



VIRGINIA TECH

SUITE HOLDER

NCAA
COMPLIANCE
GUIDE

 @VT_Compliance



**VIRGINIA TECH ATHLETICS
COMPLIANCE OFFICE**

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VIRGINIA TECH SUITE HOLDER

VIRGINIA TECH
ATHLETICS COMPLIANCE:
GUIDELINES & NCAA RULES

Thank you for
your support of
VIRGINIA TECH ATHLETICS

Dear Virginia Tech Football Fans,

You can help the Hokies by being knowledgeable about NCAA rules. As a suite holder at Virginia Tech, NCAA rules define you as a “representative of athletics interest” (or booster). Virginia Tech and Virginia Tech Athletics are responsible for the actions of all Virginia Tech boosters. This brochure provides information to help you navigate some of the NCAA rules that could apply to you.

Thank you for your support and cooperation. Please contact the Compliance Office if you have a question or wish to receive further information. GO HOKIES!

Regards,



Derek Gwinn
Senior Associate Athletic Director for Compliance

VT Virginia Tech Athletics Compliance Office
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NAME, IMAGE AND LIKENESS (NIL)

On July 1, 2021, the NCAA changed its regulations to allow student-athletes to earn compensation for name, image and likeness (NIL) activities which are used for promotional purposes by a non-institutional entity, including a commercial entity, or a non-institutional nonprofit or charitable entity. In conjunction with NCAA policies and anticipated Virginia state law, Virginia Tech and the Department of Athletics have developed specific policies* to address NIL activities of student-athletes. If an individual or business wishes to enter into an NIL agreement with a student-athlete, they must register on the Hokies Exchange platform at HokieSports.com/Exchange. Once approved, it will be put into a database where student-athletes and the entity can connect for potential NIL deals. When engaging with student-athletes regarding NIL opportunities, please remember the following:

- ▲ All NIL activities MUST be reported to the Compliance Office as soon as possible. NIL deals completed through Hokies Exchange are automatically logged.
- ▲ Virginia Tech staff members may not be involved in the arrangement of any NIL activity for prospective studentathletes (incoming freshmen and transfers).
- ▲ NIL activities must occur outside of participation in academic, athletic, or Virginia Tech sponsored activities.
- ▲ All NIL related compensation must be fair market value and only for work actually performed.

NAME, IMAGE AND LIKENESS (NIL) *continued*

- ▲ Compensation may not be provided in exchange for athletic performance or attendance at Virginia Tech.
- ▲ Any agent/attorney that represents a student-athlete must be cleared by the Compliance Office.
- ▲ A student-athlete may not participate in NIL activities that involve a prohibited item or substance listed in the Virginia Tech NIL protocol.

**Please check with the Compliance Office to ensure all guidelines are the most recent version.*

THE BASICS

CURRENT STUDENT-ATHLETES

(or his/her family or friends)

- ▲ Cannot be present in a suite during any Virginia Tech athletics contest
- ▲ Cannot be provided tickets free of charge
- ▲ Cannot purchase tickets from you or anyone else in the suite
 - One exception may be if the suite holder is a direct relative of the current student-athlete or the student athlete's family or friends.

PROSPECTIVE STUDENT-ATHLETES

In addition to a prospective student-athlete's family, his/her friends or coaches are not permitted to be entertained or hosted in a suite.

A prospect is any student who has started classes in the ninth grade, including those who have made either verbal or written commitment to Virginia Tech.

Providing seating or hospitality to a prospect or the prospect's family, friends or coaches in the facility's suites is prohibited.

- One exception may be if the suite holder is a direct relative of a prospect or has an established, long-standing relationship with the prospect (e.g., neighbor).

**Please contact the compliance office to certify relationships as long-standing.*

EXTRA BENEFITS

RECRUITING INDUCEMENTS

As a booster, you are not permitted to have contact with any prospective student-athletes. You may not provide any special gift or arrangement of service for a prospective student-athlete that is not available to the general population (e.g., meals, entertainment, clothing, tattoos, graduation gifts, religious holiday gifts, discounted services, etc.). Please note this list is not exhaustive.

CURRENT STUDENT-ATHLETES

Boosters retain the booster identity forever and are bound by NCAA, ACC and Virginia Tech rules, policies and guidelines. You may not provide any goods or services that are not provided to the general student body or general public. These items/services may include, but are not limited to: meals, entertainment, clothing, tattoos, graduation gifts, religious holiday gifts, and discounted services. Please notify the Virginia Tech Athletics Compliance Office of any potential rules violations to help protect the eligibility of a prospective student-athlete or enrolled student-athlete.