

Proposed Rules of Amateur Status Explanations

Promotions and Advertising; Using Name, Image and Likeness

Current Rule: Rule 6 restricts an amateur who plays at an elite level from using his or her name, image or likeness to appear in promotions or advertising in exchange for financial gain or personal benefit. This Rule does not apply to an amateur who does not compete at an elite level.

- An elite amateur golfer cannot obtain payment, compensation, personal benefit or any financial gain, directly or indirectly, for promoting, advertising or selling anything or for allowing his or her name or likeness to be used by a third party for the promotion, advertisement or sale of anything.
- This Rule also applies when no compensation is received by the amateur because he or she is considered to receive a personal benefit for taking part in such promotions or advertising activities.
- There are a number of exceptions to the Rule, including allowing:
 - Promotions and advertising for the benefit of an amateur's national, regional, state or county golf association or a recognized charity.
 - Broadcasting and writing provided instruction is not included.
 - The receipt of a scholarship (such as tuition and living expenses to attend a college or university).

Proposed New Rule: The proposed Rules would no longer include any restrictions on how an amateur may benefit from his or her name, image or likeness, including but not limited to the receipt of expenses (see Expenses).

Explanation for Proposal:

- The introduction of social media has created a landscape where the current Rule's prohibition on an amateur receiving financial or personal benefit (including raising one's profile) is unworkable and impossible for national governing bodies to monitor.
- Finding a middle ground between permissible and non-permissible activities would introduce additional complexity for players, sponsors, and national governing bodies, and does not meet the goal for the revised code to be easy to understand and apply.
- Amateurs selected to a national squad or collegiate program are currently allowed to receive significant benefits that are not available to most other amateur players (including not having to cover the costs of travel, entry fees, instruction, equipment, and living expenses as well as receiving free or discounted tuition) and there is also much greater scope for a sponsor to gain publicity for the assistance provided to such a squad or program.
- An amateur who fails to qualify for a national or collegiate program must currently find a way to cover expenses while being restricted by this Rule from lending his or her name, image or likeness in exchange for expenses or other assistance from a potential sponsor.
- Removing the current restrictions, and allowing an amateur and the sponsor to publicly disclose the assistance being provided, would allow all amateurs the same opportunity to seek assistance with their expenses and help introduce additional equity in the amateur game.