



SDSU ATHLETICS GUIDE FOR BUSINESS OWNERS

INTRODUCTION

SDSU Athletics is proud to have your loyal support, dedication, and enthusiasm for the Aztecs. As we strive for continued excellence, we always seek the highest standard of ethical conduct. Adhering to NCAA legislation is the responsibility of everyone associated with, or supportive of, the university. In helping SDSU Athletics achieve its goal of a higher purpose, we are asking for your assistance in continuing to build compliance awareness. If you have any questions or become aware of any potential rules violations, please contact the SDSU Athletics Compliance Office at: SDSU Athletics Compliance
5500 Campanile Drive
San Diego, CA 92182
(619) 594-3395
goaztecscompliance@mail.sdsu.edu
@AztecCompliance

TERMS TO KNOW

PROSPECTIVE STUDENT-ATHLETE (PSA OR RECRUIT)

- Any student who has started classes for the ninth grade or above (seventh grade for particular men's basketball rules).
- A student of any age if the institution provides benefits to the student that the institution does not provide prospective students in general.
- A student remains a prospect until the start of classes or official team practice at SDSU. Signing a National Letter of Intent (NLI) does not remove the status of prospect.

RECRUITING

Any solicitation of a prospect or a prospect's family by an authorized institutional staff member for the purpose of securing the prospect's enrollment and participation in athletics.

RECRUITING INDUCEMENT

A recruiting inducement under NCAA rules is any special gift or arrangement provided to a prospective student-athlete that is not available to the general public. The arrangement of such a benefit would be considered an

improper incentive to encourage the eventual enrollment of a prospective student-athlete at SDSU.

STUDENT-ATHLETE

A student who presently is participating in intercollegiate athletics or has participated in intercollegiate athletics and is still receiving athletics aid.

EXTRA BENEFIT

An extra benefit is a special gift or arrangement provided to a student-athlete, or a student-athlete's friend, or family member, which is not available to the general public or SDSU student body.

Examples of a Recruiting Inducement or Extra Benefit:

- Use of an automobile or transportation.
- Admission to an event (e.g., movies, athletics events, banquets, clubs, special events/parties, concerts, etc.).
- Cash or loans in any amount.
- Gifts of any kind, including those on special occasions such as birthdays, religious holidays, graduation, etc.
- Free or reduced-cost services, rentals, or purchase of any kind (e.g., meals, drinks, clothing, haircuts, tattoos, legal fees, rounds of golf, car repairs, etc.).
- Free or reduced-cost housing for any length of time.
- Entertainment.
- Payment of bills (e.g., cell phone, gas money, rent, etc.).
- Loans (including co-signing).
- Academic assistance of any kind (e.g., tutoring, editing papers/projects, assistance in completing classwork, use of computer, etc.).

REPRESENTATIVE OF ATHLETICS INTEREST (BOOSTER)

A booster is an individual, independent agency, corporate entity, or other organization that is known to have:





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- Provided a donation to obtain season tickets for any sport with SDSU Athletics.
- Participated in or has been a member of an organization promoting any SDSU Athletics program (e.g., SDSU Alumni Association, Aztec Varsity Club, sport supporter groups, etc.).
- Made financial contributions to the athletics department or to a university booster organization.
- Arranged for or provided employment for enrolled student-athletes.
- Assisted or has been requested by university staff to assist in the recruiting of prospective student-athletes.
- Assisted in providing benefits to enrolled student-athletes or their families.
- Been involved otherwise in promoting SDSU Athletics.

This list is not exhaustive. Please contact the SDSU Athletics Compliance Office if you have any questions about your possible status as a booster. Remember, once you are identified as a booster, you retain that identity forever. Boosters are bound by NCAA, conference affiliates, and SDSU rules, policies, and guidelines. As a result, boosters are responsible for notifying the SDSU Athletics Compliance Office of any potential rules violations. Even if a violation is unintentional, the eligibility of a prospect (recruit) or enrolled student-athlete could be in jeopardy.

