

**KANSAS ATHLETICS COMPLIANCE
GUIDELINES & NCAA RULES**

LOCAL BUSINESS





THANK YOU FOR YOUR SUPPORT OF **KANSAS ATHLETICS**

Kansas Athletics is proud to have your support, dedication and enthusiasm for the Jayhawks. As we strive for continued excellence we always seek the highest standard of ethical conduct. As a local business owner or employee, it is important to become familiar with NCAA, Big 12 and Kansas Athletics Compliance rules to help ensure the eligibility of current and prospective student-athletes.

Please visit our Compliance page on our website, KUAthletics.com, in order to learn more about NCAA rules and how they affect the Kansas Athletics mission.

Adhering to NCAA rules and legislation is the responsibility of everyone associated with or supportive of the university. In helping Kansas Athletics achieve its goal of a “higher purpose,” we are asking for your assistance in continuing to build compliance awareness. If you have any questions or become aware of any potential violations, please contact the Kansas Athletics Compliance Office at:

Kansas Athletics Compliance
Allen Fieldhouse, 1651 Naismith Drive
Lawrence, KS 66045
785.864.4200
Compliance@ku.edu



A LETTER FROM **COMPLIANCE**

Dear Local Business Owners,

On behalf of Kansas Athletics, Inc., I would like to thank you for your loyal support of the university and athletics department. In order to achieve success at the highest level, it is important for all fans, boosters and local businesses to abide by NCAA, Big 12 and Kansas Athletics Compliance rules. Kansas Athletics is responsible for the actions of its supporters and could lose games, recruiting opportunities, and post-season eligibility due to any rules violations. Please review this brochure as a brief guide to NCAA rules and feel free to contact the compliance office at any time. Thank you for your support and cooperation. Please contact our office for further inquiry or information.

Rock Chalk Jayhawk!

Regards,

David Reed

Senior Associate Athletics Director
Compliance & Student Services

EXTRA BENEFITS

An extra benefit is any special gift or arrangement provided to a student-athlete, or student-athlete's friend or family member, which is not available to the general KU student body or the general population.

EXAMPLES OF IMPERMISSIBLE EXTRA BENEFITS (THIS LIST IS NOT EXHAUSTIVE)

- Free or reduced-cost services, rentals, or purchases of any type (e.g., meals, drinks, clothing, laundry, haircuts, legal fees, tattoos, rounds of golf, car repairs, etc.)
- Gifts of any kind, including those on special occasions such as birthdays, religious holidays, graduation, etc.
- Assistance with paying bills (e.g., cell phone, gas money, rent, etc.)
- Loans (including co-signing)
- Use of an automobile or providing transportation
- Admission to an event (e.g., movies, athletic events, banquets, clubs, special events/parties, concerts, etc.)
- Cash or loans in any amount
- Free or reduced-cost housing for any length of time
- Entertainment
- Awards
- Use of your telephone or credit card
- Academic assistance of any kind (e.g., tutoring, editing papers/projects, assistance in completing class work, use of computer, etc.)
- Selling or trading of KU gear or KU awards for cash or free/reduced services





RECRUITING INDUCEMENT

A recruiting inducement under NCAA rules is any special gift or arrangement provided to a prospective student-athlete that is not available to the general population. The arrangement of such a benefit would be considered an impermissible inducement to encourage the eventual enrollment of a prospective student-athlete at KU.

PROSPECTIVE STUDENT-ATHLETES

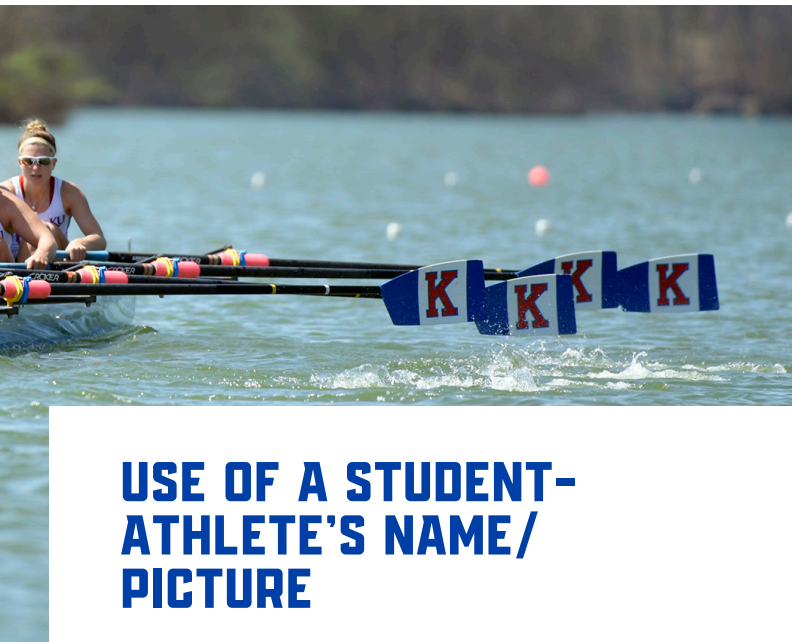
A prospective student-athlete is anyone who has entered the ninth grade. Please remember, it is important to leave the recruiting to the coaching staffs of Kansas Athletics. Getting involved without consent from the Compliance Office could jeopardize the eligibility of the prospective student-athlete. Kansas Athletics is responsible for the actions of its boosters and fans and is always available to answer any questions regarding permissible recruiting activities.



