

Name, Image, and Likeness Laws in South Carolina

High School Students

In **South Carolina**, the rules are clear: **high school athletes are prohibited** from receiving money for their Name, Image, and Likeness (NIL) while playing school sports. This is governed by the **South Carolina High School League (SCHSL)**.

South Carolina High School NIL Rules

- The SCHSL **amended its bylaws** in June 2025 to explicitly state that students ***“may not earn compensation”*** related to athletic participation or any use of their athletic identity ([SC Daily Gazette](#)).
 - This change aligns with a newly passed state budget clause that bans public school districts from affiliating with any athletic association permitting NIL compensation ([SC Daily Gazette](#)).
-

Penalties for Violations

- **First offense:** Warning.
 - **Second offense:** One-year suspension from SCHSL competition.
 - **Subsequent violations:** Further suspensions depending on severity.
 - Use of school logos, uniforms, or facilities in any NIL deal also renders student-athletes ineligible ([SI](#), [SC Daily Gazette](#)).
-

Official Perspectives

- SCHSL Commissioner **Jerome Singleton** emphasized that the updated language reinforces long-standing rules on amateur status, not new policy direction ([scnow.com](#)).

- The league will continue monitoring NIL developments but maintains its prohibition on NIL for athletic activity in high school ([Post and Courier](#)).

Legal Context & Trends

- While **over 40 states** now allow high school athletes to monetize NIL, ****South Carolina** remains among the few—along with states like North Carolina and Texas—that **still prohibit** such deals ([SI](#)).
- Legal experts warn that South Carolina’s strict language could face a challenge in court, with recent rulings suggesting potential rights for high school athletes to earn income from NIL ([SI](#), [SC Daily Gazette](#)).

Summary Table

Topic	Status in SC High School Athletics
NIL for Athletes	Not allowed under SCHSL bylaws
Compensation for NIL	Prohibited for athletes, logos, or uniforms
Enforcement Mechanism	Warnings and suspensions
State Policy Context	Budget clause bars any NIL-permitting association
Ongoing Review	SCHSL monitoring evolving NIL policies

Key Takeaway

In **South Carolina**, high school athletes **cannot legally earn compensation** through their NIL if they wish to remain eligible for interscholastic sports under SCHSL jurisdiction. The rules are actively enforced and reflect the state’s commitment to preserving amateurism in prep athletics.

Let me know if you'd like similar info for other states like **North Carolina or Georgia**, or if you're interested in how these rules compare to college-level NIL laws.

- [AP News](#)

Here's what you need to know about **Name, Image, and Likeness (NIL)** laws for **college athletes in South Carolina**:

South Carolina State Law on NIL for College Athletes

State Legislative Context

- **Senate Bill 685**, signed on **May 6, 2021**, permitted South Carolina college athletes to earn compensation for NIL rights. It was originally set to take effect July 1, 2022, but was certified immediately by the Attorney General, with enforcement suspended until further action ([Spry](#)).
- In **January 2024**, **House Bill 4957 (Act 207)** clarified and expanded the law. Signed by the governor on **May 21, 2024**, it took effect immediately ([JD Supra](#)).

Key Provisions

- Institutions may **facilitate NIL opportunities** (e.g. identify, create, or enable deals), either directly or via third parties/agents or collectives ([JD Supra](#)).
 - **Schools and boosters may not pay athletes directly** using public/appropriated funds or athletic department budgets ([South Carolina Legislature Online](#)).
 - NIL contracts **must not extend beyond student-athlete eligibility**, and compensation must be for NIL use—not athletic performance or enrollment inducement ([South Carolina Legislature Online](#)).
 - Contracts and deal terms **must be disclosed** to the institution before signing; schools may review them via their in-house counsel or advisors ([JD Supra](#)).
 - NIL contract records are **exempt from public FOIA** unless the institution is a contracting party ([JD Supra](#)).
-

Institutional Policy Example: University of South Carolina

- USC athletes can earn NIL compensation, such as from endorsements, appearances, social media, autograph signings, camps, or private lessons ([University of South Carolina Athletics](#)).
 - All NIL activities must be **disclosed through USC's system (INFLCR)** prior to execution or eligibility may be impacted ([University of South Carolina Athletics](#)).
 - Usage of USC trademarks, logos, or facilities is allowed only with **prior written approval**. Approval must be requested at least 5 business days in advance for any marks usage ([University of South Carolina Athletics](#)).
 - Student-athletes may choose an **independent agent**, registered with both South Carolina's Department of Consumer Affairs and the university ([University of South Carolina Athletics](#)).
 - USC offers **education programs** in life skills, financial literacy, and NIL-related training for athletes ([University of South Carolina Athletics](#)).
-

NCAA & Federal Landscape

- The NCAA lifted its NIL ban in **July 2021** following a Supreme Court decision. Schools must follow NCAA rules in cases where they conflict with more permissive state laws ([Investopedia](#)).
 - The NCAA still prohibits **direct pay-for-play compensation** or guaranteed athletic performance payments. Only reasonable marketing or endorsement deals are allowed ([Investopedia](#), [Wikipedia](#)).
 - A **May 2024 NCAA settlement** (pending judicial approval in April 2025) could allow schools to **directly compensate athletes**, and also emphasizes Title IX-based proportionality in NIL spending between male and female athletes ([Investopedia](#)).
 - A **recent executive order** (July 2025) by former President Trump demands enforcement of NIL balance and prohibits disguised pay-for-play via boosters or collectives, signaling increased federal involvement ([The Guardian](#)).
-

Summary Table

Area	What It Means in South Carolina
State NIL Law	Allows athlete compensation; schools may facilitate deals but not pay directly
Funding Restrictions	Public/university funds cannot be used for NIL compensation
Contract Rules	NIL deals must be disclosed; no deals beyond eligibility; no pay-for-play
Institutional Oversight	Universities may review contracts; may regulate use of marks and facilities
USC Example Policy	Disclosure via INFLCR; must register agents; no NIL during team or academic duties
Federal Alignment	NCAA rules still govern if stricter; federal guidance evolving under settlement

Final Takeaway

South Carolina college athletes may legally earn money from NIL, as long as:

- Compensation is from third parties or collectives—not the school budget directly.
- Contracts are disclosed and compliant with state law and institutional policy.
- Athletes and schools maintain transparency and follow NCAA and Title IX guidelines.

If you'd like details specific to other SC institutions—like Clemson or USC Upstate—I can provide those policies too. Let me know!