ENROLLED STUDENT-ATHLETES

As a local business, the NCAA restricts the involvement that you may have with student-athletes. NCAA rules prohibit businesses and companies from providing a student-athlete with an extra benefit, and doing so may result in the student-athlete being declared ineligible to compete on behalf of SDSU Athletics. Extra benefit violations include any special gift or arrangement provided to a student-athlete, a student-athlete's friend, or family member that is not available to the general public or SDSU student body.

Permissible Business Owner/Employee Activities:

- Employing student-athletes (see employment section of this document).

- Catering or hosting a meal at your restaurant that is prearranged by an appropriate athletics department staff member.
- Obtaining a personalized autograph from a student-athlete for personal use only. Autographs that are sold or exchanged for anything of value will result in a violation that will jeopardize his/her eligibility.

Impermissible Business Owner/Employee Activities:

- Providing extra benefits (e.g., free or discounted meals) to a student-athlete or his/her family or friends.
- Using a student-athlete's name, image or likeness to promote a business, service or product (e.g., including on menus, advertisements, or social media).
- Selling or trading a student-athlete's autograph for anything of value.

EMPLOYMENT OF A STUDENT-ATHLETE

Employment of a student-athlete is permissible provided all of the following conditions are met:

- The student-athlete is only paid for the work actually performed.
- The student-athlete is paid at the rate commensurate with the going rate in that locale for similar services.
- A student-athlete's name, image or likeness may not be used to promote the business, company, service, or goods.
- The student-athlete is not compensated in any manner for any value or utility that he/she may have for an employer because of any publicity, reputation, fame, or personal following that he/she may have obtained because of his/her athletics ability.
- Student-athletes must register all employment





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with the SDSU Athletics Compliance Office prior to beginning work.

CONGRATULATORY ADVERTISEMENT

A student-athlete's name, picture or likeness may appear in an advertisement of a commercial entity, provided:

- The primary purpose of the advertisement is to publicize the entity's congratulations to the student-athlete or team.
- The advertisement does not include a reproduction of the product/service of the commercial entity.
- There is no endorsement of the commercial entity's product/service.

SOCIAL MEDIA REMINDER

SDSU Athletics asks that business owners and employees do not initiate or accept friend requests from prospects on Facebook and do not follow prospects on Twitter, Instagram, or any other social media platform. Business owners and employees should never post on a prospect's wall, reply to a tweet, send him/her any kind of direct message, or take any other action that would constitute contact with a prospect. This prohibition also includes creating fan pages for prospects to attend SDSU. Please remember recruiting conversation between boosters and prospective student-athletes is prohibited. We thank you for your support, but also request that you leave the recruiting to the SDSU Athletics coaching staff members.

NCAA RULES: TEN TIPS FOR SUPPORTERS OF AZTEC ATHLETICS

1. The NCAA holds SDSU accountable for the actions of its supporters. This means that if you are involved with NCAA violations (known or unknown), SDSU may have to forfeit games, entire seasons, scholarships, recruiting opportunities, or may be prohibited from participating in post-season competition.
2. You may send information about prospects to SDSU Athletics coaching staff members.
3. You may continue established relationships with friends and neighbors whose children are prospects or current student-athletes, provided the relationship pre-dates the ninth grade and is not based on his/her status as an athlete (must register with the Compliance Office).
4. You may not be involved in recruiting prospective student-athletes on behalf of SDSU. A prospective student-athlete is defined as a student who has started classes for the ninth grade or above (seventh grade for particular men's basketball rules).
5. You may not become involved in arranging for a prospect, an SDSU student-athlete, or an SDSU student-athlete's friends or family to receive money or financial assistance of any kind.
6. You may not provide transportation to a prospect, student-athlete, or his/her friends and family.
7. You may not spend funds to entertain prospects, student-athletes, or his/her friends and family.
8. You may not use a photo or name of a student-athlete for commercial purposes or for the sale of student-athlete memorabilia.
9. Breaking NCAA rules can render prospects and student-athletes ineligible to compete on behalf of SDSU Athletics.
10. Always ask before you act.

