



PURDUE UNIVERSITY
INTERCOLLEGIATE ATHLETICS

DONOR & FAN GUIDE

NCAA COMPLIANCE

Purdue University is committed to a comprehensive compliance program that educates on the importance of adhering to NCAA, Big Ten and institutional rules. We ask for your support in maintaining our institution's integrity as we strive to create a culture of compliance within the university and throughout the community.

ATHLETICS COMPLIANCE OFFICE

The athletics compliance office (ACO) is part of the division of intercollegiate athletics and is charged with the following:

- Educating administrators, coaches, staff, recruits, student-athletes and boosters about NCAA, Big Ten and institutional rules;
- Developing monitoring systems to ensure compliance with these rules. These systems are designed to monitor rules pertaining to recruiting, academic eligibility, financial aid, awards, extra benefits, ethical conduct, amateurism, agents, employment and the playing and practice seasons for each sport; and
- Investigating and reporting violations of NCAA, Big Ten, and institutional rules to the appropriate governing authority.

REPRESENTATIVE OF ATHLETICS INTERESTS (BOOSTER)

You are a Representative of Purdue's Athletics Interest (e.g., booster, donor, fan) if you:

- Are an alumni of Purdue University;
- Have contributed to Purdue Athletics or its booster organizations (e.g. John Purdue Club);
- Join or participate in Purdue Athletics "friends of" booster groups (e.g., Grid Iron Club, Fast Breakers, Boilermaker Network, etc.);
- Hold, or have ever held season tickets;
- Provide allowable benefits to student-athletes (e.g., summer jobs); or
- Promote Purdue athletics programs in any way.

Once an individual is identified as a booster, he or she retains that status forever. Purdue University is responsible for the actions of such individuals. Please contact the Purdue University Athletics Compliance Office (ACO) if you are aware of any potential NCAA, Big Ten or Purdue University rules violations.

CONSEQUENCES FOR VIOLATING NCAA RULES

Violations of NCAA rules, even if unintentional, could jeopardize the eligibility of involved student-athletes or prospective student-athletes (recruits). Additionally, boosters who violate NCAA rules may be subject to the following consequences:

- Revocation of ticket privileges;
- Disassociation from the athletic department (e.g., loss of donor program and/or booster club privileges); or/and
- Loss of any other athletically related benefit or privilege deemed appropriate by Purdue University.

PROSPECTIVE STUDENT-ATHLETES

A prospective student-athlete (also referred to as prospect, PSA or recruit) is any student who has:

- Started classes for the ninth grade [seventh grade for men's basketball and softball], regardless of athletic participation;
- A student who has not started high school classes who has received a benefit from Purdue that is not otherwise provided to prospects; or
- A student at a 2 year college, preparatory school, or at another 4 year college if they are in the NCAA Transfer Portal.

Prospects that have made a verbal commitment to Purdue or signed a National Letter of Intent are still considered prospects, and recruiting rules continue to apply until they begin their collegiate careers.

RECRUITING

The NCAA defines "recruiting" as any solicitation of a prospect or the prospect's family by an authorized institutional staff member or booster for the purpose of securing the prospect's enrollment and participation in athletics. Only coaches and authorized Purdue University employees may be involved in the recruiting process. NCAA rules specifically prohibit boosters from engaging in recruiting activities.



SOCIAL MEDIA

Social Media (e.g., Facebook, Twitter, etc.) is a great way to stay engaged with Purdue Sports. Please remember NCAA rules prohibit donors and fans from communicating with prospects via social media for purposes of recruiting them to Purdue (e.g., wall posts, “@” mentions involving recruiting-related messages or solicitations). Donors and fans may have general conversations with prospect-aged individuals, as long as the content of their discussion does not involve recruiting the prospect to attend Purdue and the conversation is not at the direction of Purdue staff.

STUDENT-ATHLETES

A student-athlete is a student who presently is participating in intercollegiate athletics or participated in intercollegiate athletics. After a student-athlete exhausts eligibility, they maintain the designation of a former student-athlete.



EMPLOYMENT OF ENROLLED STUDENT-ATHLETES

There are no limits on a student-athlete's legitimate employment earnings, provided the student-athlete:

1. Is paid for work they actually perform;
2. Is paid at a rate commensurate with the going rate in that locality for similar services;
3. Is not used to promote a commercial product or service based on their status as a student-athlete; AND
4. Receives approval from the ACO prior to beginning such employment.

