



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

# BOOSTER BULLETIN

Information for Boosters and Representatives of Athletics Interests

In October, 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](#))

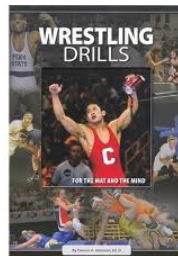
- Local business creates advertisement congratulating a student-athlete or team

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

11/2—Mississippi State  
11/16—Florida  
11/23—Coastal Carolina  
11/30—Clemson

### > Women's Basketball

11/1—North Greenville  
11/8—Charleston Southern  
11/10—Louisiana Tech  
11/14—College of Charleston  
11/17—Seton Hall  
11/20—@ Clemson  
11/23—@ San Diego State  
11/25—@ Southern California

### > Men's Basketball

11/3—USC Aiken  
11/9—Longwood  
11/12—@ Baylor  
11/17—@ Clemson  
11/24—Florida International

### > Women's Cross Country

11/1—SEC Championship GK @ Gainesville, FL  
11/15—NCAA Southeast Regionals SK @ Charlottesville, VA  
11/23—NCAA Championships @ Terra Haute, Indiana

### > Men's Golf

11/3-5 —Wendy's Kiawah Classic @ Kiawah Island, SC

### > Women's Sand Volleyball

11/9—Georgia State & FSU @ Tallahassee, FL

### > Men's Soccer

11/3—UAB  
11/9—Old Dominion  
11/13—TBA @ Charlotte, NC  
11/15—TBA @ Charlotte, NC  
11/17—TBA @ Charlotte, NC

### > Women's Soccer

POSTSEASON

### > Swimming and Diving

11/9—LSU

## 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](http://GamecocksOnline.com) on the Academics Community Outreach page or by clicking [here](#).



Each month, the Office of Compliance Services will examine one of the Top Tips for Fans and Friends of South Carolina Athletics listed above in depth.

## Student Athletes and Sale of Apparel and Awards

NCAA rules prohibit student-athletes from selling or trading their awards and apparel for anything of value. In 2010, several Football student-athletes at Ohio State University were suspended five games for selling items, including conference championship rings. To regain eligibility, these individuals were required to pay a charity the amount of money they received for their awards and apparel.

Please do not attempt to purchase any items from our student-athletes. Your cooperation and understanding is essential to the success of our programs. If you have any questions about this information do not hesitate to contact the Office of Compliance Services.

\* Apparel is any clothing items issued to student-athletes, or any clothing items that student-athletes are able to retain at the end of the academic year. Apparel includes, but is not limited to uniforms and warm-ups.

\* An award is anything given to a student-athlete for participation, special achievement, or a championship. It does not matter if the student-athlete's name is not on the award. Examples include, but are not limited to, items received for the following:

"Lettering" in a sport / Scholar-Athlete Award / Bowl Game awards / Conference championship

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### > Women's Equestrian

11/9—@ Auburn

11/23—@ South Dakota State

### > Women's Volleyball

11/8—@ Kentucky

11/10—@ Georgia

11/13—@ Florida

11/15—Alabama

11/17—Missouri

11/22—@ Arkansas

11/24—LSU

11/27—@ Texas A&M

### 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