



## **KANSAS ATHLETICS COMPLIANCE OFFICE**

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

 /KUCompliance

 @JayhawkComply

**KANSAS ATHLETICS COMPLIANCE  
GUIDELINES & NCAA RULES**

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**GUIDE FOR  
JAYHAWK  
SUPPORTERS**



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

Kansas Athletics is proud to have your loyal support, dedication and enthusiasm for the Jayhawks. As we strive for continued excellence, we always seek the highest standard of ethical conduct. You may not be aware, but all season ticket holders are considered a representative of athletics interests (boosters).

Please visit our Compliance page on our website, [KUAthletics.com](http://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](mailto:Compliance@ku.edu)**



## A LETTER FROM **COMPLIANCE**

Dear Jayhawk Supporters,

You can help the Jayhawks by being knowledgeable about NCAA rules. As a booster at KU, NCAA rules places you under the responsibility of Kansas Athletics. Please review this brochure containing some of the rules that must be followed to avoid jeopardizing the eligibility of our current and prospective student-athletes.

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

Rock Chalk Jayhawk!

Regards,

**David Reed**

Senior Associate Athletics Director  
Compliance & Student Services

# THE BASICS

## BOOSTER DEFINED

**A booster is an individual, independent agency, corporate entity (e.g., apparel or equipment manufacturer), or other organization that is known to:**

- Hold, or have ever held, season tickets for any sport with Kansas Athletics;
- Have participated in or to be a member of an agency or organization promoting any Kansas Athletics program (e.g., University of Kansas Alumni Association, K Club, sport booster groups, etc.);
- Have made financial contributions to the athletics department or to an athletics booster organization of that institution (e.g. Hardwood Club, booster groups, etc.);
- Be assisting or to have assisted in providing benefits to enrolled student-athletes or their families, which would trigger booster status under NCAA rules. These benefits include, but are not limited to, financial assistance, use of a car, use of a cell phone, etc.;
- Provide allowable benefits (e.g., summer jobs, occasional meals, etc.) to enrolled student-athletes; or
- Promote Kansas Athletics in any way.



***This list is not exhaustive. Please contact the Kansas Athletics Compliance Office if you have any questions about your possible status as a booster.***





# PROSPECTIVE STUDENT-ATHLETES

As a booster, the NCAA restricts the involvement that you may have with prospective student-athletes. Only coaches and authorized employees may be involved in the recruiting process. NCAA rules prohibit boosters from engaging in recruiting activities designed to secure a prospect's enrollment at the University of Kansas.

## PERMISSIBLE BOOSTER ACTIVITIES

- Continuing to have contact with an established family friend or neighbor who is a prospect (contact Compliance for pre-existing relationship form – must submit to ensure eligibility of student-athlete)
- Viewing a prospect's game on your own initiative
- Receiving a call from a prospect only if the prospect initiates the call and it is not for recruiting purposes
- Notifying the Kansas Athletics coaching staff of prospects

## AS A BOOSTER YOU MAY NOT

- Contact or call a prospect that you do not have a longstanding relationship with (the relationship must pre-date the ninth grade)
- Contact or call a prospect's parent, coach, principal or counselor
- Assist with the actual evaluation of talent at the direction of the coaching staff
- Promote Kansas Athletics in any way to encourage a prospect to attend the University of Kansas (e.g. fan page for prospect)



## **AS A BOOSTER YOU MAY NOT GIVE/PROVIDE A PROSPECT (THIS LIST IS NOT EXHAUSTIVE)**

- Use of an automobile or transportation
- Admission to an event (e.g., movies, athletic events, banquets, clubs, special events/parties, concerts, etc.)
- Cash or loans in any amount
- Gifts of any kind, including those on special occasions such as birthdays, religious holidays, finals week, graduation
- 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.)
- Free or reduced-cost housing for any length of time
- Entertainment
- Payment of bills (e.g., cell phone, gas money, rent, etc.)
- Awards
- Loans (including co-signing) or any financial support
- Use of your telephone or credit card
- Provide a meal outside of your home or Kansas Athletics facilities
- Academic assistance of any kind (e.g., tutoring, editing papers/projects, assistance in completing class work, use of computer, etc.)

# FREQUENTLY ASKED QUESTIONS

## MAY A PROSPECT CALL A BOOSTER?

**Yes.** A prospect may call a booster at his/her own expense. A booster may speak to the prospect ONLY if the prospect initiates the call and the call is not prearranged by an institutional staff member. Discussion must be limited to general University of Kansas topics. All athletically-related questions must be deferred to the athletics department.

## MAY A BOOSTER CALL A PROSPECT OR SEND A CONGRATULATORY LETTER ONCE THE PROSPECT HAS COMMITTED TO OR SIGNED A NATIONAL LETTER OF INTENT WITH KU?

