



# THE STATE OF GEORGIA

## EXECUTIVE ORDER

---

BY THE GOVERNOR:

**REGARDING FAIRNESS TO GEORGIA'S STUDENT-ATHLETES IN COMPENSATION FOR  
THEIR NAME, IMAGE, AND LIKENESS**

**WHEREAS:** The State of Georgia boasts postsecondary educational institutions and intercollegiate student-athletes excelling at the highest level of intercollegiate athletics; and

**WHEREAS:** The National Collegiate Athletic Association (the "NCAA") and certain athletic conferences have entered into a proposed settlement agreement (the "Settlement") in *In re College Athlete NIL Litigation*, No. 4:20-cv-03919-CW (N.D. Cal.) ("the Litigation"), which, if approved, would permit postsecondary institutions to provide direct compensation to student-athletes for the use of such student-athletes name, image of likeness ("NIL"); and

**WHEREAS:** Until the Settlement is approved and effective, legislative and executive actions across the country create a patchwork of inconsistent rules regulating intercollegiate athletics; and

**WHEREAS:** Student-athletes in the State of Georgia should compete on a level playing field and not forgo compensation available to student-athletes in other states while the Settlement is pending.

**NOW, THEREFORE, BY THE POWER VESTED IN ME AS GOVERNOR OF THE  
STATE OF GEORGIA, IT IS HEREBY**

**ORDERED:** That neither the NCAA, an athletic conference, nor any other organization with authority over intercollegiate athletics shall take any adverse action against a postsecondary educational institution in the State of Georgia for such institution facilitating compensation, offering compensation, or compensating an intercollegiate student-athlete for the use of such student-

athlete's NIL; provided, however, that no postsecondary educational institution shall use funds allocated by the State of Georgia for such compensation.

**IT IS FURTHER**

**ORDERED:** That the provisions of this Order shall become effective upon signature and shall remain in effect until the earlier of:

1. The effective date of any federal law enacted after the date of this Order regulating the rights of student-athletes to receive compensation for the use of their NIL; or
2. The effective date of any settlement related to the Litigation.

Upon the earlier of one of these events, this Order shall be rendered null and without effect.

This 17<sup>th</sup> day of September 2024.

  
GOVERNOR