

MESSAGE TO FANS

Dear Penn State Fan:

As a member of the NCAA, Penn State is responsible for exercising institutional control over its intercollegiate athletics program. Our efforts to exercise institutional control include educating boosters and fans of NCAA rules and regulations. Included on this page, you will find important definitions and information regarding restrictions that are in place for both boosters and fans involving prospective student-athletes, current student-athletes, and/or their family.

First, a **prospective student-athlete** is any individual who has started classes in the ninth grade of high school, regardless of whether they participate in a sport. An individual remains a prospective student-athlete until they officially enroll and attend classes full-time at a four-year collegiate institution.

Second, a **current student-athlete** is an individual whose enrollment was solicited by the institution with a view toward the student's ultimate participation in an athletics program. Any other student becomes a student-athlete only when the student reports for practice/competition for an athletics team that is under the jurisdiction of the athletics department. This most commonly includes student-athletes on athletic rosters, regardless of whether the student-athlete is on an athletics scholarship.

Third, a **booster** (i.e., representative of athletics interest) is defined as any individual or organization who has engaged in any of the following activities:

- Purchased tickets to a Penn State athletics program;
- Member of a Penn State athletic booster club/organization;
- Involved in promoting a Penn State athletics program; and/or
- Has made contributions to any Penn State booster club/organization or to the Penn State athletics department.

The list below, which is not an exhaustive list by any means, is meant to give you some insight on what is permissible/impermissible for you to do in regards to prospective/current student-athletes and their family:

On or Off-Campus Contact

A **booster** is **not permitted to have on or-off campus contact with a prospective student-athlete or their family** (the only exception to this rule is former Penn State student-athletes may have on-campus contact with a prospective student-athlete and their family). Examples of what is considered "contact" with prospective student-athletes and their family include:

- While enjoying a tailgate, you come across a prospective student-athlete and their family when striking up a conversation.
 - In this instance, you should cease contact with the prospective student-athlete and their family as quickly as possible, as any conversation other than an incidental greeting is considered an NCAA violation.
- While on the sideline for pregame warm-ups, a prospective student-athlete's parent approaches you and begins a conversation.
 - In this instance, you should cease contact with the prospective student-athlete's parent as quickly as possible, as any conversation other than an incidental greeting is considered an NCAA violation.

Although it is permissible to interact with **current student-athletes** and their family; such contact shall only occur on a **limited basis**, unless a pre-existing relationship form is on file and approved by the Compliance Office. If you wish to file a pre-existing relationship form so you can interact with a prospective or current student-athlete, please contact the Compliance Office.

Extra Benefits

A **booster** may **not provide a prospective student-athlete or a current student-athlete an extra benefit at any time; unless the same benefit is available to the general public and cleared through the Compliance Office**. An extra benefit is anything given to a prospective student-athlete or current student-athlete that is not available to the general public and/or the general student body (e.g., free or reduced transportation, money, loan, co-sign on a loan and etc.). Here are a few examples of extra benefit issues we have seen in the past:

- Providing free or reduced game tickets to a prospective student-athlete and their guests or to friends and family of a current student-athlete.
- Providing free or reduced lodging to a prospective student-athlete and their guests or to friends and family of a current student-athlete.
- Providing suite access to a prospective student-athlete and their guests or to friends and family of a current student-athlete.
- Providing food/refreshments to a prospective student-athlete and their guests or to friends and family of a current student-athlete.
- Providing compensation in any form (e.g., gift cards, cash, etc.) to a prospective student-athlete and their guests or to friends and family of a current student-athlete.

On a separate note, under Pennsylvania State law, a student-athlete (athlete enrolled in college) may utilize their name, image and likeness for personal gain, which does allow a student-athlete to agree to terms with a company and receive compensation for the use of their name, image and likeness. The most convenient option is to go to the official Penn State Athletics website for all available options.

Through ongoing education, our student-athletes are knowledgeable of NCAA rules and state laws that govern their activities, and we expect them to comply with these regulations. However, we ask you to join us in our efforts to protect the eligibility and welfare of our student-athletes, as well as the integrity of our University. Compliance with NCAA regulations is a shared responsibility, and your help is essential to ensuring the continued growth and success of Penn State Athletics.

PENN STATE INTERCOLLEGiate ATHLETICS



UNRIVALED
PENN STATE FOOTBALL



PENN STATE UNIVERSITY INTERCOLLEGIATE ATHLETICS

GUIDE TO RULES AND REGULATIONS FOR ALUMNI, FANS, AND BOOSTERS



PENN STATE UNIVERSITY

COMMITMENT TO COMPLIANCE

Penn State University Intercollegiate Athletics is committed to abiding by all NCAA, conference, and institutional regulations. It takes a team effort to ensure that all Penn State teams, and student-athletes, continue to achieve at the highest level of collegiate sports with integrity. As a supporter of Penn State Athletics, we ask that you do your part in continuing Penn State's mission to remain compliant with all rules and regulations. Our Athletics Compliance Office works diligently to educate all our student-athletes, coaches, staff, and supporters of Penn State Athletics. We appreciate your continued support of Penn State Athletics!

