

# University of Colorado Monthly Compliance Meeting

September 10, 2009

*PROTECT*  
**YOUR  TEAM**

# Overview of Today's Session

- Announcements from Jo
- Rob's "*Breakin From the Rules*"
- Promotional Activity
- Memorabilia
- Complimentary Tickets
- Occasional Meals
- Compliance Quote of the Month

# Jo's Announcements

- Comply & Verify – Please keep your prospects updated with us!
- TMD- Should be submitted BEFORE any home or away contests. Email is preferred.
- Promotional Activities – Who is each sport's representative?

# HAC Announcements

- Communicating with Tutors and Professors
- Recruiting Documents
- Spring 2010 and Fall 2010 Applicants

# Breakin' (from) The Rules

- iPod Ingenuity
- 10 Worst 911 calls

# Promotional Activities



- All promotional activities involving student-athletes must be approved in advance by the Compliance office. **This is to protect their eligibility.**

# Who is Eligible to Utilize CU Student-Athletes?

- Can only be involved in one of these three areas:
  - 1.) Educational organization
    - CU Athletics
    - Recognized entity of CU (e.g., the Foundation, Alumni Association, a CU fraternity, sorority or student government organization, etc.)
    - The Big 12 Conference
  - 2.) Charitable organization (American Cancer Society, Red Cross, Big Brothers/Big Sisters, Susan G. Koman, March of Dimes, Ducks Unlimited, etc.)
  - 3.) Nonprofit agency (charitable organizations, 501 c, etc.)

Promotional Activities REQUIRE paperwork to be filled out with Jo Marchi in advance of the event!!!!

# What is Impermissible?

- Co-sponsorship, advertisement, or promotion by a commercial agency.
- The name or picture of a SA with remaining eligibility appearing on a CU printed promotional item (e.g., poster, calendar) that includes a reproduction of a product with which a commercial entity is associated if the commercial entity's officially registered regular trademark or logo also appears on the item.
- The SA missing class.
- The SA's name, picture or appearance is used to promote the commercial ventures of any nonprofit agency.
- Selling items that include an individual SA's name, picture or likeness (e.g., name on jersey, name or likeness on a bobble-head doll), other than informational items (e.g., media guide, schedule cards, institutional publications).

# What is Permissible?

- The SA accepting actual and necessary expenses (most often is mileage .50 cents/mile) from CU, the Big 12, or the permissible agency related to participation in such activity.
- All moneys derived from the activity or project go directly to the member institution, member conference or the charitable, educational or nonprofit agency.
- Any commercial items with names, likenesses or pictures of multiple SA (other than highlight films or media guides per Bylaw 12.5.1.8) may be sold only at CU, CU-controlled (owned and operated) outlets or outlets controlled by the charitable or educational organization (e.g., location of the charitable or educational organization, site of charitable event during the event).

# Promotional Activities

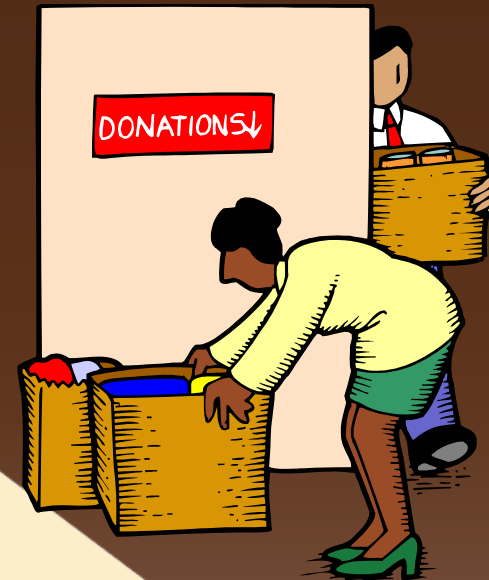
- TV/radio stations can use SA to promote their season, as long as the SA does not promote the station itself. (ex: Tyler Hansen can say..."come see the Buffs" but, cannot say, "if you can't come see the Buffs this weekend, watch them on ESPN this Saturday").
- Raffles where a product is involved (e.g. a car) can involve SA selling tickets, but cannot associate a SA with the product directly.
- Meals can be provided.

