



NCAA COMPLIANCE BOOSTER GUIDE



TABLE OF CONTENTS

1. Introduction

2. Recruiting

- Who is a prospect?
- What is permissible for boosters?
- What actions constitute a violation?

3. Extra Benefits & Preferential Treatment

- What are examples of benefits and preferential treatments?
- Employment
- Occasional Meals
- Crowdfunding
- Consequences

4. Name, Image and Likeness

- General Requirements
- Restrictions
- Compensation
- Stanford Athletics Staff Involvement

5. Promotional Activities

6. Complimentary Admissions

INTRODUCTION

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, 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



RECRUITING

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 classes 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); (2) was not developed because of the individual's athletic status; and (3) no recruiting occurs.



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) 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.

NAME, IMAGE AND LIKENESS

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; and
- Cannot be provided in exchange for athletic performance.

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 Stanford



NAME, IMAGE AND LIKENESS CONTI.

NCAA rules permit the engagement of collectives and student-athletes regarding potential NIL agreements. Any booster or third party is permitted to contribute to a collective. Additionally, collectives may be present at athletic and/or institutional events, as well as coaches and staff may be present at collective events. Coaches may discuss NIL and collectives as a means of supporting the athletic department or their program, but they may not solicit contributions to a collective for a specific student-athlete.

Lifetime Cardinal, an independently owned and operated organization founded by long-time alumni and supporters of Stanford University and Stanford Athletics, is an example of a collective. Boosters and institutional coaches and staff may engage with Lifetime Cardinal under the guidelines above.

Please refer to the Stanford Athletics NIL Policy as well as Stanford's new NIL Resources website for additional information.