



VIRGINIA TECH
SUITE HOLDER
NCAA COMPLIANCE GUIDE
2025 EDITION



**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,

Thank you for supporting Hokie Football. As a suite holder, NCAA rules define you as a “representative of athletics interests” (a booster). Virginia Tech is responsible for the actions of its boosters and this guide highlights relevant NCAA, ACC, and Virginia Tech rules, including recent changes effective July 1, 2025. Feel free to contact our office if you have any questions. We are here to help. Go Hokies!



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THE BASICS

- ▲ Once you are defined as a booster, that status is permanent—regardless of future giving, ticket purchases, or involvement—and all booster rules continue to apply indefinitely.
- ▲ A prospective student-athlete is any student who has started classes in the ninth grade, including those who have made either verbal or written commitment to Virginia Tech.
- ▲ The restrictions listed in this document do not apply if the individual is your family member.
- ▲ When in doubt—ask first. We are here to help.
- ▲ In an effort to protect the eligibility of any prospective or current student athlete, please notify the Virginia Tech Compliance Office of any potential rules violations.

SUITE HOLDER ACTIVITIES TO ***AVOID***

- ▲ Hosting current student-athletes (SAs) or their family members in suites on game day.
- ▲ Hosting prospective student-athletes (PSAs), their family, friends, or coaches.
- ▲ Providing game tickets to SAs or PSAs

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

NAME, IMAGE AND LIKENESS (NIL)

RECENT CHANGES:

The 2025 House v. NCAA settlement introduced a national NIL clearinghouse (NIL Go), new reporting thresholds, and clarified that boosters may engage in NIL only for legitimate business purposes at fair market value. All significant NIL agreements must now be reported and may be subject to review.

BOOSTER GUIDELINES

- ▲ You may do NIL deals with VT SAs or PSAs only for bona fide advertising/marketing to the general public, at fair market value for goods/services offered to the general public.
- ▲ All third-party NIL agreements are subject to review by NIL Go.
- ▲ SAs must report third-party NIL of \$600+ (aggregate) within five days of execution of the agreement.
- ▲ NIL compensation tied to athletic performance, achievement, or enrollment/attendance at VT is prohibited.
- ▲ VT marks/logos/uniforms cannot be used in NIL without University approval.
- ▲ Agents/attorneys must register with the Compliance Office.
- ▲ SAs may not participate in NIL activities that involve a prohibited item or substance listed in the Virginia Tech NIL protocol.

EXTRA BENEFITS - STILL PROHIBITED

Even in the age of revenue sharing and NIL, boosters must remember that the long-standing NCAA rules on extra benefits still apply which includes any special arrangement provided to a current or prospective student-athlete (or their family/friends) that is not available to the general student body or public.

NIL and revenue sharing do not turn these benefits into permissible conduct. When in doubt, ask Compliance first.

- ▲ No gifts, free services, special discounts, housing, transportation, or other benefits to current SAs or PSAs beyond what's available to the general student body/public. (This list is not exhaustive)

BOOSTERS & RECRUITING CONTACT

- ▲ Recruiting contact by boosters remains prohibited, except when the sole purpose is discussing a compliant NIL arrangement.
- ▲ All other recruiting conversations remain off-limits and will result in an NCAA violation.
- ▲ You may direct a PSA to a coaching staff member for recruiting conversations.

This guide summarizes key rules; it does not replace official NCAA, ACC, or Virginia Tech policies. Rules may change—contact Compliance for the most current guidance.