EMPLOYMENT

EMPLOYMENT OF A STUDENT-ATHLETE IS PERMISSIBLE, PROVIDED ALL SIX OF THE FOLLOWING CONDITIONS ARE MET:

1. The student-athlete is only paid for the work actually performed;
2. The student-athlete is paid at the rate commensurate with the going rate in that locale for similar services;
3. The employer does not use the name, image, or likeness of the student-athlete in any marketing or advertisements;
4. The student-athlete is not compensated in any manner for any value or utility that he or she may have for an employer because of any publicity, reputation, fame, or personal following that he or she may have obtained because of his or her athletics ability;
5. Student-athletes must register all jobs during the academic year and the summer by completing the Student-Athlete Employment Form and returning it to the Kansas Athletics Compliance Office prior to beginning work; and
6. Employers **MUST** confirm their employment of a Kansas Athletics student-athlete prior to the student-athlete's employment beginning.



USE OF A STUDENT-ATHLETE'S NAME/PICTURE

MENUS/PROMOTIONS

- Student-athletes are not eligible for participation in intercollegiate athletics if he/she accepts compensation, or permits the use of his/her name or pictures to promote a commercial enterprise.
- A current student-athlete's name or picture may not be used to advertise, recommend, or promote directly the sale or use of a commercial product or service of any kind.
- If a current student-athlete's name or picture appears on commercial items (t-shirts, playing cards, posters, photographs, etc.) or is used to promote a commercial product without the student-athlete's knowledge or permission, the institution will take action to stop such activity and the student-athlete's eligibility will be in jeopardy.

Main Dish

Kansas Club Sandwich	\$12.99
Caesar Wrap	\$11.99
"Student-Athlete Name" Burger	\$11.99

Starters

Jayhawk Wings	\$.25 each
Rock Chalk Slider	\$8.99
Phoggy Jalapeno Poppers	\$6.99

The example above shows an impermissible use of a student-athlete's name on a menu. Please contact the Compliance Office with any further inquiry.

CONGRATULATORY ADVERTISEMENT

A student-athlete's name, picture or likeness may appear in an advertisement of a commercial entity, provided:

- The primary purpose of the advertisement is to publicize the entity's congratulations to the student-athlete or team;
- The advertisement does not include a reproduction of the product(s)/service(s) of the commercial entity; and
- There is no endorsement of the commercial entity's product(s)/service(s).

CONGRATULATIONS! WOMEN'S TENNIS BIG 12 CHAMPS!







SOCIAL MEDIA REMINDER

Kansas Athletics asks that boosters do not initiate or “accept” friend requests from prospects on Facebook and do not “follow” prospects on Twitter or Instagram. Boosters should **never** post on a prospect’s “wall,” reply to a “tweet,” send them any kind of direct message, or take any other action that would constitute contact with a prospect. This prohibition also includes creating fan pages for prospects to attend KU. Please remember contact between boosters and prospective student-athletes is prohibited.

We thank you for your support, but also request that you leave the recruiting to the Kansas Athletics coaching staff members.

 /KUAthletics

 @KUAthletics



NCAA RULES

TOP 10 THINGS FANS & FRIENDS OF KANSAS ATHLETICS SHOULD KNOW ABOUT NCAA RULES

1. The NCAA holds Kansas Athletics accountable for the actions of its fans and friends. This means that if you are involved with NCAA violations (known or unknown), Kansas Athletics may have to forfeit games, entire seasons, scholarships, recruiting opportunities, or may be prohibited from participating in post-season competition.
2. You may send information about prospects to Kansas Athletics coaching staff members.
3. You may continue established relationships with friends and neighbors whose children are prospects or current student-athletes, provided the relationship pre-dates high school and is not based on his/her status as an athlete (must register with Compliance).
4. You may not be involved in recruiting prospective student-athletes on behalf of Kansas. A prospective student-athlete is defined as a student who has started classes for the ninth grade or above.
5. You may not become involved in arranging for a prospect, a Kansas student-athlete, or a Kansas student-athlete's friends or family to receive money or financial assistance of any kind.
6. You may not provide transportation to a prospect, student-athlete, or his/her friends and family.
7. You may not spend funds to entertain prospects, student-athletes, or his/her friends and family.
8. You may not use a photo or name of a student-athlete for commercial purposes or sell student-athlete memorabilia.
9. Breaking NCAA rules can render prospects and student-athletes ineligible to compete on behalf of Kansas Athletics.


10. Always ask before you act!



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