

## The Ram Rules

Dear UNC Supporters,

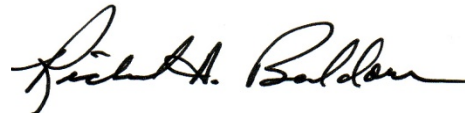
In recent years, the NCAA has investigated several intercollegiate athletics programs across the country due to allegations that local establishments were providing “extra benefits” to currently enrolled student-athletes. As this has proven to be an ongoing problem for the NCAA, we believe it is important to inform all local businesses near our campus of the consequences that could result from the provision of benefits to student-athletes and/or their families.

If members of any of our athletics teams and/or their families or friends patronize your establishment, we ask that you accommodate them as you would any other customer. **The NCAA prohibits student-athletes and their families and friends from accepting any items or services for free or at a reduced cost from businesses, unless such an offer is available to the general public and/or student body at large. Additionally, student-athletes are expressly prohibited from bartering items they may have received for their athletics participation (e.g., jerseys/apparel, rings, autographs, sports equipment, etc.).** Consequently, involvement by student athletes or their friends or relatives in any of the above activities would violate NCAA rules and, therefore, jeopardize the student-athlete’s eligibility for intercollegiate athletics completion.

Through ongoing education initiatives, our student-athletes are knowledgeable of NCAA rules and state laws that govern their activities. We expect our student-athletes 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.

If you have any questions, either now or in the future, please do not hesitate to contact our Compliance Office at 919-962-6000 or [compliance@unca.unc.edu](mailto:compliance@unca.unc.edu). Thank you for your attention to this matter and for helping us to protect both the eligibility and well-being of our student-athletes and the integrity of The University of North Carolina at Chapel Hill.

Sincerely,



Richard A. Baddour  
Director of Athletics