

GHSA Rules for Name Image Likeness (NIL)

The Georgia High School Association recently passed a rule that students can be compensated for the use of their name, image, and likeness with **strict** stipulations. If you have any questions, please read carefully the following information and make sure to contact the Athletic Director before agreeing to any form of NIL compensation.

Name, Image, Likeness Rules Pg 131 GHSA Constitution

https://www.ghsa.net/sites/default/files/documents/Constitution/Constitution23-24Complete_cx20.pdf

APPENDIX 'N' GUIDELINES REGARDING NAME, IMAGE AND LIKENESS (NIL)

The GHSA does not specifically prohibit students from engaging in certain commercial activities as individuals. These activities, commonly referred to as name, image and likeness (NIL), will not put a student's amateur status at risk provided the student meets **all the requirements** for maintaining amateur status in compliance with GHSA by-law 1.92-c and providing there is no violation of by-laws prohibiting influencing a student to attend or remain at a member school under GHSA by-law 1.70 (Recruiting/Undue Influence/Following The Coach).

A student-athlete may benefit from the use of their name, image and likeness (NIL) in compliance with GHSA by-law 1.92-c provided:

- **The compensation is not contingent on specific athletic performance or achievement.**
- **The compensation is not provided as a incentive to enroll or remain enrolled at a specific school.**
- **The compensation is not provided by the school or any person acting as an agent for the school.**

The following guidelines are in effect for NIL activities:

- **Intellectual property - No "marks" may be used including, but not limited to, school logos, school name, school uniforms, school mascot, or any trademarked GHSA logo or acronyms.**
- **No school apparel or equipment shall be worn, which includes school name, school uniforms, school logo, school mascot or any apparel displaying trademarked GHSA logos or acronyms.**
- **No member school facility may be used for the purpose of name, image and likeness activities.**
- **No activities in conflict with a member school's local school district policy may be endorsed. (Examples include, but are not limited to, tobacco products, alcohol products and controlled substances.)**

Students and their families should seek professional guidance as to how NIL activities could impact collegiate financial aid and/or tax implications, among other issues. Within seven (7) calendar days after entering into any type of NIL contract/agreement, a student, or the student's parents/guardians, must notify the Principal or Athletic Director of the student's school of entering into that agreement.

1.90 - AMATEUR STATUS/AWARDS

1.91 A student who represents a school in interscholastic athletic competition shall be an amateur in that activity.

- (a) An amateur athlete is one who engages in athletic competition solely for the physical, mental, social, and pleasure benefits derived therefrom.
- (b) Accepting nominal, standard fees or salary for instructing, supervising or officiating in an organized youth sports program or recreation, playground or camp activity, shall not jeopardize an athlete's amateur status.
- (c) Reasonable compensation derived from private lessons in a sport is permissible.

1.92 An athlete forfeits amateur status in a sport by:

- (a) competing for money or other monetary compensations except for reasonable allowances for travel, meals, and lodging. NOTE: Accepting expense allowances authorized by the United States Olympic Committee for Olympic Development Programs is acceptable for GHSA students.
- (b) receiving any award or prize of monetary value which has not been approved by the GHSA.
- (c) capitalizing on athletic performance by receiving money or gifts with monetary value except college scholarships.
- (d) signing a professional playing contract in any sport, or hiring an agent to manage his/her athletic career.

1.93 Only awards approved by the GHSA may be accepted by a high school student-athlete as a result of participation in school or non-school competition in a sport recognized by the GHSA.

1.94 Symbolic awards (i.e. non-cash) presented for winning or placing in GHSA competitions are limited to \$400 per year, per student in the aggregate, paid by the local school. These are the only GHSA-approved awards for interscholastic competition. Beyond this, a student may receive one (1) school sweater or jacket presented by the school during his high school career.

1.95 Athletes competing in golf or tennis events are limited to awards as specified in the United States Golf Association Rules of Golf, and the United States Tennis Association Handbook of Tennis Rules and Regulations, which includes (but not limited to) the following:

- (a) No cash awards may be accepted.
- (b) Merchandise awards in tennis may be accepted up to a retail value of \$250.00.
- (c) Merchandise awards in golf may be accepted up to a retail value of \$750.00.

1.96 Players attending national camps or all-star events may keep reasonable benefits for housing, meals and transportation. Players may keep only equipment that is commemorative in nature and/or used in the process of the event's workouts.

1.97 Students may receive consideration for the use of their own name, image and likeness (NIL). Guidance for NIL can be found in Appendix "N" of the GHSA Constitution. BY-LAW 2.00 - SCH