REPORTING SUSPECTED RULES VIOLATIONS

If you, or someone you know, believes that a violation of NCAA, conference, or school regulations has occurred, please reach out to the Athletics Compliance Office or Office of Ethics and Compliance. There are options between both offices to report suspected behavior anonymously.

ATHLETICS COMPLIANCE OFFICE

compliance@athletics.psu.edu

OFFICE OF ETHICS AND COMPLIANCE

(814) 867-5088
(814) 865-4700 (anonymous hotline)
psoec@psu.edu

NCAA AND CONFERENCE REMINDERS

The NCAA, in addition to any conference in which Penn State is a member, holds Penn State accountable for the actions of its supporters, boosters, alumni, and local businesses. Should a rule violation occur, the following actions may be taken by the NCAA or conference office:

- Declaring student-athlete(s) involved ineligible to compete
- Forfeiting wins
- Losing athletic scholarships for future or current classes
- Lose access to NCAA or conference championships and/or Bowl games
- Pay large fines or lose access to future monetary distributions

**PLEASE ASK
BEFORE YOU ACT**



WHAT ARE...?

BOOSTERS

A booster is any individual or agency that financially or otherwise supports or is an alum of Penn State University.



BOOSTER INVOLVEMENT

As a booster, the NCAA limits the involvement that you may have with a prospect or current student-athlete and/or their families.

PERMISSIBLE ACTIVITIES WITH A RECRUIT

- Notify Penn State coaches of potential prospects
- View a high school, prep school, or junior college game on your initiative
- Maintain a pre-existing relationship with a recruit or their family members (please disclose any potential pre-existing relationships to the Athletics Compliance Office)
- Receive calls from recruits, provided they are not related to playing sports at Penn State

PERMISSIBLE ACTIVITIES WITH A CURRENT STUDENT-ATHLETE

- Host a meal for a student-athlete on an occasional basis at any location (please loop in the Athletics Compliance Office)
- Speak with current student-athletes
- Engage in Name, Image, or Likeness activities with a current student-athlete

IMPERMISSIBLE BOOSTER ACTIVITIES

Please note, this is not an exhaustive list

- Recruit a prospect to attend Penn State
- Induce a recruit to attend Penn State through financial or other means
- Provide an extra benefit, as defined by NCAA rules, to a student-athlete or recruit

EXTRA BENEFITS

An extra benefit is any benefit given to a student-athlete that isn't generally available to the student body at-large or the general public.



Student-athletes and prospects must always pay the publicly advertised, regular going rate for any product or service. With the well-deserved attention Penn State student-athletes receive, both in State College and nationally, it can be very common for fans, businesses, and boosters to want to help Nittany Lions by providing certain benefits. Unfortunately, providing a Penn State student-athlete with an extra benefit could have significant impacts to their collegiate eligibility.

COMMON EXAMPLES OF EXTRA BENEFITS

Please note, this is not an exhaustive list



Free or reduced-cost entertainment or meals



Free or reduced-cost housing or lodging



Transportation or use of a car or automobile



Gifts or reduced-cost goods or services



Sale of any award or gear given by Penn State



Cash, loans, or cosigning of a loan

WHAT IS...?

NAME, IMAGE, AND LIKENESS (NIL)

On July 1, 2021, the NCAA removed restrictions on student-athletes earning compensation in return for use of their name, image, or likeness. These rule changes opened up numerous possibilities for current Penn State and other NCAA student-athletes to use their name, image, and likeness to further enhance their own personal brands and build entrepreneurial skills during their athletic careers.

WHAT MAY STUDENT-ATHLETES DO TO EARN MONEY VIA NIL



Promote their own business



Promote a corporate entity



Establish and run a camp/clinic



Make an appearance



Sign autographs

WHAT MAY STUDENT-ATHLETES NOT DO TO EARN MONEY VIA NIL



Do NIL activities in adult entertainment, alcohol and drugs, gambling, or tobacco



Receive NIL arrangements to attend a specific school



Receive payment more than their market value for the activity performed



Receive payment directly from PSU or any PSU employee

PENN STATE x NIL



Student-athletes must disclose all NIL activity 7 days prior to activation



Student-athletes must request permission to use PSU logos and other institutional IP



Penn State has launched The Brand Academy to assist student-athletes in the NIL space.

NIL QUESTIONS

DR. OMAR X. EASY (814) 308-4441
Asst. AD, Brand Academy oxe104@psu.edu

AMELIA DREXFORD (814) 863-8048
Director of Compliance afd5108@psu.edu

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REPORT POTENTIAL VIOLATIONS
OR ASK QUESTIONS TO:

PENN STATE UNIVERSITY
ATHLETICS COMPLIANCE OFFICE

- compliance@athletics.psu.edu •

ETHICS AND COMPLIANCE HOTLINE

- (800) 560-1637 •



