You are a Representative of Purdue’s Athletics Interest (e.g., booster, donor, fan) if you:

• Contribute to the Athletics Department or its booster organizations (e.g. John Purdue Club);
• Join or participate in Purdue’s various Athletics Department booster groups (e.g. sport specific “friends of” groups, etc.);
• Hold, or have ever held season tickets;
• Have a guardianship role over a student-athlete (i.e., parent or legal guardian);
• Provide allowable benefits (e.g., summer jobs) to enrolled student-athletes; or
• Promote Purdue athletics programs in any way.

Once an individual is identified as a representative of an institution’s athletics interests, he or she retains that identity forever. Purdue University is responsible for the actions of such individuals. So please contact Purdue University’s Athletic Compliance Office if you are aware of any potential NCAA, Big Ten or Purdue University rules violations. Even if a violation is unintentional, the eligibility of a prospective student-athlete (recruit) or enrolled student-athlete could be placed in jeopardy.
A prospective student-athlete (also referred to as prospect, PSA or recruit) is any student who has started classes for the ninth grade [seventh grade for men’s basketball], regardless of athletic participation. Also, a student who has not started high school classes could still be considered a prospect if he or she has received a benefit from Purdue that is not otherwise provided to prospects.

Prospects that have made a verbal commitment to Purdue or signed a National Letter of Intent are still considered prospects, and recruiting rules continue to apply until they begin their collegiate careers.

RECRUITING:
Recruiting draws the interest of many fans, but is only conducted by a small group of coaches, working on behalf of Purdue Athletics. The NCAA defines “recruiting” as any solicitation of a prospect or the prospect’s family by an authorized institutional staff member or booster for the purpose of securing the prospect’s enrollment and participation in athletics. Recruiting may also involve members of the Purdue Athletics staff, or campus faculty members, but may not be carried out by members of the general public, including donors and fans. Our coaches must be certified annually by the NCAA before recruiting the top prospects in their sports. [See: “Permissible Ways to Get Involved”]

Only coaches and authorized employees may be involved in the recruiting process. NCAA rules specifically prohibit boosters from engaging in recruiting activities.

OFFERS & INDUCEMENTS:
Purdue staff members, donors or fans may not directly or indirectly provide or arrange for any financial aid, benefits or gifts for a prospect or his/her family members unless permitted by an exception to NCAA rules. These rules apply regardless of whether similar financial aid or benefits are available to member of the general public, or to other prospects who are not involved in athletics.

Specifically prohibited items include, but are not limited to:

- Funding a prospect’s visit to Purdue;
- Arranging for employment for a prospect’s relative;
- A gift of clothing, equipment or any tangible item;
- Co-signing a loan;
- Free or reduced-cost services, housing, loans, rentals or purchases of any type; or
- Sponsorship of, or arrangement for, an awards banquet for high school, prep school or two-year college student-athletes by Purdue University, the John Purdue Club or any other booster group.
SOCIAL MEDIA:
Social Media (e.g., Facebook, Twitter, etc) is a great way to stay engaged with Purdue Sports. Please remember that NCAA rules prohibit donors and fans from communicating with prospects via social media for purposes of recruiting them to Purdue (e.g., wall posts, “@” mentions involving recruiting-related messages or solicitations). Donors and fans may have general conversations with prospect-aged individuals, as long as the content of their discussion does not involve recruiting that athlete to attend Purdue and are not directed to do so by Purdue staff.

ENROLLED STUDENT-ATHLETES
A student-athlete is a student who presently is participating in intercollegiate athletics or participated in intercollegiate athletics. Once a student-athlete…always a student-athlete.

EXTRA BENEFITS & PREFERENTIAL TREATMENT FOR STUDENT-ATHLETES:
Extra benefits are defined as any benefit, gift or service that is provided to a student-athlete, but not otherwise generally available to other Purdue University students or members of the public. Representatives of Purdue’s Athletics Interests (‘boosters or donors’) may not provide student-athletes with extra benefits. Violations of this regulation will result in the student-athlete being declared ineligible until he/she repays the value of the extra benefit(s) received.

The NCAA permits current student-athletes to receive various benefits from Purdue Athletics in addition to their scholarships, including academic counseling and tutors, apparel and equipment, transportation for practice and competition, medical services and specific meals related to their participation. However, benefits provided by members of the public or fans of our programs may be considered "extra benefits" which are impermissible under NCAA rules.

Please remember that NCAA extra benefit rules follow student-athletes “from the cradle to the grave.” As such, it is not permissible for a representative of Purdue University’s athletics interests (an individual or a group) to provide a student-athlete with a gift (or an award) once the student-athlete has completed his or her eligibility. Please contact the Athletic Compliance Office with any questions regarding this topic.
Extra Benefits include but are not limited to the following:

- Cash or loans of any amount;
- Co-signing or arranging for a loan;
- Gifts or entertainment
- Discounted services (e.g., meals, drinks, clothing, laundry, haircuts, legal fees, etc.);
- Use of an automobile or other transportation
- Free or reduced cost housing for any length of time
- Use of your telephone or credit card for personal reasons without charge
- Employment of a student-athlete at a rate higher than the normal average for that position and type of work;
- Transportation (other than transportation provided locally for an occasional meal—see “Permissible Ways to Get Involved”);
- Promise of employment or payment after college graduation; or
- Invitations to your home or property for purposes other than an occasional meal (e.g., boating, hunting).