**No.** He/she remains a prospect until the first day of enrollment during summer, fall or winter semester or his/her first official day of practice. Until that time, he/she remains a prospect and the same rules apply even after signing the NLI.

## MAY A BOOSTER PAY FOR A PROSPECT'S EXPENSES OR FEES TO ATTEND CAMP?

**No,** unless the prospect is an immediate family member of the booster (must register with the Compliance Office).

## MAY A BOOSTER SPEAK TO A PROSPECT WHO IS ACCOMPANIED BY A KANSAS ATHLETICS COACH?

**No.** If a Kansas Athletics coach is with a prospect during his/her visit to the University of Kansas, do not approach the coach until the prospect and his/her family are completely off-campus.

## IS IT PERMISSIBLE FOR A BOOSTER TO ACCOMPANY A KANSAS ATHLETICS COACH WHEN HE/SHE VISITS A LOCAL HIGH SCHOOL OR PROSPECT'S HOME?

**No.** A booster may not accompany a coach during any recruiting activities.

# ENROLLED STUDENT-ATHLETES

As a booster, the NCAA restricts the involvement that you may have with student-athletes. NCAA rules prohibit boosters from providing a student-athlete with an extra benefit and doing so may result in the student-athlete being declared ineligible to compete on behalf of Kansas Athletics. Extra benefit violations include any special gift or arrangement provided to a student-athlete, or a student-athlete's friend or family member that is not available to the general public or University of Kansas student body.

## PERMISSIBLE BOOSTER ACTIVITIES

- Employ student-athletes (see employment section of brochure)
- Host a meal at your home or at Kansas Athletics facilities on an occasional basis provided it has been approved by the Kansas Athletics Compliance Office prior to the meal occurring
- Speak with student-athletes at athletic events or banquets
- Obtain a personalized autograph from a student-athlete for personal use only. Autographs that are sold or exchanged for anything of value will result in a violation that will jeopardize his/her eligibility

## AS A BOOSTER YOU MAY NOT GIVE/PROVIDE A STUDENT-ATHLETE

- Use of an automobile or transportation
- Admission to an event (e.g., movies, athletic events, banquets, clubs, special events/parties, concerts, etc.)
- Cash or loans in any amount
- Gifts of any kind, including those on special occasions such as birthdays, religious holidays, finals week, graduation
- 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.)
- Free or reduced-cost housing for any length of time
- Entertainment
- Assistance with paying bills (e.g., cell phone, gas money, rent, etc.)
- Awards
- Loans (including co-signing) or any financial support
- Use of your telephone or credit card
- A meal outside your home or Kansas Athletics facility
- Academic assistance of any kind (e.g., tutoring, editing papers/projects, assistance in completing class work, use of computer, etc.)

# FREQUENTLY ASKED QUESTIONS

## MAY A BOOSTER RECEIVE A TICKET TO AN ATHLETIC EVENT FROM A CURRENT STUDENT-ATHLETE?

**No.** At Kansas, boosters are not permitted to receive a complimentary admission or to purchase a ticket from a current student-athlete or his/her family members.

## MAY A BOOSTER PURCHASE AN ITEM THAT BELONGS TO A CURRENT STUDENT-ATHLETE OR IS SIGNED BY A CURRENT STUDENT-ATHLETE?

**No.** A booster may not purchase an item that belongs to a current student-athlete or is signed by a current student-athlete. If a current student-athlete attempts to sell his/her personal items to you, this will immediately affect his/her eligibility at KU. This includes purchasing his/her gear, apparel, jerseys, helmets, gloves, game balls, awards (e.g., Big 12 rings), shoes, cleats, etc.

## MAY A BOOSTER SPEAK WITH A STUDENT-ATHLETE AT AN ATHLETIC EVENT OR BANQUET?

**Yes.** Communication with current student-athletes at an athletic event or banquet is not restricted under NCAA rules.

## MAY A BOOSTER PROVIDE A STUDENT-ATHLETE WITH A NOMINAL GIFT FOR A SPECIAL EVENT (E.G., BIRTHDAY, RELIGIOUS HOLIDAY, WEDDINGS, FINALS WEEK, GRADUATION, ETC.)?

**No.** Provision of any gift, including a gift of nominal value, is considered an extra benefit under NCAA rules and receipt of such benefits will jeopardize the eligibility of the student-athlete.

## MAY A BOOSTER HOST A MEAL FOR CURRENT STUDENT-ATHLETES?

**Yes.** A booster may host a meal on an occasional basis for any number of current student-athletes provided the meal is approved by the Kansas Athletics Compliance Office prior to occurring. Meals may only be hosted in the booster's home or in a Kansas Athletics facility regularly used for team meals.

