

## The Ram Rules

### **Booster Education Efforts**

The Compliance staff in the UNC Department of Athletics considers educating UNC boosters a critical part of its rules education program. Therefore, there are several initiatives in place to reach the Carolina faithful.

**Tar Heel Monthly:** Each month, the Compliance staff includes rules education information in the “Ram Rules” column of Tar Heel Monthly. Because it is an ongoing and regular publication, Tar Heel Monthly provides the Compliance staff with a means to provide timely information to Carolina boosters.

**Booster Brochure:** Created annually, these brochures are sent electronically via various email listservs to Rams Club members, season ticket holders, and Tar Heel fans. Though no document could include all relevant information, this brochure covers many different topical areas within the realm of NCAA compliance, including, but not limited to:

- 1) Definitions of boosters and prospective student-athletes;
- 2) Limitations on booster participation in the recruitment process, along with information on how boosters can help; and
- 3) Restrictions on the involvement of boosters with current student-athletes, including the employment of student-athletes at their places of business.

**Video Board Materials:** At each home football and men’s basketball game this season, video boards will have information regarding UNC’s commitment to NCAA rules compliance and a request for our boosters to assist us in our efforts.

**Game Programs:** An informational article on NCAA regulations concerning boosters is included in all football and men’s basketball game programs. Along with information similar to that found in the booster brochure (detailed above), the article also includes a reminder about the perils of gambling.

**Local Merchant Letter:** Each year, the Compliance staff sends letters to approximately 800 local business owners in the Chapel Hill/Durham area. This letters notifies the businesses of regulations prohibiting the provision of extra benefits to student-athletes or their families, and delineates the consequences (for the business, the student-athlete, and the institution) of doing so.

**tarheelblue.com:** All of this information, and more, can be found on the “Compliance” link of the official website for Carolina athletics.

*Please contact the Compliance Office at 962-6000 or [compliance@unca.unc.edu](mailto:compliance@unca.unc.edu) if you have any questions or would like copies of any of the information described above. The UNC Department of Athletics appreciates your efforts to comply with NCAA regulations.*