# The Process.....

- The charitable, educational, or non-profit agency should contact the Athletic Compliance Office (Jo Marchi) who will grant the approval for the SA to participate and
- then, in turn,
- contact the SA's coach, administrative assistant or director of operations, to make the promotional request. **Sport programs are then responsible for supplying volunteers if available.**

# Donation Requests

- Tom McGrath and Candy Parkhurst handle all Donation and Autograph Requests.
- We cannot aid high schools, or outside scholarship foundations with donations of money or items because the NCAA considers it a recruiting inducement.



# Memorabilia

- The NCAA states in Bylaw 13.15.1 that CU or a CU booster, shall not offer, provide or arrange financial assistance, directly or indirectly, to pay (in whole or in part) the costs of a PSA's educational or other expenses for any period prior to his/her enrollment or so the prospect can obtain a postgraduate education.
- This prohibition applies to all prospects, including those who have signed a NLI or an financial aid agreement form w/ CU.

# Memorabilia

- ⦿ This also applies to HS or groups that do not include athletic award winners. The NCAA views all students who have begun classes for the 9th grade as prospective SAs.
- ⦿ This rule means that CU coaches or staff may not donate memorabilia to be auctioned off to raise money for a HS math team in the **same way** memorabilia could not be donated to raise money for a HS football team.

# Memorabilia

- Bylaw 13.15.1 also means that CU may not donate institutional memorabilia (e.g., jerseys, helmets, hats, T-shirts) to any organization for the purpose of being auctioned to raise funds to provide financial assistance to HS students to attend collegiate institutions.
- This means that although a local civic group may be raising money for scholarships for students to attend the college of their choice based on their academic record, the CU Athletics Department may not assist in raising that money.

# Memorabilia

- An institution (or an institution's coach or Boosters) may contribute to a non-athletics organization that includes PSA and non-prospects (e.g., YMCA, YWCA, Boys and Girls Clubs), provided the assistance is not earmarked for a particular PSA and is offered in conjunction with the organization's regular fund-raising activities.

# Memorabilia

- Bylaw 13.15.1 also prohibits an institution from sponsoring a table, providing memorabilia or otherwise providing institutional support in conjunction with a banquet or other function that will directly or indirectly benefit PSA (e.g., awards banquet conducted by a sports foundation, HS athletics banquet).
- Therefore, if a sports foundation provides benefits to prospects (e.g., scholarships, donations to HS Athletics programs), it would not be permissible for CU to provide memorabilia or sponsor a table at any of the foundation's functions. Any type of institutional support in conjunction with such functions would, at a minimum, indirectly benefit PSAs.

# Memorabilia

- Subject to applicable recruiting calendar restrictions, athletics department staff members are not precluded from individually purchasing admission to attend events (e.g., athletics banquets or meetings, competitions) where funds from the admission fee ultimately will benefit prospects, provided the primary purpose of the event is not to raise funds for prospects.

# Memorabilia

- In addition, a CU coach may participate in activities to raise funds to be donated to a foundation that will distribute the funds to HS (or preparatory school or two-year college) athletics programs, provided:
  - 1.) the request to participate in such activities is initiated by the foundation,
  - 2.) the coach does not make actual financial contributions to the foundation,
  - 3.) the coach or CU is not involved in selecting the educational institutions that are to receive the financial assistance.

# ***DONATIONS FOR FUNDRAISERS***

## ***Boosters***

When asked for raffle items to be donated for fundraisers, please keep in mind that it is impermissible for CU-Boulder, which includes our Booster Buff Clubs, to donate any items for a fundraiser that benefits prospects.

A prospect includes any student who has begun classes for the 9th grade, regardless of whether they participate in a sport. Therefore, CU-Boulder & booster Buff Clubs are prohibited from making a donation to any club or organization that includes students in the 9th-12th grades.

