



## Indiana State University Athletics

Dear Merchant:

The academic year is underway at Indiana State University. As you probably know, Indiana State is an NCAA Division 1 institution that sponsors 15 intercollegiate sports, with close to 500 student athletes. You and your employees will come into contact with any number of our coaches, staff and student athletes throughout the year. Therefore, it is incumbent upon us to educate all of our friends in the local business community about the various NCAA rules and regulations that govern all aspects of intercollegiate athletics, including those interactions between student athletes, boosters and the public in general.

The NCAA rules prohibit any student athlete, their friends and/or relatives from receiving what are called “extra benefits.” An “extra benefit” is any *special* arrangement or discount provided to a student-athlete or their friends and family that are not available to the general student body or public. Consequently, providing a free drink, discounted meal, or free entry into your establishment (if there is a cover charge) to our student-athletes is prohibited by NCAA rules and could jeopardize their eligibility to compete for the Sycamores. Here are some basic reminders:

- **Discounts and Credits:** A student athlete may not receive a special discount, payment arrangement, credit on purchase or free items from an institutional employee, a booster (season ticket holder, alumni, donated funds for athletics purposes) or a local business if the same benefit is not offered and advertised to the general student body or the public.
- **Free or Reduced-Cost Services:** A local business may not provide a student athlete with services for which a fee would normally be charged without a charge or at a reduced cost. Professional services provided at less than the normal rate or at no expense to a student athlete are considered extra benefits unless they are available and advertised on the same basis to the general student body or public.
- **Preferential Treatment:** A student athlete may not receive preferential treatment, benefits for his or her athletics reputation or skill or payback potential as a future professional athlete.
- **Advertising and Promotions:** The NCAA strictly prohibits the use of a student athlete’s name, image or likeness for any commercial promotions and advertisements, even if the student athlete is an employee. For example, merchants may not use a student athlete’s picture or name in print or as a post on any of the merchant’s social media pages (e.g., Facebook, Twitter, Instagram or Snap Chat).
- **Application of Rules to Recruits and Their Families:** Each year, hundreds of prospective student-athletes make recruiting visits to ISU and often frequent local establishments, including yours, for meals and/or entertainment. It is important for you to know that prospects and their family and friends are bound by the same rules prohibiting extra benefits. NCAA rules permit only our coaching staff members and current student-athletes to be involved in the recruiting process; therefore, we ask that you limit your conversation with prospects to that which is business-related and do not solicit the prospect student-athlete’s enrollment at ISU.
- **Employment:** It is permissible for you to hire a student athlete as an employee, and we encourage it. However, they must first get permission from their coach and the ISU Compliance Office. Student athletes can only be paid for the work they actually perform, and cannot get paid more than their co-workers simply due to their status as a student athlete.

The Indiana State University Athletics Department is thankful to have outstanding community support for all our programs. Without this assistance, we will not be able to reach our goal of national prominence in all sports. One important aspect of our success is our commitment to NCAA rules and regulations. The Athletics Compliance Office is responsible for educating our student-athletes, staff members, boosters, and community about NCAA rules and enforcing them. An important objective for all of us is to foster a sense of responsibility by all and to ensure that our programs are run with the highest level of integrity. As a local business merchant, you and your staff play a large role in our continuing efforts to maintain that standard.

Indiana State University Athletics greatly appreciates your assistance and support. If you have any questions or concerns, please contact the Athletic Compliance Department at (812) 237-4086.

Sincerely,

Sherard Clinkscales  
Director of Athletics

Joel McMullen  
Assistant Athletic Director for Compliance