



Pike County and GHSA Name, Image & Likeness (NIL) Information

A student athlete may benefit from the use of their name, image & likeness in compliance with GHSA by-law 1.92 provided.

An athlete forfeits amateur status in a sport by:

- competing for money or other monetary compensations except for reasonable allowances for travel, meals, and lodging. NOTE: Accepting expense allowances authorized by the United States Olympic Committee for Olympic Development Programs is acceptable for GHSA students.
- receiving any award or prize of monetary value which has not been approved by the GHSA.
- capitalizing on athletic performance by receiving money or gifts with monetary value except college scholarships.
- signing a professional playing contract in any sport, or hiring an agent to manage his/her athletic career.

For a student athlete to have a NIL deal, he/she must adhere to the following guidelines:

- No marks may be used including, but not limited to, school logos, school name, school uniforms, school mascot, or any trademarked GHSA logo or acronyms.
- School apparel or equipment shall not be worn. This includes school name, school uniforms, school logo, school mascot or any apparel displaying trademarked GHSA logo or acronyms.
- Pike County Schools facilities may not be used for NIL activities (which includes but is not limited to interactions with Pike County student/athletes). No solicitation.
- The NIL deal must not conflict with Pike County School District policies. Products such as tobacco, alcohol, or any controlled substances cannot be endorsed. If you have any questions as to whether it is allowed, contact your Coach, the Principal, or Athletic Director.
- Students and their families should seek professional guidance as to how any NIL activities could impact collegiate financial aid and/or tax implications, among any other issues.

PIKE COUNTY HIGH SCHOOL

www.pike.k12.ga.us

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Zebulon, Georgia 30295

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- Pike County student athletes must contact their Coach, the Principal, or the Athletic Director before entering into any NIL deal.
- Within seven (7) days after entering into any type of NIL contract/agreement, the student or student's parents/guardians, must notify the Principal or Athletic Director of their school regarding the contract/agreement.

Helpful GHSA links:

[Articles / Resources | NIL-Education.com](#)

TRIPLE THREAT LEADERSHIP, LLC, a leader in High School focused Name, Image, & Likeness Education, Personal Branding & Social Media Education, as well as Leadership Development Programming has partnered with the Georgia High School Association (GHSA) to support the association and its membership in navigating the new normal of Name, Image, & Likeness at the high school level.

For more information on Triple Threat Leadership, LLC and NIL-Education.com please visit (www.triplethreatleadership.com / www.NIL-Education.com) or contact Dr. Grant at scott@triplethreatleadership.com

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