



Athletics Compliance Booster Guide



Dear Georgia Athletics Donors, Fans and Friends,

We are deeply grateful for your unwavering support of Georgia Athletics. Your passion, generosity, and commitment play a vital role in the success of our student-athletes and programs. As we continue to pursue excellence on and off the field, we want to take a moment to highlight an essential aspect of our shared mission: compliance with NCAA rules and regulations. As a valued booster, your actions—whether attending events, engaging with student-athletes, or supporting our programs—can have a direct impact on our compliance efforts.

Even well-intentioned gestures, such as offering a meal, providing transportation, or discussing recruitment, can unintentionally violate NCAA rules. These infractions, however minor they may seem, can result in serious consequences for our student-athletes and the university, including loss of eligibility, sanctions, and reputational harm.

We ask that you remain informed and vigilant. If you ever have questions about what is permissible, our compliance staff is here to help. We encourage you to reach out before taking any action that could potentially affect our programs.

Together, we can continue to uphold the proud tradition of Georgia Athletics with integrity, responsibility, and respect for the rules that govern collegiate athletics. Thank you for being a trusted partner in this journey.

Go Dawgs!

Josh Brooks
J. Reid Parker Director of Athletics





Terms To Know:



Prospect

Any student who has started classes for ninth grade



Student-Athlete

A student who is currently participating in college athletics



Recruiting Inducement

Arrangement of benefits used to recruit a prospect to UGA



Extra Benefit

Benefits provided to a student-athlete that are not available (and publicized) to the general student body and/or public



Booster

Any individual who has attended UGA, purchased game tickets to UGA, or made financial contributions to UGA Athletics and/or The Georgia Bulldog Club



Agent/Marketing Representative

Any person who markets an athletics ability for personal financial gain and/or represents an athlete in name, image and likeness opportunities



Contact

Any face-to-face encounter between a prospect or the prospect's family member and any institutional staff member or booster/fan in which any dialogue occurs In excess of a greeting



Name, Image and Likeness

The ability for a student-athlete to use their name, image and likeness for personal gain in ways permitted within institutional and state legislation



Academic Assistance

Any type of academic assistance given to a student-athlete (e.g. tutoring, test completion, note taking, etc.) outside of approved institutional resources



Extra Benefits

Any benefit to a student-athlete that is not available (and publicized) to the general student body and/or public is considered an extra benefit. Student-athletes and prospects **MUST** always pay the going rate for all goods and services; and may not receive preferential treatment based off their status as an athlete. With the notoriety that surrounds many of our student-athletes, it is common for fans, businesses, and boosters to want to help our student-athletes by providing them certain types of benefits. In many cases, this kind of act can cause more harm than good, as it ultimately affects a student-athlete’s athletics eligibility.

In order to protect the eligibility of our student-athletes, you may not:

- ❌ Provide or arrange for prospects, student-athletes or their families to receive goods and services for free or at a reduced rate that is not available (and publicized) to the general public and/or student body.
- ❌ Provide compensation in any form (e.g. cash, discounted goods, gift cards) in exchange for a student-athlete’s autograph outside of permissible name, image and likeness opportunities.

Below are some examples of impermissible extra benefits; providing or arranging for (outside of permissible name, image and likeness opportunities):



Free or reduced cost entertainment



Free or reduced cost meals



Free or reduced cost housing



Free or reduced cost services or goods (e.g. clothes, haircuts, tattoos, electronics)



Cash, loans of money, use of credit card



Transportation or the use of a vehicle



Sale or trade of any item received as part of sports participation



Any tangible gift: Includes birthday or holiday gifts





Guidelines for Recruiting

What are examples of permissible activities?

Even though there are many rules prohibiting your involvement with prospects and the recruiting process, as a booster, you may:

- Notify university coaching staff members about noteworthy prospects in the area.
- Attend high school or two-year college athletic contests or other events where prospects may compete, provided no contact occurs.
- Continue existing friendships.

What are examples of impermissible recruiting activities?

