



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 Vredevelde - [vredeveldj@newlhs.com](mailto: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 Vredevelde - [vredeveldj@newlhs.com](mailto: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 1.**

<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 it's 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](mailto: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 names and last name after final athlete for our office records

Parent #1: \_\_\_\_\_

Parent #2: \_\_\_\_\_

Student-Athlete #1: \_\_\_\_\_

Student-Athlete #2: \_\_\_\_\_

Student-Athlete #3: \_\_\_\_\_