



Name, Image, and Likeness (NIL) Policy

INTRODUCTION

The Episcopal School of Baton Rouge (ESBR) is committed to providing our students with a nurturing and enriching environment. As part of this commitment, we recognize the importance of allowing students to benefit from their own name, image, and likeness (NIL). This policy provides guidance for students engaging in NIL activities, ensuring they align with our mission and values of faith, scholarship, honor, and community.

Purpose

This policy aims to:

- Enable ESBR students to pursue NIL opportunities while maintaining their academic and athletic commitments and eligibility.
- Ensure NIL activities reflect the values and standards of ESBR, the Episcopal Diocese of Louisiana, and the Episcopal Church.
- Provide clear procedures for obtaining necessary approvals for NIL activities.

Scope

This policy applies to all ESBR students participating in NIL activities. It is designed to align with the laws of the State of Louisiana, the Louisiana High School Athletic Association (LHSAA) bylaws and regulations, as well as ESBR and the Episcopal Church's principles.

GUIDELINES FOR NAME, IMAGE, AND LIKENESS ACTIVITIES

Compliance with School Value

- All NIL activities must uphold ESBR's values of faith, scholarship, honor, and community.
- Students and their parent(s) or legal guardian(s) must ensure their NIL activities do not compromise their personal integrity or the integrity or reputation of ESBR.

Approval Process

- Students and their parent(s) or legal guardian(s) must submit a detailed description of the NIL activity to the school administration for review and approval before engagement.
- Approval will be based on the activity's alignment with school values and policies as determined by ESBR.

Prohibited Activities

- Students may not engage in NIL activities without the express permission of their parent(s) or legal guardian(s).
- Students may not engage in NIL activities that promote tobacco, alcohol, cannabis and cannabis-related products, illegal substances or activities, banned athletic substances, any form of gambling, including sports wagering, or any other products or services that violate the *ESBR Student/Parent Handbook* or the *LHSAA Handbook*.
- Students and the third-party entities which they contract with are prohibited from using ESBR's facilities, uniforms, registered trademarks, products protected by copyright, or official logos, marks, colors, or other indicia associated with ESBR or its athletic programs in connection with NIL activities without the express written permission of school administration.

Conflict of Interest

- NIL agreements must not conflict with existing school sponsorship agreements or contracts. If a conflict arises, the school will disclose the conflicting contract terms to the student or their representative.
- Students and their parent(s) or legal guardian(s) must disclose their NIL contracts to the school administration via electronic copy for this reason.

Professional Representation

- It is recommended that students and their parent(s) or legal guardian(s) obtain professional representation by an agent or attorney for NIL activities.
- It is recommended that selected representation complies with applicable state and federal laws and, for those students associated with athletics, compliance with the National Collegiate Athletic Association (NCAA) is important.

Compensation

- Compensation for approved NIL activities shall not affect a student's grant-in-aid or athletic eligibility.
- ESBR will not arrange for, promote, or entice specific NIL agreements for its students or provide NIL compensation to any student.

Duration of Contracts

- NIL contracts must not extend beyond the student's participation in an athletic program at ESBR.

Confidentiality

Documents disclosed by the student and their parent(s) or legal guardian(s) to ESBR that reference the terms and conditions of the NIL contract will be kept confidential.

Effective Date

- This policy is effective upon approval by the ESBR administration and will be reviewed annually to ensure compliance with state and association laws and school values.
- ESBR may revise, update, amend or restate this policy at any time and from time to time. All such policy changes shall be effective immediately when adopted.

Information

- Students and parents can contact the ESBR Athletic Director or school administration for questions or further information regarding this policy.
- Neither ESBR nor its employees (including athletic coaching staff), shall be liable for any damages to a student's ability to earn compensation for the use of their name, image, or likeness resulting from decisions and actions taken during ordinary school operations including decisions and actions routinely taken in the course of intramural and interscholastic athletics.