAA**).

2. Facilities Use:

A. Current Student-Athletes may not use **N.E.W. Lutheran High School** Athletic facilities for individual NIL opportunities related to hosting a sports camp or clinic. Former Student-Athletes are subject to the terms of a facility use agreement (payment for going rate) and availability. All facility uses must have prior written approval from the school Athletic Director who will review in consultation with **N.E.W. Lutheran High School** Administration.

Academics and Team Activities

Student-athletes are not permitted to miss academic or team required activities in order to participate in any NIL activities. Further, non-institutional NIL activities may not occur while the student athlete is participating in any official team activities.

N.E.W. Lutheran High School Athletics defines "official team activities" as any activity with an athletic or academic purpose, including, but not limited, to:

1. All Interscholastic Athletic Contests
2. Practices / Scrimmages
3. Team Appearances and Photograph Sessions
4. Sports Camps sponsored by the school
5. Includes travel to and from away and home contest
6. Academic commitments (class attendance, and tutoring)
7. Community service events
8. Other team activities regardless of whether the activity takes place on or off school grounds, including individual photograph sessions & news media interviews.

International Student-Athletes

International student-athletes should not enter into any contracts for compensation regarding their NIL without first seeking guidance from **N.E.W. Lutheran High School Athletic Director** (**Jordan Vredeveld - vredeveldj@newlhs.com**).

N.E.W. Lutheran High School
Name, Image, & Likeness Student-Athlete Policy

By signing below, you affirm that you knowingly, understand, and agree to adhere to the **N.E.W. Lutheran High School Name, Image, & Likeness Student-Athlete Policy** as stated above. Also, you affirm that failure to adhere to this policy and the guidelines may result in consequences that include suspension from your athletic program(s), and you may be subject to additional penalties imposed by the **WIAA** and **NCAA**.

Student-Athlete(s) Name(s) (Print): _____

***Please put first and last names for each athlete for our office records.

Parent #1: _____

Parent #2: _____

Student-Athlete #1: _____

Student-Athlete #2: _____

Student-Athlete #3: _____

Blazer Athletic Code and Release Form

RETURN THIS PAGE TO SCHOOL OFFICE BEFORE THE FIRST DAY OF PRACTICE

INSURANCE RELEASE FROM SCHOOL LIABILITY

The undersigned parent (or guardian) of _____, an athlete participating in a N.E.W. Lutheran High School (located in Green Bay, WI) sanctioned sport, hereby consents to the participation of said child (or ward), in practice and competition for interscholastic athletic events and contests, as a representative of said school coincident with the date hereof, and does also hereby permit said child (or ward) to travel to and from such events and contests as directed by said school, the aforesaid consent and permission being limited as follows:

In consideration of the permission extended to said child (or ward) by said school through its officers and agents, to so participate and engage in such events and contests, the undersigned releases the said school and the Wisconsin Interscholastic Athletic Association and all of the officers, agents and employees thereof acting officially or otherwise, of and from all liability and claims that may accrue to the undersigned or said child (or ward) or both, on account of any injury (including death) sustained by said child (or ward) which may occur from any cause while engaged in practice for said events and contests, or while competing therein, as well as while traveling enroute to and from said events and contest, as in incident thereto.

Signature of Parent or Guardian

Date

PARENT/STUDENT ATHLETIC CODE HANDBOOK SIGNATURE PAGE

I/We certify that we (both Parents/Guardians/Host Parents and Athlete) have read, understand, and agree to abide by all of the information & by the NEWLHS perspective contained in this Athletic Code Handbook. I/WE further certify that if I/we have not understood any information contained in this document, I/we have sought and received explanation of the information prior to signing this statement.

(Print) Athletes Name in Full

Grade in School Year 2025-26

Athletes Signature

Sports Participating In

Parent or Guardian Signature