As a booster, you may not:

- Contact a prospect in-person on campus or off campus.
- Contact a prospect by telephone, email, Internet or letter.
- Provide gifts or free or reduced-cost services to a prospect or the prospect's relatives or guardian.
- Employ relatives, guardians or friends of a prospect as an inducement for the prospect's enrollment and athletics participation at a university.
- Become directly or indirectly involved in making arrangements for a prospect or the prospect's relatives or guardian to receive money or financial aid of any kind.
- Provide transportation for a prospect or the prospect's relatives or guardian.
- Provide free or reduced-cost tickets for a prospect or the prospect's relatives or guardian to attend an athletic event.
- Provide any material benefit (e.g., meals, cash) to the coach of a prospect, including high school, two-year college, AAU and summer team coaches.

Guidelines for Current Student-Athletes

What are examples of permissible benefits for enrolled student-athletes?

With the various NCAA rules and regulations regarding benefits to student-athletes, it may seem difficult to be a part of a university's athletic programs. However, you can show your support as a booster in other ways. Boosters may:

- Make contributions to university programs and other gift-in-kind arrangements
- Attend university athletic events and show student-athletes you support their hard work and dedication to the university.

What are examples of impermissible benefits for enrolled student-athletes?

As a booster, you may not provide a student-athlete or a student-athlete's friends, relatives or guardians:

- Tickets to college or professional sporting events.
- A special discount, payment arrangement or credit on a purchase or service.
- Cash or loan or signing or co-signing of a loan.
- Transportation, payment of expense or loan of any automobile.
- Benefits or gifts based upon the student-athlete's athletic performance.
- Free or reduced rent or housing.
- An honorarium to a student-athlete for a speaking engagement.





Name, Image, and Likeness

Who can partner with a student-athlete for an NIL deal?
Organizations with a legitimate businesss purpose may propose and contract with student-athletes, provided the deal is submitted by the student-athlete and cleared in NIL Go, the website where student-athletes are required to submit their deals, per the House Settlement.

WHAT TO KNOW IF YOU WANT TO DO AN NIL DEAL WITH A STUDENT-ATHLETE

BUSINESS PURPOSE	ASSOCIATED STATUS	PAYOR ATTESTATION
Third Party NIL Deals must be done with a business purpose in order to promote their goods or services	If you have donated more than \$50,000 to the institution over your lifetime, businesses you own will be deemed an Associated Entity thus the deal will be subject to the range of compensation analysis	If you do an NIL Deal with a student-athlete, BE ON THE LOOKOUT for a Payor Attestation from NIL Go.

CONNECT WITH
OUR
NIL TEAM

athletemarketing
@uga.edu

WHAT IS AN ASSOCIATED ENTITY OR INDIVIDUAL?

- Entities created to exist for the purpose of promoting or supporting athletics or creating or identifying NIL opportunities for student-athletes (e.g collectives)
- Entities or individuals that have have been directed by athletics to recruit or help retain current and prospective student-athletes
- Entities or individuals who have donated more than \$50,000 (lifetime) to the institution or affiliate
- Individuals Associated with any of the above groups (employees, leaders, etc.)

VALID BUSINESS PURPOSE AND RANGE OF COMPENSATION

Third-Party NIL Deals that are with associated entities or individuals are subject to a valid business purpose and range of compensation analysis.



Valid Business Purpose: related to the promotion or endorsement of goods or services provided to the general public for profit



Range of Compensation: compensation at rates and terms commensurate with compensation paid to similarly situated individuals with comparable NIL value

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Third Party NIL Deals are separate from institutional benefits



Student-Athletes may obtain representation for the purpose of NIL



Third Party NIL deals must be documented in writing



Student-Athletes must disclose third-party NIL Deals to the institution and NIL Go



Raising money to induce student-athletes to participate is not a business purpose



Student-Athletes may not be paid for their athletics performance (“Pay for Play”)

Employment

Georgia student-athletes who seek employment must complete the Student-Athlete Employment form and have their employment approved by the UGA Compliance Office. The student-athlete employment form requires the student-athlete and their employers to review and confirm their understanding of student-athlete employment rules. The rules are summarized as follows:

- Compensation may only be provided for work performed.
- Compensation must be commensurate with the local rate for similar services.

Additionally, a student-athlete may receive compensation for teaching or giving lessons in his or her sport. To do this, the following conditions must be met:

- UGA facilities cannot be used.
- Lessons must consist of more than simply playing against or with the student-athlete.
- The appropriate form must be completed and documentation of the lessons must be on file with the UGA Compliance Office.
- Compensation for the lessons must be paid by the lesson recipient or his/her family and not another individual or entity.





Contact Information:
UGA Compliance Office
706-542-9103
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