

United States Senate

WASHINGTON, DC 20510

August 3, 2022

Greg Sankey
Commissioner
Southeastern Conference
2201 Richard Arrington Jr. Blvd. North
Birmingham, AL 35203

Dear Commissioner Sankey,

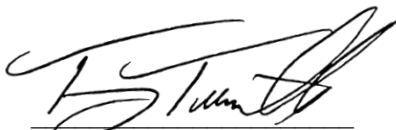
More than a year has passed since the U.S. Supreme Court decided *National Collegiate Athletic Association v. Alston* (*Alston*) and the NCAA revised its guidelines to allow student-athletes to receive compensation for the use of their name, image, and likeness (NIL). It is difficult to overstate the changes to college sports that we have since witnessed.

Today, student-athletes, college and university administrators, athletic directors, and athletic conferences face uncertainty in a rapidly evolving NIL landscape. The arms race of NIL implementation has already far exceeded the original post-*Alston* intent of ensuring that players are equitably compensated for the use of their name, image, and likeness. A lack of clear, enforceable rules is creating an environment that potentially allows for the exploitation of student-athletes by unregulated entities, prioritizes short-term financial gain over careful investment in one's career and the lifelong value of education, and diminishes the role of coaches, mentors, and athletic staff while empowering wealthy boosters. In short, we are rapidly accelerating down a path that leads away from the traditional values associated with scholastic athletic competition.

The lack of meaningful leadership and a lack of clarity in this area resulting from *Alston* means that the U.S. Congress must act to set clear ground rules for student-athletes and institutions alike. Like you, we have the common goals of protecting student-athletes, ensuring fair competition and compensation, and preserving the time-honored traditions of college sports.

Our staffs are actively drafting legislative text to establish an *Alston*-compliant NIL regulatory structure that promotes the principles stated above, and we request the input and perspective of informed stakeholders like you. Please submit your organization's comments, priorities, or legislative proposals in writing to [REDACTED] and [REDACTED] by August 31, 2022.

Sincerely,



Tommy Tuberville
U.S. Senator



Joe Manchin III
U.S. Senator