# EMPLOYMENT OF A STUDENT-ATHLETE

EMPLOYMENT OF A STUDENT-ATHLETE IS PERMISSIBLE, PROVIDED 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. Student-athletes are permitted to enter into an agreement in exchange for the use of their name, image and likeness. All opportunities related to a student-athlete's name, image and likeness must be reported to the Compliance Office.
4. 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
5. Employers MUST confirm their employment of a Kansas Athletics student-athlete prior to the student-athlete's employment beginning.

## GAMBLING ACTIVITIES

NCAA rules prohibit student-athletes and athletic department staff members from participating in any sports gambling activity or providing information concerning competitions to individuals involved in organized gambling activities. Additionally, it is a violation of federal law for boosters, student-athletes, or staff members to affect or attempt to affect the outcome of a collegiate contest. Kansas Athletics asks that you do not contact student-athletes or Kansas Athletics staff members regarding medical, academic, or person issues of any student-athletes at KU.

## PROMOTIONAL ACTIVITIES: STUDENT-ATHLETES

Student-athletes name or picture may now be used to advertise, recommend, or promote directly the sale or use of a product or service. These agreements are subject to NCAA rules and must be disclosed to the Compliance Office for approval.

# TERMS TO KNOW

## PROSPECTIVE STUDENT-ATHLETE (PSA OR “RECRUIT”)

- Any student who has started classes for the ninth grade
- A student of any age if the institution provides benefits to the student that the institution does not provide to prospective students in general
- A student remains a prospect until the start of classes or official team practice at the University of Kansas. Signing a National Letter of Intent (NLI) does NOT remove the status of prospect

## RECRUITING

Any solicitation of a prospect or the prospect’s family by an authorized institutional staff member for the purpose of securing the prospect’s enrollment and participation in athletics.

## CONTACT

Any face-to-face encounter between a prospect or the prospect’s parent or legal guardian and an institutional staff member or booster during which any dialogue occurs in excess of a greeting.

## EVALUATION

Any activity designed to assess the academic qualifications or athletic ability of a prospect, including any visit to a prospect’s school or the observation of a prospect participating in any practice or competition.

## STUDENT-ATHLETE

A student who presently is participating in intercollegiate athletics or has participated in intercollegiate athletics and is still receiving athletics aid.

## EXTRA BENEFIT

An impermissible 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.

## 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 improper inducement to encourage the eventual enrollment of a prospective student-athlete at Kansas.

## REPRESENTATIVES OF ATHLETICS INTERESTS

Remember, once you are identified as a “Representative of Athletics Interests” (“Booster”), you retain that identity forever. Boosters are bound by NCAA, Big 12 and KU rules, policies, and guidelines. As a result, boosters are responsible for notifying the Kansas Athletics Compliance Office of any potential rules violations. Even if a violation is unintentional, the eligibility of a prospect (recruit) or enrolled student-athlete could be in jeopardy.



# NAME, IMAGE AND LIKENESS UPDATE

- As of July 1, 2021, intercollegiate student-athletes are permitted to profit from the use of their name, image and likeness. Student-athletes are required to report all opportunities related to NIL to the Compliance Office prior to any agreement taking place. In addition, a student-athlete shall not enter a NIL agreement that:
  - Doesn't require any actual work by the student-athlete
  - Compensates student-athlete because of enrollment and/or continued enrollment at KU
  - Compensates student-athlete for specific athletic performance or achievement (i.e., pay to play, financial incentives for number of points scored, etc.), or
  - Provides benefits or arrangements not available to the general population
- Student-athletes are now allowed to retain licensed agents and attorneys but only for the purposes of representing them in connection with NIL and not with any other form of representation, unless authorized previously by NCAA rules. Before agreement into any representation with a licensed agent or attorney, the student-athlete should identify the name of any agent, advisor or attorney to the Kansas Athletics Compliance Office to ensure proper approval.
- At no time shall an individual, organization or business solicit a prospective student-athlete with NIL opportunities with the intention of securing their enrollment at Kansas. Such activity would still be deemed an impermissible recruiting inducement.
- Student-athletes cannot use their NIL to promote the following:
  - Sports gambling
  - Alcohol products
  - Tobacco products (including e-cigarettes and vaping products)
  - Adult entertainment
  - Substances banned by the NCAA
  - Products or services that are illegal or would violate the student code of conduct created by each team.

**FOR ALL QUESTIONS RELATED TO NIL,  
PLEASE CONTACT NILINQUIRIES@KU.EDU**



## 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. Booster 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.

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 @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. Breaking NCAA rules can render prospects and student-athletes ineligible to compete on behalf of Kansas Athletics.
9. **Always ask before you act!**