Any autographed items used for a raffle cannot be signed exclusively by individual student athletes. Items must be autographed by **more than** one student-athlete. Also, jerseys of former student-athletes are considered permissible items for auctions.

# Clicker Question Time:

*Can a donated item Include the signatures of student-athletes?*

A: Yes, but in order for a donated item to include SA signatures, the item must be signed by multiple SAs. However, donated items may include signatures of individual coaches.

Also, we may not donate a jersey with the name of a current SA attached to the jersey

B: No, because student-athletes autographs have value.

C: Only if the item was homemade.

## Clicker Question Time:

- *A CU head coach receives a phone call from a parent of a kid on a local little league team. The parent asks the head coach & a few of her SA s to sign several items that the parent will bring by the head coach's office (baseball cap, visors & a BB). The signed items are used in a fundraiser to pay for the little league baseball's all-star senior-league team (senior league includes 14 to 16-year-old boys).*

**How should the head coach have handled the request from the little league parent?**

- A) She should have turned it down.
- B) She should have told the parent to submit the request via Candy Parkhurst/AD's Office
- C) The same way she did. All she did was provide an autograph.
- D) The same way she did. Little league does not involve prospects.

# Complimentary Admissions

NCAA Bylaw 16.2



# CU Events in the SA s Sport

- CU may provide **4** complimentary admissions per home or away intercollegiate athletics event to a SA in the sport in which the individual participates (either practices or competes), regardless of whether the SA competes in the contest.

# Postseason Events

- CU may provide each SA who participates in or is a member of a team participating in a postseason event (e.g., Big 12 Conference championship, NCAA championship, National Invitation Tournament, WNIT, bowl game) with **6** complimentary admissions to all intercollegiate athletics events at the site at which the student (or team) participates.

# General Regulations/Issuance Procedure

- Complimentary admissions shall be provided only through a pass list for individuals designated by the SA.
- "Hard tickets" shall not be issued.
- The individual using the complimentary admission must present identification to the person supervising the use of the pass list at the admission gate. The individual then shall be provided a ticket stub.

# Home Events In Other Sports

- CU may provide admission for each SA to all of CU's regular-season home athletics events in sports other than that in which the SA is a participant, via a printed SA gate pass or gate list.
- Proof of identity shall be required upon admission.
- BuffOne Cards

## Complimentary Admissions to an Institution's Home Contest Honoring a Student-Athlete

CU may provide a maximum of **3** complimentary admissions to a SA for a CU game or contest during which a SA is being honored but not participating, provided such complimentary admissions are used by the SA's parents, legal guardians and/or spouse.



# Not Permissible

- ⦿ A SA may not receive payment from any source for his or her complimentary admissions and may not exchange or assign them for any item of value
- ⦿ Individuals designated by the SA to receive complimentary admissions are not permitted to receive any type of payment for these admissions or to exchange or assign them for any item of value. This would be considered an extra benefit.

# Complimentary Tickets- **RESERVING TICKETS**

During an Official Visit, CU-Boulder **may reserve** tickets, only for the use of immediate family members accompanying a prospect during an official visit, for seat locations adjacent to the complimentary seats being provided to the prospect. These tickets must be purchased at face value.

During an Unofficial Visit, CU-Boulder **may not** reserve tickets (in addition to the permissible complimentary admissions) to be purchased by a prospect (or individuals accompanying the prospect) on an unofficial visit. Tickets may be purchased only in the same manner as the general public.

**High School, Junior College and Prep Coaches**, CU-Boulder **may not** reserve tickets (in addition to the permissible **2** complimentary admissions) to be purchased by HS School, Prep School or two-year college coaches (or individuals accompanying them) to attend a CU athletic contest. Tickets may be purchased only in the same manner as the general public.

# COMPLIMENTARY ADMISSION FOR PROSPECTS

There is a new exception to the **3** complimentary admission rule—if a prospect is a member of a nontraditional family (e.g., divorce, separation), CU may provide up to **2** additional complimentary admissions to the prospect to accommodate the parents/stepparents of the prospect. This exception must be documented in advance of the game.

