



NCAA COMPLIANCE BOOSTER GUIDE





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Stanford University is proud to have your loyal support, dedication, and enthusiasm for Cardinal Athletics. As we strive for continued excellence, we always seek the highest standard of ethical conduct and compliance with all NCAA, Pac-12 Conference, and institutional rules. In helping the Stanford Athletics Department maintain its commitment to excellence, we are asking for your assistance in continuing to build a compliance conscience.

You are receiving this Booster Compliance Guide because you have been identified as a “representative of athletic interests” (or a “booster”) of Stanford Athletics. The NCAA defines a booster as anyone who has:

1. Participated in or been a member of an organization promoting Stanford Athletics.
2. Made a financial contribution to Stanford Athletics, including a season ticket holder.
3. Assisted in the recruitment of prospective student-athletes.
4. Assisted in providing benefits to enrolled student-athletes or their family members.
5. Been otherwise involved in promoting Stanford Athletics.

Once an individual qualifies as a booster, that status is retained indefinitely. It is important that you know the rules because Stanford and its student-athletes can be held responsible for your actions. In addition, you could be disassociated from Stanford and lose access to athletics events.



Per NCAA rules, only designated coaches may recruit prospective student-athletes on behalf of the institution. This promotes competitive equity by ensuring that every program has the same number of people available to recruit for their program. It is an NCAA violation for boosters to engage in any recruiting activities with a prospect.

Who is a prospect?

- A student that has started classes for the ninth grade, regardless of athletic ability (seventh grade for Men's Basketball, Softball and Women's Volleyball prospects).
- A student of any age who is provided benefits from the institution that are not provided to prospective students in general.
- Generally, a student remains a prospect until he or she has signed a National Letter of Intent and/or a financial aid agreement, submitted their admissions deposit, or attends class at the institution. A verbal commitment has no effect on an individual's "prospect" status. Please confirm a student's status with the Compliance Services Office prior to contacting a prospect.



What is permissible for boosters?

- Continuing to have contact with an established family friend or neighbor who is a prospect, provided: (1) the relationship pre-dates the ninth grade (seventh grade for Men's Basketball, Softball and Women's Volleyball prospects); (2) was not developed because of the individual's athletic status; (3) and no recruiting occurs.
- Viewing a prospect's game on your own initiative, provided you do not have any direct or indirect contact with the prospect or their parents or his or her legal guardians.
- Notify the Stanford coaching staff about noteworthy prospects in the area, provided you do not have any direct or indirect contact with the prospect or their parents or his or her legal guardians.





What actions constitute a violation of NCAA rules?

- Contacting a prospect to promote or discuss Stanford Athletics if the relationship began in the ninth grade or later (seventh grade for Men's Basketball, Softball and Women's Volleyball prospects) and the relationship developed because of athletics.
- Contacting a prospect's parent, coach, principal or counselor for a recruiting purpose or to encourage the prospect's enrollment at Stanford.
- Assisting the Stanford coaching staff with the evaluation of athletic talent (i.e., scouting).
- Encouraging a prospect to attend Stanford. This includes contacting a prospect via social media (Twitter, Facebook, Instagram, etc.) to encourage them to attend Stanford. Likewise, it is impermissible for a booster to establish a fan website/page intended to encourage a specific prospect to attend Stanford.

Violation Example

A Stanford booster engaged in a recruiting conversation with two Stanford prospective student-athletes. The booster learned by chance that the prospective student-athletes were being recruited by Stanford and engaged them in a conversation about her love for and experiences at Stanford. The encounter constituted a violation that had to be reported to the NCAA by the Compliance Services Office and the eligibility of the prospects were impacted.

EXTRA BENEFITS & PREFERENTIAL TREATMENT



Providing an impermissible benefit to a prospect or student-athlete will affect their eligibility.

It is a violation of NCAA rules for you to provide a prospect, a student-athlete, or their friends or relatives an extra benefit or preferential treatment. An extra benefit is broadly defined as any benefit that is not generally available to the student body as a whole, or to a particular segment of the student body (e.g., international students, minority students).

Extra benefits apply even after a student-athlete has exhausted his or her eligibility. Therefore, it is not permissible for you to provide an extra benefit to a former student-athlete.



What are examples of benefits and preferential treatments?

- Cash, loans, or the use of a credit card.
- Any tangible gifts, including birthday or holiday gifts.
- Free or discounted meals.
- Free or discounted goods (e.g., clothing, vehicles, electronics).
- Free or discounted services (e.g., dry cleaning, free storage, cell phones, long distance calls).
- Free or discounted entertainment (e.g., movie tickets, professional sports tickets).
- Assistance paying bills (e.g., utility bills, rent payments, phone bills).
- Transportation (e.g., car ride, plane/bus tickets) or the use of an automobile or any other vehicle.
- Special finance and/or credit arrangements (e.g., for vehicles, apartments, furniture or goods).
- Arranged employment for a prospect's or student-athlete's family or friends.
- Free or discounted admission to an event (e.g., movies, banquets, concerts, sporting events, clubs, special events/parties, etc.).
- Special access to an event not available to the general public (e.g., VIP access, backstage pass)
- Housing for any length of time, regardless of location, value or payment.
- Academic assistance of any kind (e.g., tutoring, editing papers/projects, assistance in completing classwork, use of a computer).



