

AUTOMOBILE DEALERS



KEY POINTS

- **AUTOMOBILE DEALERS MUST BE CAREFUL NOT TO USE STUDENT-ATHLETES TO ENDORSE OR PROMOTE COMMERCIAL PRODUCTS OR NAMES OF BUSINESSES AT ANY TIME, EITHER DIRECTLY OR INDIRECTLY.**
- **STUDENT-ATHLETES MAY NOT RECEIVE DISCOUNTS, SPECIAL FINANCING, OR OTHER BENEFITS FROM AUTOMOBILE DEALERS UNLESS OFFERS ARE MADE AVAILABLE TO THE GENERAL PUBLIC.**

EXAMPLES OF ISSUES & VIOLATIONS INVOLVING AUTOMOBILE DEALERSHIPS:

USE OF VEHICLE(S)

- **VEHICLE(S) SOLD AT NO COST (OR A REDUCED COST) TO THE STUDENT-ATHLETE (OR HIS/HER FAMILY)**
- **USE OF VEHICLE(S) AT NO COST (OR A REDUCED COST) TO THE STUDENT-ATHLETE (OR HIS/HER FAMILY)**

FINANCING & CREDIT ARRANGEMENTS

- **"SPECIAL" CREDIT ARRANGEMENT TO BILL A STUDENT-ATHLETE FOR SERVICES/REPAIRS ON A CREDIT BASIS NOT AVAILABLE TO THE DEALERSHIP'S REGULAR CUSTOMERS**
- **"SPECIAL" FINANCING ARRANGEMENT TO PURCHASE A VEHICLE FOR AN USC STUDENT-ATHLETE (E.G., STUDENT-ATHLETE IS NOT REQUIRED TO SUBMIT ANY MEANINGFUL CREDIT INFORMATION TO OBTAIN FINANCING)**

CO-SIGNING OF LOANS

- **ONLY IMMEDIATE FAMILY MEMBERS MAY CO-SIGN ON A LOAN WITH A STUDENT-ATHLETE**
- **NOT PERMISSIBLE FOR ANY OTHER INDIVIDUALS TO CO-SIGN ON A LOAN WITH A STUDENT-ATHLETE**

PROMOTIONAL ACTIVITIES WITH STUDENT-ATHLETES

- **STUDENT-ATHLETES ARE NOT ELIGIBLE FOR PARTICIPATION IN INTERCOLLEGIATE ATHLETICS IF HE OR SHE ACCEPTS COMPENSATION, OR PERMITS THE USE OF HIS/HER NAME OR PICTURE TO PROMOTE A COMMERCIAL ENTERPRISE.**
- **A STUDENT-ATHLETE'S NAME OR PICTURE MAY NOT BE USED TO ADVERTISE, RECOMMEND, OR PROMOTE DIRECTLY THE SALE OR USE OF A COMMERCIAL PRODUCT OR SERVICE OR ANY KIND.**
- **IF A STUDENT-ATHLETE'S NAME OR PICTURE APPEARS ON COMMERCIAL ITEMS (T-SHIRTS, PLAYING CARDS, POSTERS, PHOTOGRAPHS, ETC.) OR IS USED TO PROMOTE A COMMERCIAL PRODUCT WITHOUT THE STUDENT-ATHLETE'S KNOWLEDGE OR PERMISSION, THE STUDENT-ATHLETE AND THE INSTITUTION ARE REQUIRED TO TAKE STEPS TO STOP SUCH AN ACTIVITY IN ORDER TO RETAIN THE STUDENT-ATHLETE'S ELIGIBILITY.**



EMPLOYMENT OF STUDENT-ATHLETES

EMPLOYMENT OF A STUDENT-ATHLETE IS PERMISSIBLE, PROVIDED ALL FOUR (4) OF THE FOLLOWING CONDITIONS ARE MET:

- 1. STUDENT-ATHLETE IS ONLY PAID FOR WORK ACTUALLY PERFORMED;**
- 2. STUDENT-ATHLETE IS PAID AT A RATE COMMENSURATE WITH THE GOING RATE IN THAT LOCALE FOR SIMILAR SERVICES;**
- 3. STUDENT-ATHLETE MAY NOT BE COMPENSATED IN ANY MANNER FOR ANY VALUE OR UTILITY THAT HE OR SHE MAY HAVE FOR AN EMPLOYER BECAUSE OF ANY PUBLICITY, REPUTATION, FAME OR PERSONAL FOLLOWING THAT HE OR SHE MAY HAVE OBTAINED BECAUSE OF HIS OR HER ATHLETICS ABILITY; AND**
- 4. STUDENT-ATHLETE MUST REGISTER ALL JOBS DURING THE ACADEMIC YEAR AND THE SUMMER BY COMPLETING THE STUDENT-ATHLETE EMPLOYMENT FORM AND RETURNING IT TO THE OFFICE OF COMPLIANCE SERVICES PRIOR TO BEGINNING WORK.**

HELPFUL REMINDERS

- DEALERSHIPS (OR INDIVIDUALS AFFILIATED WITH THE DEALERSHIP) MUST ABIDE BY THE RULES AND REGULATIONS OF THE NCAA, THE SOUTHEASTERN CONFERENCE, AND THE UNIVERSITY OF SOUTH CAROLINA.**
- NEGATIVE ACTIONS BY DEALERSHIPS (OR INDIVIDUALS AFFILIATED WITH THE DEALERSHIP) MAY ADVERSELY AFFECT THE UNIVERSITY OF SOUTH CAROLINA, OUR COACHES, AND/ OR OUR STUDENT-ATHLETES AND PROSPECTS.**
- DEALERSHIPS (OR INDIVIDUALS) MAY NOT PROVIDE ANY FINANCIAL ASSISTANCE OR SPECIAL ARRANGEMENTS TO STUDENT-ATHLETES, PROSPECTIVE STUDENT-ATHLETES, OR THEIR FAMILIES.**



IF YOU HAVE QUESTIONS , PLEASE CONTACT COMPLIANCE SERVICES OR VISIT OUR WEBSITE AT GAMECOCKSONLINE.COM.

OFFICE OF COMPLIANCE SERVICES

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