

BIBB COUNTY SCHOOL DISTRICT GUIDELINES FOR NAME, IMAGE, AND LIKENESS (NIL) AGREEMENTS

These guidelines are established to address certain commercial activities regarding a Bibb County School District's student-athlete's name, image, or likeness (NIL). The Georgia High School Association (GHSA) does not specifically prohibit student-athletes from engaging in certain commercial activities as individuals. These activities, commonly referred to as NIL, must not put a student-athlete's amateur status at risk and the student-athlete must meet all the requirements for maintaining amateur status in compliance with GHSA Bylaws, Section 1.92. Any NIL agreement must also not violate GHSA Bylaw as it relates to prohibiting or influencing a student to attend or remain at a specific school. See GHSA Bylaws, Section 1.70 (Recruiting/Undue Influence/Following The Coach).

A student-athlete may benefit from the use of their name, image, and likeness, or NIL, in compliance with GHSA Bylaws at Section 1.92(c) provided that:

- 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; or
- The compensation is not provided by the Bibb County School District, the student-athlete's school, or any person acting as an agent for the Bibb County School District or school.

The following guidelines are in effect for NIL activities for all student-athletes in the Bibb-County School District:

- Intellectual property - No "marks" may be used by the student-athlete as part of an NIL agreement or NIL activity. This includes, but is not limited to, school logos, school name or nickname, school uniforms, school mascot, or any trademarked GHSA logo or acronyms.
- No school apparel or equipment shall be worn, which includes school name, school uniforms, school logo, school mascot, or any apparel displaying trademarked GHSA logos or acronyms.
- No Bibb County School District facility may be used for the purpose of NIL activities.
- No activities in conflict with a Bibb County School District policy or regulation may be endorsed. (Examples include, but are not limited to, tobacco products, firearms, alcohol products and controlled substances.)
- Students and their families should seek professional guidance as to how NIL activities could impact collegiate financial aid and/or tax implications, among other issues.
- Within seven (7) calendar days after entering into any type of NIL contract/agreement, a student, or the student's parents/guardians, must notify the Principal or Athletic Director of the student's school of entering into that agreement by providing a copy of the NIL contract/agreement to the student's school athletic director and completing the School District's Name, Image, Likeness (NIL) Form.
- Failure to provide a copy of the NIL contract/ agreement to the student's school and complete the District's Name, Image, Likeness (NIL) form within seven calendar (7) days of entering the contract/agreement, may result in disciplinary action against the student-athlete or the removal of privileges, including but not limited to, the loss of playing time.
- An NIL contract/agreement is between a student and a third-party entity. The Bibb County School District is not a party to the NIL Agreement and will not be involved in addressing disputes or other issues that may arise between the student-athlete and the third-party entity.
- When carrying out NIL duties and responsibilities, the student recognizes they are speaking as an individual and not as a representative of their school or District.

- All Bibb County student-athletes that enter into an NIL agreement are required to follow the Bibb County School District Code of Conduct, Bibb County School District Athletic Handbook, any school-based athletic requirements, and GHSA Bylaws and requirements.
- The school has the right to use a student's name, image, and likeness to promote the District, the school, the school sport, and the school's athletic program free of charge.
- Promotion of the student's NIL should not interfere with the school day, the student's academic requirements, or the student's commitment to the student's school sport.
- Any questions regarding these guidelines should be directed to the student's school athletic director or Kevin Grooms, Director of Athletics for the Bibb County School District.
- Any comments made by a student-athlete to the media or through social media regarding their NIL activities are not a reflection of the Bibb County School District.