

PLAYING BY THE RULES

A Guide to NCAA Rules for Every
Alumnus and Friend of LMU Athletics



Know the Rules/ Know the Consequences

NCAA Reminders

The NCAA holds LMU accountable for the actions of its fans, boosters, and supporting businesses. The following actions may result from a violation of NCAA rules:

- Declare a student-athlete ineligible
- Forfeit games
- Lose scholarships
- Forfeit recruiting opportunities
- Lose postseason eligibility
- Pay fines

Reporting Suspected NCAA Rules Infractions

If you become aware of any violation or potential violation of NCAA rules, please contact the Athletic Compliance Office at 310-338-3706.

Additional information is available at
www.lmulions.com
www.wccsports.com
www.ncaa.org



Terms to Know



Prospect

Any student in high school.



Student-Athlete

A student who is currently participating in intercollegiate athletics.



Inducement

Arrangement of benefits used to recruit a prospect to LMU.



Extra Benefits

Benefits to a student-athlete that are not available to the general student body.



Booster

Individual who has made a financial contribution, including purchase of season tickets, to the LMU Athletics Department.



Agent

Any person who markets an athlete's athletic ability.



Contact

Any face-to-face encounter between a prospect or the prospect's parent/legal guardian and any LMU staff member or booster in which any dialogue occurs in excess of a greeting.



Academic Assistance

Any type of assistance involving academics (e.g., tutoring, test completion, note taking) outside of approved LMU resources.

What is a Booster?

Booster

Individual who has made a financial contribution, including purchase of season tickets, to the LMU Athletics Department and/or a specific LMU athletic program. Generally, also includes any former LMU student-athlete.

Once an individual is identified as a booster, they retain the status of a booster forever.

Permissible Booster Activities

- Notify the LMU coaching staff of outstanding prospects.
- View a prospect's game on your own initiative.
- Continue to have contact with an **established** family friend or neighbor who is a prospect.
- Host a meal on an occasional basis for current student-athletes with prior approval from the Compliance Office.
- Speak with student-athletes at athletic events, banquets, and other events sponsored by LMU Athletics.

Boosters may NOT:

- Engage in recruiting activities including contacting a prospect, their parents, coaches, or teachers.
- Provide a prospect or current student-athlete with, among others:
 - Vehicle or use of vehicle
 - Cash, loan, financial assistance
 - Free admission to any event
 - Free or discounted services, rentals, or purchases of any type
 - Free or reduced cost housing
 - Academic assistance

Extra Benefits

Extra Benefits
Any benefit to a student-athlete that is not available to the general student body.

Student-athletes and prospects must pay the going rate for all goods and services; and may not receive preferential treatment based on their status as a student-athlete.

In order to protect the eligibility of our student-athletes, fans, businesses, and boosters may NOT:

- Provide or arrange for prospects, student-athletes, or their family members to receive goods or services for free or at a reduced rate that is not available to the general public.
- Any type of good or service provided without charge or at a reduced rate to a student-athlete or prospect will be regarded as an impermissible extra benefit.

Below are some examples of impermissible extra benefits; providing or arranging for:



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, dry cleaning, haircuts, tattoos, electronics)



Cash, loans of money, use of a 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

Common Questions

May a booster pay for a prospect's expenses to visit LMU's campus or to attend an LMU Athletics camp?

No. Unless the prospect is an immediate family member.

May a booster call a prospect or send a congratulatory message once a prospect has signed a National Letter of Intent with LMU?

No. The prospect remains a prospect until they enroll at LMU, or their first day of practice, whichever is earlier.

May a booster be involved in a prospect's official or unofficial visit to LMU?

No. Unless a former LMU student-athlete.

May a booster provide a student-athlete with a nominal gift for a special event (e.g., birthday, Christmas, wedding)?

No. Provision of any gift, including a gift of nominal value, is considered an extra benefit and will jeopardize a student-athlete's eligibility.

May a student-athlete allow someone to edit a class assignment for them?

No. All students must complete their own work on all class assignments. Allowing someone to edit an assignment for a student-athlete would be considered an extra benefit.

Name, Image, & Likeness

NIL (Name, Image, & Likeness)
Student-athletes may earn compensation for use of their NIL by entering into agreements with LMU. More information on how you can contribute to support our NIL efforts can be found here: <https://lmulions.com/roarlmu>
Additionally, third-party entities outside the institution (e.g., booster-owned business or company) can sponsor NIL Examples of NIL activities include:


- Autograph signings
- Personal appearances
- Social media endorsements
- Sports camps/clinics
- Private lessons
- Promoting a service, product, or business

May a student-athlete's NIL be used to advertise or promote the sale of use of a commercial product or service owned by a booster?

Yes. NIL activities must be conducted according to NCAA rules and CA state law. Any NIL agreement with a noninstitutional third-party (e.g. booster-owned business or company) with total compensation of \$600 or more must be approved by the NCAA-sanctioned NIL clearinghouse (NILGo.com).

May a booster provide a student-athlete professional services free of charge for personal reasons?

No. Professional services provided at less than the normal rate or at no expense to a student-athlete would be an extra benefit.



LMU has an excellent tradition of success in both academics and athletics. Our success is due in large part to the support of our alumni and friends. Compliance with NCAA rules is of the utmost importance to this University. As a member of the NCAA and the West Coast Conference, LMU is responsible for the actions of its coaches, student-athletes, and staff, as well as its alumni, boosters, and friends.

The information provided in this guide will assist you in understanding the fundamental principles under which intercollegiate athletics operates. We thank you for taking a few moments to familiarize yourself with this information. As we strive for continued excellence in academics and athletics, we must always seek the highest standard of ethical conduct. With your assistance and cooperation, we believe we can accomplish these goals.

Go Lions!

Craig Pintens
Director of Athletics