



IndianRocks

CHRISTIAN SCHOOL

Understanding Name, Image & Likeness (NIL)

Overview

On July 22, 2024, the FHSAA officially adopted a Name, Image & Likeness (NIL) policy for high school student-athletes. In response, Indian Rocks Christian School (IRCS) Athletics has developed the following guidelines to ensure our student-athletes, families, coaches, and community remain informed and compliant.

IRCS NIL Policy

NIL agreements are financial arrangements between the student-athlete, their family, and the company or organization seeking services. IRCS faculty, staff, coaches, and representatives of the school's athletic interests may not engage in any part of the NIL process. At no time may IRCS student-athletes securing NIL deals represent Indian Rocks Christian School. The school's name, logos (including the IRCS Eagle), uniforms, facilities, or programs may not be used in any promotional materials related to NIL deals. Violating this policy may result in suspension or dismissal from a team for student-athletes and potential termination for employees. We strongly encourage student-athletes and their families to carefully review all FHSAA NIL policies and regulations as outlined in the FHSAA Handbook (Policy 9.9).

WHO

Is Considered a Representative of IRCS's Athletic Interest?

- Any IRCS student-athlete
- Parents, guardians, or family members of an IRCS athlete
- Relatives of an IRCS coach or athletic staff member
- Athletic program volunteers
- Boosters
- Any person, business, or donor contributing to IRCS athletics

Guidance for Student-Athletes & Families

Any student-athlete receiving or negotiating an offer for compensation for their Name, Image, or Likeness is strongly advised to seek legal counsel to review potential contracts and agreements. This ensures fair, adequate compensation and protects the athlete's amateur status and eligibility under FHSAA rules. Families should communicate early and openly with the IRCS Athletic Director (Ryan Johnson) to ensure all FHSAA and IRCS policies are followed.

Questions or Concerns?

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