PROMOTIONAL ACTIVITIES WITH ENROLLED STUDENT-ATHLETES

Student-athletes must receive approval from the ACO prior to participating in any promotional activity, community outreach or speaking engagements involving charitable, educational and nonprofit entities. A student-athlete is not eligible for participation on intercollegiate athletics if he or she accepts compensation, or permits the use of his/her name or image to promote a commercial enterprise, product, or service. Please contact the ACO with questions regarding any use of a student-athlete's name, image, or likeness. Please contact Student-Athlete Development with questions regarding any community outreach or speaking engagements.



IMPERMISSIBLE INDUCEMENTS & EXTRA BENEFITS

Purdue staff members, donors, or fans may not directly or indirectly provide or arrange for any financial aid, benefits or gifts for prospects, student-athletes, or their relatives unless permitted by NCAA rules. Violations of this regulation will result in the involving prospect or student-athlete being declared ineligible.

Please remember that NCAA extra benefit rules continue to apply to former student-athletes. As such, it is not permissible for a representative of Purdue University's athletics interests (an individual or a group) to provide a student-athlete with a gift (or an award) once the student-athlete has completed his or her eligibility.

Specifically prohibited inducements and extra benefits include, but are not limited to:

- Funding a prospect's visit to Purdue;
- Arranging for employment for a prospect's relative or student-athletes parents, guardians or friends;
- A gift of clothing, equipment or any tangible item;
- Cash or loans of any amount;
- Co-signing or arranging for a loan;
- Entertaining or providing college or professional sport tickets, including suite access;
- Free or reduced-cost services, housing, loans, rentals or purchases of any type;
- Use of personal property (e.g., automobiles, boats, summer houses/condos, etc.); or
- Promise of employment or payment after college graduation.

Note: Some exceptions are made for established relationships, but they must be reviewed on a case by case basis. Please contact the ACO to discuss whether (or not) your relationship with a prospect or current student-athlete satisfies the NCAA definition for an established preexisting relationship.

AUTOGRAPH & DONATION POLICY

NCAA amateurism legislation regulates the manner in which a student-athlete's name, image, and likeness are used. Requests for items autographed by student-athletes will not be honored and autographs of student-athletes can only be provided through sanctioned events (e.g., Fan Day, post-game autograph sessions).



Donation requests can be made online through the Purdue Athletics website at purduesports.com. Only requests made by a bona fide charitable or educational organization will be considered. Donated items may only be auctioned by the requesting organization and may not be sold outright.

The following donation requests are not permissible:

- An item cannot directly or indirectly benefit a high school or any organization that benefits prospective student-athletes through raising money for the high school's or organization's athletics or other programs.
- An institution may not donate to any organization for the purpose of raising funds to provide financial assistance to high school students to attend the collegiate institution of their choice.

GAMBLING

NCAA rules prohibit student-athletes or intercollegiate athletics staff members from participating in any gambling activity that involves intercollegiate or professional athletics. This includes providing information concerning intercollegiate athletics competition to individuals involved in organized gambling activities. Additionally, Indiana state law prohibits student-athletes and staff from placing a sports wager in licensed casinos or online. It is important to know these rules and to understand the pressures our coaches, staff, and student-athletes face. Please refrain from asking student-athletes or staff for non-public information about our teams or individual student-athletes (e.g., injuries, game plans, starting line-ups, etc.).

PERMISSIBLE WAYS TO GET INVOLVED

- Notifying the coaching staff of outstanding prospects.
- Provide an occasional meal to student-athletes or a team that takes place in a booster's home. All Occasional Meals must be approved by ACO prior to being provided. Please contact ACO or JPC if interested in providing an occasional meal.
- Buy season tickets and support the teams from the stands. Visit the Purdue University Athletic Ticket Office in Mackey Arena or online at PurdueSports.com/tickets/pur-tickets.html
- Contribute money to endowments or scholarship funds administered by the athletics department. To learn more about opportunities and events at which you may support, visit the John Purdue Club in Mackey Arena or online at johnpurdueclub.com.



THANK YOU FOR YOUR SUPPORT OF PURDUE ATHLETICS!

NCAA, Big Ten and Purdue University rules are extensive and change over time. We encourage fans to contact the ACO directly should you have questions or concerns about any issue which might involve future Boilermakers (prospective student-athletes), our current student-athletes, coaches or staff. Your assistance in preventing violations of NCAA, Big Ten and institutional rules plays a vital role in supporting Purdue University and the hundreds of student-athletes who wear old gold and black every year.



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