Remember.....

- ❑ Only be in the general seating area.
- ❑ May not provide seating during the event (including intermission) in Folsom Field's press box, Club Suites or any other special seating box or bench area (e.g. Varsity room of Dal Ward) .
- ❑ May not provide complimentary admissions if the individual is not on the pass list.
- ❑ May not provide complimentary admissions for postseason events.

# Professional Sports Tickets

- CU or Booster/Donor may not purchase or otherwise obtain tickets to a professional sports event and make these tickets available to SA enrolled at CU .
- Such a gift of tickets would represent an unacceptable extra benefit.

# Special Seating for Disabled

- The NCAA confirmed that when a SA's family member requires special seating due to an injury, illness or disability, CU may provide such seating in a manner consistent with the institution's (or facility's) policies for seating any individuals with such an injury, illness or disability.

# Fifth-Year Student-Athlete with No Eligibility Remaining

- A SA with no eligibility remaining who was attending CU in his/her 5<sup>th</sup> year is permitted to receive the complimentary admission because the SA still would be considered to be a SA, inasmuch as he/she has eligibility remaining in other sports;
- such a SA would not be permitted to receive the four complimentary admissions inasmuch as the SA can only receive the four complimentary admissions for each contest in the sport in which the SA participates

# SA on Permanent Medical

- Complimentary tickets for a SA who has suffered an incapacitating injury & determined that CU would be permitted to provide a SA who has suffered an incapacitating injury **4** complimentary admissions to a home or away contest, inasmuch as a SA who has suffered an incapacitating injury would be considered a participant in the sport.

## Clicker Question:

Volleyball has two prospective student-athletes visiting (unofficial) on a weekend in the fall when there is a football game. As it turns out, the two PSA's are sisters. How many complimentary tickets may CU provide to the two PSA's and their family?

- A) 2, family members must purchase theirs
- B) 4, one for each PSA and one for each parent
- C) 6, one for each PSA and two each for parents and immediate family
- D) 8, one for each PSA and three each for family
- E) none, all tickets must be purchased by PSA

# Occasional Meals --



# Occasional Meals

A student-athlete, or the entire team, may receive an occasional meal in the locale of the institution (Boulder) on infrequent or special occasions from **a booster/donor**. The booster/donor may provide reasonable local transportation to SA to attend such meals in their home.

Remember, the meal provided to the SA or the entire team, **MUST** be in the individual's home (as opposed to a restaurant) and may be catered; &

A booster may provide reasonable local transportation to SA's to attend the meal function only if the meal function is in their home.

## Occasional Meals



- A SA or the entire team in a sport may receive an occasional meal in the locale of the institution (Boulder) on infrequent and special occasions from an *institutional staff member*. An institutional staff member may provide reasonable local transportation to SA to attend such meals.

*The Big 12 Conference has defined an “occasional” meal as 4 or 5 times per semester and 2 times during the summer.*

## Clicker Question:

A CU scholarship donor to basketball invites their scholarship holder to their weekend cabin in Estes Park for Sunday dinner. The donor's son, who is a CU student, provides transportation to the SA to/from Estes Park. The cabin is legally considered to be the donor's second residence. Is this permissible as an occasional meal?

- A) yes
- B) no
- C) help!, I'm really not sure



# Remember.....

## What constitutes a "season of competition"?

*Any competition, regardless of time, during an intercollegiate athletics season counts as a season of competition in that sport.*

Even if a SA participates for **1** second of **1** competition, it shall count as one of their **4** seasons of competition. (Bylaw 14.2.3.1)

First-Year Exception: Student-athletes, in the sports of **soccer and basketball**, in their **initial year** of enrollment may compete in preseason exhibition contests and preseason practice scrimmages (as permitted in their sport) without counting as a season of competition. (Bylaw 14.2.3.1.3)

# Compliance Quote of the Month

Humor is just another defense  
against the universe.

-Mel Brooks