



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 November, we focus on the second Top Tip as described in the September 2014 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 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 usages when promoting yourselves or your business interests, including on social media.

Which of the following is permissible?

1. Educational products related to sport/skill instruction:

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

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

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

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

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

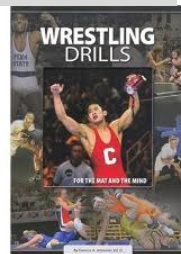
4. Local business creates advertisement congratulating a student-athlete or team:

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



5. 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

- 11/1—vs. Tennessee
- 11/15—at Florida
- 11/22—vs. South Alabama
- 11/29—at Clemson

> Women's Basketball

- 11/2—vs. Coker
- 11/8—vs. Southern California
- 11/20—vs. Clemson
- 11/23—vs. San Diego State
- 11/27—Wisconsin (Junkanoo Jam)
- 11/28—East Carolina/Syracuse (Junkanoo Jam)

> Men's Basketball

- 11/14—vs. North Florida
- 11/20—Cornell (Charleston Classic)
- 11/21—Penn State/Charlotte (Charleston Classic)
- 11/23—TBD (Charleston Classic)
- 11/26—vs. UNC Asheville

> Women's Cross Country

- 11/14—NCAA Southeast Regional
- 11/22—NCAA Championships

> Women's Sand Volleyball

- 11/8—Georgia State Fall Event

> Men's Soccer

- 11/7—at New Mexico
- 11/12—Conference USA Tournament at TBA
- 11/14—Conference USA Tournament at TBA
- 11/16—Conference USA Tournament at TBA

> Women's Soccer

- 11/3—SEC Tournament at Orange Beach, AL
- 11/5—SEC Tournament at Orange Beach, AL
- 11/7—SEC Tournament at Orange Beach, AL
- 11/9—SEC Tournament at Orange Beach, AL

Swimming and Diving

- 11/8—vs. College of Charleston/ECU
- 11/20-22—Virginia Tech Invitational

> Men's Tennis

- 11/1-2—USTA Disney Invitational
- 11/7-9—National Indoor Championships
- 11/7-9—Bulldog Scramble

> Women's Tennis

- 11/7-9—Brown Classic

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](#).



- > **Women's Tennis**
11/7-9—Brown Classic
- >
- > **Women's Equestrian**
11/7—at Fresno State
11/21—at Oklahoma State
- >
- > **Women's Volleyball**
11/2—at Ole Miss
11/9—vs. Alabama
11/14—at Arkansas
11/16—vs. Auburn
11/19—at Tennessee
11/23—at Georgia
11/26—at Florida
11/29—vs. LSU

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

University of South Carolina Office of Compliance Services

Rice Athletics Center

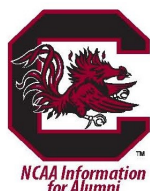
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Columbia, SC 29208

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/Jerseys
- Wristbands
- Posters