Employment

- A booster may not employ a prospect, or their friends or relatives, as an inducement for the prospect's enrollment and athletics participation at Stanford.
- A student-athlete may not receive special access to employment opportunities and must procure job placement using the same channels and procedures as a member of the general public or general student body.
- Student-athletes may only be compensated for work actually performed and at a rate commensurate with the going rate in the locale for the type of work performed. Compensation may not include any value that the student-athlete may provide due to his or her athletics status.
- Transportation, meals or other incidental items may not be provided to student athletes unless the benefit is provided to all similarly-situated employees.



Occasional Meals

- A booster may provide an occasional meal to a student-athlete or an entire team subject to the following conditions:
 - Meals must be restricted to infrequent and special occasions.
 - A booster may provide transportation to a student-athlete for the occasional meal, as long as the transportation is not excessive
 - Providing a bus to Stanford athletes to travel to San Francisco for a meal is fine!
 - Chartering a jet to NYC for Stanford athletes to dine at your restaurant is not fine
 - The meal must be approved by the Compliance Services Office in advance.
 - No gifts or mementos may be provided to student-athletes in conjunction with an occasional meal.
- If you wish to host an occasional meal, please complete and submit the [Occasional Meal Form](#) to ensure that all appropriate documentation is approved prior to the meal.



Crowdfunding

- Boosters may not contribute to a prospect's or student-athlete's crowdfunding account (crowdfunding is the practice of raising monetary contributions from a large number of people, typically via the Internet).
- Additionally, since boosters are prohibited from financing, arranging, or using recruiting aids designed to publicize the institution's interest in a particular prospect, Stanford boosters or booster groups may not accept crowdfunding donations on behalf of a prospect or student-athlete.

Consequences

- What happens if a prospect, a student-athlete, or their friends or relatives accept an extra benefit?
 - The prospect or student-athlete is ineligible to compete.
 - Stanford may request reinstatement of the prospect's or student-athlete's eligibility to the NCAA, but he or she may be withheld



Violation Example #1

- *A Stanford booster was a member of a local country club and invited a Stanford student-athlete to play golf. The student-athlete did not pay for green fees, use of a golf cart, or golf club rental fees. The student-athlete was declared ineligible until he repaid the value of the impermissible benefits.*

Violation example #2

- *A Stanford booster employed five Stanford student-athletes at a seasonal job and paid them for more than the number of hours they actually worked. The NCAA ruled that each student-athlete was ineligible until they repaid the value of the impermissible money they had received.*

Violation example #3

- *The parents of a Stanford student-athlete received a free meal from a Stanford booster. The NCAA deemed the student-athlete ineligible until he repaid the value of the impermissible meal that his parents had received.*



Name, Image and Likeness (NIL) refers to a student-athlete's ability to earn compensation in return for allowing individuals or outside entities to use their name, image, or likeness. There is no limit on the amount of NIL compensation a student-athlete may receive, so long as each NIL agreement adheres to the criteria outlined below. Forms of permissible NIL compensation include goods, services, and money.

General Requirements

In order to receive compensation, any NIL agreement must meet the following criteria:

- Must be in exchange for work performed between the student-athlete and the third party (quid pro quo);
- Must be at a rate that falls within fair market value;
- Cannot be provided in exchange for athletic performance; and
- Cannot be provided as an inducement or reward for attending Stanford.

Per state law, student-athletes are required to disclose NIL deals to the Stanford Compliance Services Office via INFLCR.

Restrictions

- Pay-for-Play: An NIL agreement may not contain any provision of payment tied to a student-athlete's athletic performance or achievement.
- Inducement: An NIL agreement may not include a clause stipulating that a student-athlete would be able to receive compensation only if they attend and/or remain enrolled at



Compensation

Student-athletes may be compensated in non-cash forms (e.g., discounts, free or reduced meals/lodging, free or reduced apparel or equipment).

Stanford Athletic Staff Involvement

Stanford policy prohibits coaches and staff from recommending, assessing, facilitating, or arranging an NIL agreement between a student-athlete and any third party or booster, including any discussion of a potential NIL deal with a student-athlete, or providing student-athlete's contact information to boosters for NIL purposes.

However, coaches and staff are permitted to pass along written inbound NIL inquiries they receive from a booster to student-athletes, regardless of whether the inbound inquiry is specifying a desire to work with a specific student-athlete, a subset of student-athletes, or all student-athletes. Coaches and staff are not permitted to engage in verbal conversations with outside parties to collect NIL inbound inquiry information.

Please refer to the [Stanford Athletics NIL Policy](#) as well as Stanford's new [NIL Resources](#) website for additional information.



All public appearances on behalf of the University must be approved in advance.

- A student-athlete must receive approval from the Compliance Services Office prior to participating in any promotional activity or community outreach.
- A student-athlete may not receive any compensation other than actual and necessary expenses (e.g., meals, transportation) incurred from attending the event. All expenses must be approved by the Compliance Services Office prior to the activity taking place.
- A student-athlete's name, picture, or appearance may not be used to promote the commercial venture of any organization.
- All money derived from the event must go directly to the charitable/nonprofit organization.



COMPLIMENTARY ADMISSIONS



- It is not permissible for a booster to receive a complimentary admission (i.e., ticket) from a Stanford student-athlete or prospect.
- It is also not permissible for a booster to pay or trade for a ticket from a Stanford student-athlete or prospect. Such a sale is an extra benefit and will jeopardize the student-athlete's or prospect's eligibility and impact your status as a booster of the institution.

