

Agents and Extra Benefits

What is a sports agent?

The NCAA defines a sports agent as any individual or agency that represents a student-athlete for the purpose of marketing his or her athletics ability or reputation. As a general rule, if you ever agree (verbally or in writing) to be represented by an agent for the purpose of marketing your athletics ability or reputation, **you will be ineligible for participation.**

What does the NCAA say about agents?

Dishonest sports agents, runners, and financial advisors will encourage student-athletes to violate NCAA rules by accepting impermissible gifts or agreeing to illegal (either written or verbal) contracts! They do this even though they are fully aware that if such infractions are discovered, they could cause the student-athletes to lose both their athletics scholarship and their eligibility to participate in intercollegiate athletics.

The NCAA knows that illegal activities are taking place. They are heightening educational efforts and committing to tougher enforcement.

What are impermissible benefits?

You, your relatives, and/or your friends **MAY NOT** receive benefits from anyone outside of your family and the Department of Athletics. These items include, but are not limited to:

- 1) Cash;
- 2) Loans that are not obtained according to the established policies and practices of an accredited commercial lending institution;
- 3) Meals;
- 4) Clothing;
- 5) Transportation;
- 6) Lodging;
- 7) Entertainment;
- 8) Benefits in exchange for complimentary game tickets; or
- 9) Other items or services of monetary value.

What should I do when it's time to talk to agents and financial advisors?

ASK BEFORE YOU ACT! Before having conversations with agents, runners, financial advisors, lawyers, or any non-family member who wishes to advise you in any manner, please contact the Department of Athletics so that you are fully aware of the associated regulations.

The North Carolina Uniform Athlete Agents Act requires any individual acting as an agent in North Carolina to register with the Secretary of State's Office before contacting student-athletes. The web address for the Secretary of State's Agent Registration Office is below. You can check the list of registered agents here:

www.secretary.state.nc.us/athlete/ThePage.aspx

Also, agents are required to register with the UNC Department of Athletics.

Before meeting with any agent, you should ask for verification that they have registered with both of these entities. The Department of Athletics' Compliance staff can provide this verification for you.

Do not assume that agents, runners, and financial advisors will not offer you something that is not permissible. THEY WILL. It is your responsibility to know the rules and to report offers of impermissible benefits. You can tell your coaches, department administrators, or the Compliance staff.

We need your help to protect our student-athletes and our Department of Athletics!