



FOX CHAPEL AREA SCHOOL DISTRICT NAME, IMAGE, AND LIKENESS GUIDELINES

I. GUIDELINES

A Fox Chapel Area School District student-athlete may profit off the use of their own name, image, and likeness (NIL), and be represented by an attorney or sports agent, subject to their compliance with this policy. Such permissible activities include commercial endorsements, promotional activities, social media presence, and/or product or service advertisements.

- Such compensation will not be provided in exchange, in whole or in part, for a Fox Chapel Area School District student-athlete to attend, participate, or perform at Fox Chapel Area School District.
- A student-athlete's NIL deal will have no impact upon playing time by any Fox Chapel Area School District coaching staff member.
- A Fox Chapel Area School District student-athlete is required to comply with other school district policies, code of conduct, and PIAA rules.

II. DEFINITIONS

- Student-athlete
- School identifying colors, marks, names, nicknames, mascot
- Sport-specific gear

III. RULES

Student-athletes are prohibited from making any reference to, and will not otherwise use or authorize others, to use the logos, insignia, or identifying marks of a Fox Chapel Area school, of the WPIAL/PIAA, and/or any WPIAL/PIAA or member school event, game, or championship when engaging in any NIL activity.

Student-athletes may not endorse or promote any third-party entities, goods, or services during Fox Chapel Area team activities or WPIAL/PIAA tournament activities. Student-athletes may not wear the apparel or display the logo, insignia, or identifying mark of an NIL partner, any Fox Chapel Area team, or WPIAL/PIAA tournament activities.

Student-athletes are prohibited from engaging in any NIL activities involving the following categories of products and services:

- Adult entertainment products and services;
- Alcohol products;
- Casinos and gambling, including sports betting, the lottery, and betting in connection with video games, online games, and devices;
- Tobacco and electronic smoking products and devices (vaping);
- Opioids and prescription pharmaceuticals;
- Controlled dangerous substances; and/or
- Weapons, firearms, and ammunition.

Booster clubs, coaches, collectives, administrators, school employees, and alumni are prohibited from negotiating any NIL opportunities.

Students must notify the athletic director if entering into any type of NIL contracts/agreements within 72 hours after entering the agreement. See Attached Notice of NIL Form.

IV. FOX CHAPEL AREA SCHOOL DISTRICT PRINCIPAL/ATHLETIC DIRECTOR RESPONSIBILITY

- Provide resources for coaches, booster organizations, high school athletes, and parents/community regarding NIL
- Develop information for website and athletic handbook
- Develop disclosure form

V. SANCTIONS

Violations of this policy may affect high-school athletes' eligibility to participate in Fox Chapel Area School District events or PIAA events.

Compliance with this provision does not ensure maintenance of eligibility under the eligibility standards of other organizations, such as, but not limited to, the PIAA, NCAA, NAIA, NJCAA, etc. Student-athletes are encouraged to communicate with those organizations to ensure any activity complies with those eligibility standards. No one employed by a member school, including coaches and administrators, may be involved with a student-athletes' use of their NIL except as needed to enforce this policy.



NIL Disclosure Form

FOX CHAPEL AREA SCHOOL DISTRICT NAME, IMAGE, AND LIKENESS DISCLOSURE FORM

Student Athlete Name: _____

Date: _____

Acknowledgement:

I affirm:

I have provided 72-hour notice in compliance with Fox Chapel Area School District guidelines and WPIAL/PIAA NIL rule. I understand that Fox Chapel Area School District's guidelines and WPIAL/PIAA NIL rule prohibit any NIL activity which relates to or is associated with development, production distribution, marketing, retailing of any of the following:

- (1) Adult entertainment products and services;
- (2) Alcohol products;
- (3) Casinos and gambling, including sports betting, the lottery, and betting in connection with video games, online games, and devices;
- (4) Tobacco and electronic smoking products and devices (vaping);
- (5) Opioids and prescription pharmaceuticals;
- (6) Controlled dangerous substances; and/or
- (7) Weapons, firearms, and ammunition.

I further understand that my NIL activity does not include any inducement, promise, or guarantees of playing time by any member of the Fox Chapel Area School District coaching staff. Furthermore, the coaching staff, administration, and board of school directors may not be held responsible for lost NIL agreements due to playing time or other factors such as but not limited to violating PIAA rules that govern interscholastic athletics.

I understand that if I violate the NIL Activity rules that I may be sanctioned and found ineligible to participate in WPIAL/PIAA interscholastic athletics contests as a team or individual member of any Fox Chapel Area School District Athletics teams/programs.

Date: _____ Student-Athlete: _____
(Signature)

Date: _____ Parent/Guardian: _____
(Signature)

**Return to the Fox Chapel Area Athletic Department within 72 Hours of
executing an NIL agreement.**