



VIRGINIA TECH ATHLETICS COMPLIANCE

A **GUIDE** TO
EXTRA
BENEFITS
AND **EMPLOYING**
VIRGINIA TECH[®]
STUDENT-
ATHLETES



**Virginia Tech Athletics
Compliance Office**

360 Jamerson Athletics Center
21 Beamer Way
Blacksburg, VA 24061
(540) 231-0644
Email: vtcompliance@vt.edu

www.hokiesports.com/compliance

 @VT_Compliance

INFORMATION ON EXTRA BENEFITS

An “extra benefit” refers to any special arrangement by an institutional employee, supporter (fan or booster), or local business that is provided to a student-athlete, their friends or their relatives, where the benefit is not expressly authorized by NCAA rules.

A student-athlete may not receive preferential treatment based on his or her athletics reputation, skill, or potential as a future professional athlete; otherwise, the student-athlete jeopardizes his or her eligibility and Virginia Tech will be subject to NCAA penalties.

The following are impermissible benefits which CANNOT be provided to student-athletes, their friends, or relatives:

Cash, Loan or Guarantee Bond Discounts, Gifts or Free Services

A local business may not provide student-athletes, their friends, or their relatives a special discount, free gifts, free service, or special payment agreement that are not otherwise generally available to all students or the community-at-large. Examples: housing, car services (e.g., oil, tires), movie tickets, haircuts, clothing, meals, tattoos, storage, cell phones, use of credit cards, etc.

Special Hotel Accommodations

Virginia Tech Athletics is only permitted to pay for standard room fees/taxes. Lodging must not include any upgrades or special amenities not generally available to guests (e.g. suites, jacuzzis, movie purchases, room service, etc.)

Use of an Automobile

Allowing a student-athlete to use an automobile in a manner that is not otherwise generally available to students or the community-at-large is also prohibited.

Legal Services

Student-athletes may not be provided with free or “pro bono” legal services, or alternative payment options, unless generally available to all students or the community-at-large.

 **Please note, this list is not exhaustive.**

NAME, IMAGE, 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 student-athletes (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.
 - 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.*

GUIDELINES FOR EMPLOYING A VIRGINIA TECH STUDENT-ATHLETE

- The student-athlete must be compensated at the same rate that other employees receive for similar services.
- The student-athlete may only be compensated for work that he/she actually performs.
- Transportation to and from work may not be provided to a student-athlete. Further, a student-athlete is not permitted to borrow a vehicle from the employer, unless a similar service is provided to other students.
- Student-athletes must report employment through the Office of Athletics Compliance. If you employ a student-athlete please ensure he/she contacts the compliance office to complete the required form.

WHO IS A BOOSTER?

A BOOSTER IS ANYONE WHO ...

- Has ever been a member of a group that supports or promotes Virginia Tech Athletics (e.g, Hokie Club); or
- Has made financial contributions to the Virginia Tech Athletics Department or a group that supports Virginia Tech Athletics; or
- Has ever promoted Virginia Tech's athletics program; or
- Has assisted a student-athlete in finding a job; or
- Any third party entity (e.g., collective) that promotes and supports VT by making available NIL opportunities to prospective student-athletes or student-athletes.*

Once someone meets the definition of a booster, that person shall always retain the designation for the purposes of applying NCAA legislation.

**Please refer to the guidelines for employing a Virginia Tech student-athlete at your business.*