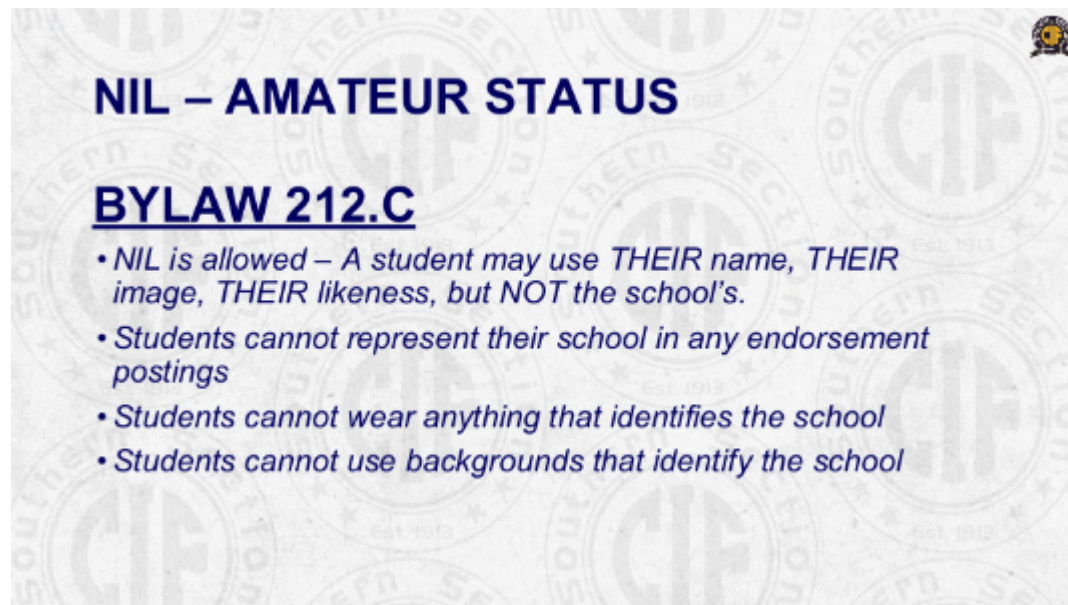


Name, Image & Likeness (NIL)

In October 2023, California became one of 30 states to allow interscholastic athletes to receive Name, Image, Likeness (NIL) payments. The ability of student-athletes at the high school level to be financially compensated for the use of their name, image or likeness is, according to the National Federation of State High School Associations (NFHS), “here to stay” and it is a new experience for many schools, including Bishop Amat.

Bishop Amat supports student athlete efforts in securing Name Image & Likeness (NIL) deals that may benefit them either monetarily or with exposure in accordance with CIF Bylaws.



NIL – AMATEUR STATUS

BYLAW 212.C

- *NIL is allowed – A student may use THEIR name, THEIR image, THEIR likeness, but NOT the school's.*
- *Students cannot represent their school in any endorsement postings*
- *Students cannot wear anything that identifies the school*
- *Students cannot use backgrounds that identify the school*

CIF Bylaws that define what NIL means for high school students are as follows:

Full CIF Bylaws 212.C NIL - AMATEUR STATUS

Violations in CIF Sponsored Competition and Individual Endorsements

A student shall be penalized according to D. below for the following violations related to CIF competition or individual endorsements:

(*See caution below)

(1) Receiving, from any and all sources, athletic awards totaling more than \$250.00 in value for:

a. Accomplishments in any regular season CIF high school competition event;

NOTE: Typical examples of regular season CIF high school competition event include, but are not limited to, any league or non-league dual contest and invitational tournament

held prior to any season-culminating league, Section, Region and/or State Playoff competition.

- b. A recognition award program, such as "Player of the Week"/"Month," for any regular season CIF high school competition.

(2) Receiving, from any and all sources, athletic awards totaling more than \$500.00 in value for any post-regular season CIF high school competition or recognition program;

NOTE: For purposes of this Bylaw only, league, Section, Regional and State Playoff competition is considered to be one (1) continuous event.

NOTE: The dollar value of an award, exclusive of engraving, shall be determined by the following criteria:

- a. The retail price paid by the last purchaser in the acquisition of the award;
- b. When the host school or league purchases the award, the retail price paid by the host school or league;
- c. When the award is donated by another entity, the retail price paid by or cost to that entity.

(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;

NOTE: 212.C.(3) and (4) above also includes advertisement, promotional activity, endorsement or affiliation of league, CIF Section(s), or CIF State (see Q&A below).

QUESTION: May a student-athlete participate in an advertisement, promotional activity, or endorsement while affiliated with a league, CIF Section(s), or CIF State?

Answer: NO

- (5) Accepting payment for loss of time or wages while participating in CIF competition;
- (6) Receiving payment for coaching a team in CIF competition.

*CAUTION: Compliance with these Bylaws does not ensure maintenance of eligibility under the eligibility standards of other athletic organizations (e.g. NCAA, NAIA, NJCAA, CCCAA and National Sports Governing Body, etc.). Students desiring information on the amateur rules of other organizations must communicate with the respective organization.

D. Penalties for violations in CIF Sponsored Competition and Individual Endorsements

(1) A student determined by their respective CIF Section to have violated any provision of 212.C.(1-6) above shall be penalized according to the sanctions listed below:

a. First Violation: The student shall receive a formal warning and return any award(s) in excess of the maximum amounts allowed in 212.C.(1) and (2) above; and/or at the direction of the Section immediately remove any advertisement, promotional activity, or endorsement depicting the student's affiliation with their school, league, CIF Section(s), or the CIF State as noted in 212.C.(3) and (4) and the accompanying Note.

b. Second Violation: The student shall be ineligible to participate in interscholastic athletics for a period of one (1) year from the date of CIF's determination of the second violation.

c. Third Violation: The student shall be banned from interscholastic athletics for the remainder of the student's eligibility.

NOTE: It is expected that the CIF member school will ensure adherence to any of the above penalties imposed on its student.

(Revised May 2004 Executive Committee/Revised May 2009 Federated Council/Revised April 2023 Federated Council)

It is the goal of Bishop Amat to balance the increasing visibility of student talents with the school's responsibility to maintain its integrity and reputation. The issue of student notoriety, especially in athletics, arts, or other high-profile areas, requires a thoughtful approach—not just to comply with CIF-SS regulations, but to foster personal growth and safeguard the values for which the school stands.

Given how much more visibility students have today, whether through social media or other public platforms, we are tasked with helping students navigate the complexities of fame, sponsorships, and public image, while reinforcing personal development and responsibility.