



The University of South Carolina Office of Compliance Services Presents...

Booster Bulletin

Information for Boosters and Representatives of Athletics Interests

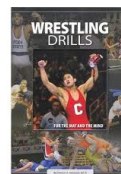
In November, we explained the do's and don'ts pertaining to boosters evaluating and contacting prospects. For December, we focus on the second Top Tip as described in the September 2012 edition of the Booster Bulletin.

2. You may not use the name, image, or likeness of a student-athlete for commercial purposes; further, you may not sell related memorabilia (i.e., items signed by the student-athlete).

Gamecock student-athletes often achieve "celebrity" status in the local and national media through their athletic achievements. Because of this, many businesses and other entities are tempted to use a student-athlete's name, image, or likeness to promote themselves in search of financial gain or notoriety. As boosters of the institution, it is your responsibility to avoid these types of impermissible usage when promoting yourselves or your business interests.

- Educational products related to sport/skill instruction:

➡ Permissible with prior approval from Compliance Services ([NCAA Bylaw 12.5.1.5](#))



- Student-athlete featured in an advertisement for a business/corporation:

➡ NOT Permissible ([NCAA Bylaw 12.5.2.1](#))

- Using current student-athletes name in trading cards that will be sold:

➡ NOT Permissible ([NCAA Bylaw 12.5.1.1.4](#))

- Local business creates advertisement congratulating a student-athlete or team

➡ Permissible with prior approval from Compliance Services ([NCAA Bylaw 12.5.1.4](#))



- Featuring a current student-athlete's name, image, or likeness on a commercial product:

➡ NOT Permissible ([NCAA Bylaw 12.5.1.1 \(h\)](#))

Upcoming Gamecock Athletics Events

> Football

1/1/2013 - Outback Bowl (vs. Michigan) 1:00 PM

> Men's Basketball

12/2 - vs. Clemson 12:00 PM

12/7 - vs. Jacksonville 7:00 PM

12/19 - vs. Appalachian State 5:00 PM

12/22 - @ Manhattan 5:30 PM

12/29 - vs. Presbyterian 1:00 PM

> Women's Basketball

12/2 - @ Seton Hall 2:00 PM

12/9 - vs. Furman 3:00 PM

12/19 - vs. Stanford 7:30 PM

12/21 - vs. South Carolina State 12:00 PM

12/29—vs. Western Carolina 7:00 PM

Student-Athlete Appearances: How Do They Work?

The University of South Carolina and Gamecock Athletics is thankful for the support of its fans, and we welcome every opportunity to give back to the surrounding community. In order to request a student-athlete's presence at an event, the Office of Compliance Services asks that you submit a completed Student-Athlete Appearance Request form.

In order to be considered, the request must come from an institutional, charitable, educational or non-profit organization within the locale of the institution. Organizations may not provide expenses to student-athletes for such appearances. Any proposed advertisements or co-sponsorship of the event must be reviewed by Compliance Services as well.

The Student-Athlete Appearance Form can be found on GamecocksOnline.com on the Academics Community Outreach page or by clicking [here](#).



Bowl Game Reminders

The University of South Carolina Football squad has been selected to the 2013 Outback Bowl in Tampa, Florida! They will be taking on the Wolverines of the University of Michigan on January 1, 2013. Many readers will be traveling to the bowl site to cheer on the team, so Compliance Services would like to take this opportunity to touch on a few reminders.

- It is NOT permissible for you to provide extra benefits to student-athletes and/or their family and friends.
- Examples of extra benefits include:
 - ⇒ Transportation to the bowl game or transportation at the bowl site (e.g., car ride, plane tickets, gas money)
 - ⇒ Entertainment, such as providing tickets to games or other events in the city.
 - ⇒ Meals, including food provided at tailgates
 - ⇒ Cash
 - ⇒ Housing at the bowl site (e.g., hotel rooms, room reimbursement.
- Remember that only University of South Carolina may be involved in the recruiting process. NCAA rules prohibit boosters from engaging in recruiting activities.

University of South Carolina Office of Compliance Services

Rice Athletics Center

Phone: 803-777-1519

1304 Heyward Street

Fax: 803-777-9070

Columbia, SC 29208

ATHCOMPL@mailbox.sc.edu



Did you Know?

NCAA Bylaw 12.5.2.2 prohibits the use of a student-athlete's name, image or likeness without consent of the student-athlete or the institution. Upon discovering of a breach of this legislation, the institution has the authority to take any steps necessary to request that use be ended in order to protect the student-athlete's eligibility. Typically this is issued in the form of a "cease and desist" letter.

Prominent examples of this are:

- T-Shirts
- Wristbands
- Posters

