



RONALD W. NOCETTI, EXECUTIVE DIRECTOR

CALIFORNIA INTERSCHOLASTIC FEDERATION

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Re: CIF Advisory on Bylaw 212. – Amateur Status as it Pertains to Name Image and Likeness (“NIL”)

NOTE: Given that your athletic eligibility may be jeopardized when dealing with third-party organizations, please be advised that not all third-party NIL groups understand specific CIF rules about a student-athletes amateur status. Student-athletes must seek out advice regarding possible violations of NIL opportunities with their school athletic director.

Although the CIF Amateur Status Bylaw (Bylaw 212) has been in place for more than 20 years, the CIF issues the following Q&A’s regarding the CIF’s Amateur Status Bylaw due to the enactment of the NCAA policy and California legislation pertaining to **collegiate** Name, Image, and Likeness (“NIL”). The CIF Bylaws referenced herein can be found at the conclusion of this document.

Q - Did the CIF change its long-standing Amateur Status Bylaw to meet the NCAA NIL policy?

A - NO: CIF Bylaws 212.C.(3) and (4) have not changed since approved by the State Federated Council in May 2001.

Q - Does SB-206 collegiate student-athlete compensation and representation include high school athletics?

A - NO: Existing law, known as the Student Athlete Bill of Rights, requires **intercollegiate** athletic programs at 4-year private universities or campuses of the University of California or the California State University that receive, as an average, \$10,000,000 or more in annual revenue derived from media rights for intercollegiate athletics to comply with prescribed requirements relating to student-athlete rights.

Q - Can a CIF member school, or anyone “associated” with the member school, as defined in CIF Bylaw 510.D(2), provide and/or take part in an individual endorsement opportunities on behalf of its student-athletes?

A - NO: This may be objectively seen as an inducement on the part of the school to unduly influence a student to attend or remain at the school. CIF Bylaws 510.A. and B. prohibit a student from accepting material or financial inducements to attend a CIF member school for the purpose of engaging in CIF competition regardless of the source.

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Q - Can an individual CIF student-athlete participate in a commercial endorsement provided there is no school team or school affiliation?

A - YES: An individual CIF student-athlete may participate in a commercial endorsement provided CIF Bylaw 212.C.(3) and (4) are followed.

Q – What does it mean to be “affiliated” with your school?

A – The following include examples, but are not limited only to the following: School uniform, use of school facilities, school mascot, verbal references to school or school mascot, virtual representation of any of the examples above.

CIF Bylaws

CIF Bylaw 212.C.(3) and (4)

Violations Related to CIF Competition:

- (3) Wearing a school team uniform or any identifying school insignia while appearing in any advertisement, promotional activity, or endorsement for any commercial product or service;
- (4) Lending his/her name and team affiliation for purposes of commercial endorsement. Any appearances by students for nonprofit organizations must be approved by the Board of Trustees concerned. This provision is not intended to restrict the right of any student to participate in a commercial endorsement provided there is no school team or school affiliation;

CIF Bylaw 510. A. & B.

UNDUE INFLUENCE, PRE-ENROLLMENT CONTACT, DISCLOSING PRE-ENROLLMENT CONTACT, ATHLETICALLY MOTIVATED TRANSFERS

- A. The use of undue influence by any person(s) to secure or retain a student or their parent(s)/guardian(s)/caregiver as residents may cause the student to be ineligible for high school athletics for a period of one (1) year and shall jeopardize the standing of that high school in the CIF.
Undue influence is any act, gesture or communication (including accepting material or financial inducement to attend a CIF member school for the purpose of engaging in CIF competition regardless of the source) which is performed personally, or through another, which may be objectively seen as an inducement, or part of a process of inducing a student, or his or her parent(s)/guardian(s)/caregiver, by or on behalf of, a member school, to enroll in transfer to, or remain in, a particular school for athletic purposes.
- B. A student shall become ineligible for CIF competition and shall be penalized according to Bylaw 212 for accepting material or financial inducement to attend a CIF member school for the purpose of engaging in CIF competition, regardless of the source.