



University of South Carolina Gamecock Compliance

Restaurant and Bar Guidelines

When it comes to understanding the rules and regulations put forth by the NCAA, interpretations can often get confusing. The Office of Compliance Services has dedicated this month's newsletter to thoroughly explain what may and may not be done by restaurants and bars who wish to support the University of South Carolina Athletics.

EXTRA BENEFITS

- Restaurants and bars may not provide educational expenses (e.g. tuition, fees, room and board, books, tutoring, test prep) to a student-athlete, even if the funds are given to the University to distribute
- Student-athletes, as well as their relatives and friends, may not receive preferential treatment, benefits, or services from a restaurant or bar (e.g. meals, free or reduced cover, special seating, underage entry, free or reduced drinks, bottle service, etc.). In order for any benefit to be permissible, it must be available to the entire University of South Carolina student body
- Student-athletes are not permitted into the VIP/Lounge section of a bar or restaurant nor may student-athletes be given "VIP" status at any local bar or restaurant, unless the student-athlete pays the going rate to gain such status/access
- Bars or establishments that require patrons to be of legal drinking age may not allow entry to USC student-athletes who are not yet of legal drinking age

PROMOTIONAL ACTIVITIES

- Restaurants and bars may not compensate student-athletes or use their names (e.g. autographs, signed paraphernalia, etc.) or pictures to advertise, recommend, or promote directly the sale or use of a commercial product or service

- Restaurants and bars may not use or compensate student-athletes for endorsing a commercial product or service through the individual's use of such product or service. Doing so will jeopardize a student-athletes eligibility
- Restaurants and bars may not use student-athletes' names or pictures in a "name-the-player" contest for the purpose of promoting their business. Doing so will jeopardize the student-athletes eligibility
- Restaurants and bars may not name a commercial product after a student-athlete (e.g. naming a sandwich after a student-athlete)

EMPLOYMENT

Employment of a student-athlete is permissible, provided all five (5) of the following criteria are met:

1. Student-athlete is only paid for work actually performed;
2. Student-athlete is paid at the rate commensurate with the going rate in that locale for similar services;
3. Student-athlete may not be compensated for any publicity brought to the business because of the student-athlete's reputation, fame, or personal following that he/she may have obtained because of his/her athletics ability;
4. Student-athlete must complete the Student-Athlete Employment Form with the Office of Compliance Services prior to beginning work, including Winter, Spring break, and Summer employment;
5. Employers must confirm their employment of USC student-athletes prior to the beginning of employment.

March 2012 Volume II, Issue VII



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SOCIAL MEDIA

- It is not permissible for a student-athlete to promote a restaurant or bar via social media
- It is not permissible for a student-athlete to “re-tweet” a restaurant, bar, or any business promotions on Twitter
- It is not permissible for a student-athlete to make an endorsement of any kind for a restaurant or bar
- It is not permissible for a restaurant or bar to tweet “at” or “mention” a prospective student-athlete in a posting before the prospective student-athlete has signed an NLI and enrolled in classes at the University
- If a bar or restaurant is using a student-athlete’s name, picture, or likeness through social media to sell a product (e.g. clothing, movie tickets, etc.) or to promote that commercial service with or without the student-athlete’s knowledge or permission, please contact the Office of Compliance Services as soon as possible. Student-athletes and the institution are required to take steps to stop such an activity in order to retain the student-athlete’s eligibility.

10 THINGS TO REMEMBER

1. The NCAA holds South Carolina accountable for the actions of its fans and friends. This means that if you are involved with NCAA violations (known or unknown), USC may have to, among others, forfeit: games, entire seasons, scholarships, and recruiting opportunities. USC may also be prohibited from participating in post-season competition or be required to reimburse substantial sums of money.
2. You may send information about talented prospects to any USC coaching staff member.
3. You may continue established relationships with friends and neighbors whose children are prospect and current student-athletes, provided the relationship pre-dates high school and is not based on their status as an athlete.
4. You may not be involved in recruiting prospective student-athletes on behalf of the University of South Carolina. A prospect is anyone in grades 9-12.
5. You may not become involved in arranging for a prospect, current student-athlete, or current student-athlete’s friends or family to receive money or financial assistance of any kind.
6. You may not provide transportation to a prospect, student-athlete, or their friends and family.
7. You may not spend funds on entertainment for prospects, student-athletes, or their friends and family.
8. You may not use a photo or name of a student-athlete for commercial purposes.
9. Breaking NCAA rules can render prospects and student-athletes ineligible to compete.
10. Always ask before you act!

University of South Carolina’s athletics programs value your continued support. If you have questions, please do not hesitate in contacting the Office of Compliance Services at **803.777.1519** or athlcompl@mailbox.sc.edu.

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