Note: Some exceptions are made for established relationships, but they must be reviewed on a case by case basis. Please contact the Compliance Office to discuss whether (or not) your relationship with a current student-athlete satisfies the NCAA definition for an established preexisting relationship.

EMPLOYMENT OF ENROLLED STUDENT-ATHLETES
There are no limits on a student-athlete’s legitimate employment earnings, provided:

1. The student-athlete is paid for work they actually perform;
2. The student-athlete is paid at a rate commensurate with the going rate in that locality for similar services;
3. The student-athlete is not compensated in any manner for publicity, reputation, or fame obtained because of his/her athletics ability; AND
4. The student-athlete receives approval from the Compliance Office prior to beginning such employment.

Please contact the Compliance Office with questions regarding student-athlete employment.

PROMOTIONAL ACTIVITIES WITH ENROLLED STUDENT-ATHLETES
Student-athletes must receive approval from the Compliance Office prior to participating in any promotional activity, community outreach or speaking engagements involving charitable, educational and nonprofit entities.

Student-athletes may not receive any compensation or expenses other than actual expenses (i.e., meals, transportation and lodging)
incurred from attending the event. A student-athlete is not eligible for participation in intercollegiate athletics if he or she accepts compensation, or permits the use of his/her name or picture to promote a commercial enterprise.

The student-athlete’s name, picture, or appearance may not be used to advertise, recommend, or promote directly the sale or use of a commercial product or service or any kind.

All money derived from the event must go directly to the charitable/nonprofit organization.

If a 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 student-athlete and the institution are required to take steps to stop such an activity in order to retain the student-athlete’s eligibility.

Please contact the Compliance Office with questions regarding any use of a student-athlete’s name, image, or likeness or any community outreach or speaking engagements.

PERMISSIBLE WAYS TO GET INVOLVED:

• Viewing a prospect’s game on your own initiative as long as attendance is not directed by a member of Purdue’s athletics staff, and no contact is made with a prospect to discuss any aspect of their athletic recruitment.

• Receiving a call from a prospect only if the prospect initiates the call and it is not for a recruiting purpose.

• Continuing to have contact with an established family friend or neighbor who is a prospect.

• Notifying the coaching staff of outstanding prospects.

• Buy season tickets and support the teams from the stands. Visit the Purdue University Athletic Ticket Office in Mackey Arena or online at PurdueSports.com/tickets/pur-tickets.html

• If you live outside the West Lafayette area, contact the Athletic Compliance Office regarding a donation of game tickets or other reasonable entertainment for use by student-athletes at an away from home competition. Nothing may be given directly to a student-athlete – all donations must go through compliance and the development office.

• Contribute money to endowments or scholarship funds administered by the athletics department. Visit the John Purdue Club website to learn more about opportunities and events at which you may support Purdue athletics: purdue.edu/jpc
AGENTS
A student-athlete loses his or her amateur status and shall not be eligible for intercollegiate competition in a particular sport if:

• The student-athlete or family member negotiates, signs, or enters into any written or oral agreement with an agent prior to exhaustion of his or her athletic eligibility;
• The student-athlete or family member accepts or receives an extra benefit including meals, clothing, or transportation from an agent, a representative of an agent (e.g., “runner”), or anyone that wishes to represent the student-athlete;
• The student-athlete competes with a professional sports team or competes as a professional in an individual sport and receives any compensation for participation; or
• The student-athlete uses his or her athletic skills for pay or promise of pay.

GAMBLING
NCAA rules prohibit student-athletes or intercollegiate athletics staff members from participating in any gambling activity that involves intercollegiate or professional athletics. This includes providing information concerning intercollegiate athletics competition to individuals involved in organized gambling activities.

It is a violation of federal law to affect or attempt to affect the outcome of a collegiate contest!
Thank You for Your Support of Purdue Athletics!

NCAA, Big Ten and Purdue University rules are extensive and change over time. So we encourage fans to contact us directly should you have questions or concerns about any issue which might involve future Boilermakers — prospective student-athletes, our current student-athletes, coaches or staff. Your assistance in preventing violations of NCAA, Big Ten and institutional rules plays a vital role in supporting Purdue University and the hundreds of student-athletes who wear old gold and black every year.

PURDUE UNIVERSITY
ATHLETIC COMPLIANCE OFFICE
Phone: 765.494.9752
Fax: 765.496.1280
PurdueSports.com/Compliance
Twitter: @BoilerBylaws