



SOUTH CAROLINA HIGH SCHOOL LEAGUE

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TO: Principals and Athletic Directors

FROM: Dr. Jerome Singleton, Commissioner *J.S.*
SC High School League

SUBJECT: Amateur Status – NIL Information

DATE: March 4, 2024

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Greetings,

This correspondence comes to you as information. I have attached a copy of the Section 14 Amateur Status – NIL information that will be discussed by the Classifications during the SCAAA Conference next week in Charleston.

Please take the opportunity to review this information.

Thank you for your attention to this matter. If you have any questions, please do not hesitate to contact me.

Section 14 Amateur Status

- A. A student must maintain an amateur status during the period he/she competes in any League sponsored sport program.

- B. A student may not have competed for money or valuable consideration other than prizes with symbolic value. No participants may accept material awards in excess of actual expenses, including hotel bills and transportation.

A student may earn compensation from the use of their name, image, and likeness (NIL) in compliance with Article III, Section 14 (Amateur Status) of the SCHSL bylaws provided:

- The compensation is not contingent on specific athletic performance or achievement.
- The compensation is not provided as an incentive to enroll or remain enrolled at a specific school.
- The compensation is not provided by the school or any person acting as an agent for the school.

In seeking compensation for name, image, and likeness:

- No “marks” may be used, including but not limited to school logos, school name, school mascot, or any SCHSL logo or acronyms.
- No school apparel or equipment shall be worn which includes school name, school logo, school mascot, or any apparel displaying SCHSL logos or acronyms.
- No member school facility may be used for the purpose of name, image, and likeness compensation.
- No activities in conflict with a member school’s local school district policy may be endorsed. Examples include but are not limited to tobacco or alcohol products.

A student who violates any portion of the Amateur Rule shall be penalized according to the sanctions below:

- *First Violation:* The student shall receive a formal warning and return any award(s) or money received in violation of this rule. The SCHSL shall direct the student in violation to immediately remove any endorsement, advertisement, sponsorship, or other promotional activity that is in violation of the Amateur Status Rule.

- *Second Violation:* The student shall be ineligible to participate in SCHSL interscholastic athletics at any level of competition for a period of one (1) year from the date of SCHSL's determination of the second violation.
- *Third Violation:* The penalty and any additional period of ineligibility will be determined based on a consideration of the nature of the violation(s) and the extent to which the violation(s) may have been knowing, deliberate, or in reckless disregard of the provisions of this rule.

C. It is not a violation of this rule for a student athlete to accept a standard fee or salary for instructing, supervising or officiating in an organized youth sports program not operated by a member school or the South Carolina High School League.