

Advertisements/Promos Continued:

Student-Athlete Did Not Give Permission

If a student-athlete's name or picture appears on commercial items or is used to promote a commercial product or service sold by an individual or business without the student-athlete's knowledge or permission, the student-athlete (or the institution acting on behalf of the student-athlete) is required to take the proper steps to stop such an activity from continuing or later occurring.

Congratulatory Advertisement

It is permissible for an individual student-athlete's name, image, or the group picture of a team, to appear in the congratulatory advertisement or message of a particular business, provided an array of parameters are met. To inquire about the rules of such an exception, please be sure to check in with Dartmouth's Athletics Compliance office prior to creating or advertising such a promotion.

Permissible Entities

ONLY Dartmouth College, or recognized entities thereof (e.g., fraternity, sorority or student government organization), or a non-institutional charitable, educational or nonprofit agency, may use a student-athlete's name, picture or appearance to support its charitable or educational activities or to support activities considered incidental to the student-athlete's participation in intercollegiate athletics, provided an array of parameters are met. To inquire about the rules of such an exception, please be sure to check in with Dartmouth's Athletics Compliance office prior to creating or advertising such a promotion.

THANK YOU
for taking the time to read and
understand this information!



If you have any questions about the information you just read or would like to know more regarding NCAA rules applicable to local businesses and our student-athletes, please feel free to contact:

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~ or ~

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A Guide for
**LOCAL
BUSINESSES**
On NCAA
Rules & Regulations
Regarding our
Student-Athletes

Dartmouth College Athletics Department

Office of Compliance

6083 Alumni Gym

Hanover, NH 03755

EXTRA BENEFITS

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The following section highlights what an extra benefit is and how providing it to Dartmouth student-athletes can negatively affect their intercollegiate eligibility to play their sport:

Definition

An **extra benefit** is any special arrangement provided to **ONLY** a particular student-athlete, student-athletes as a whole, or a student-athlete's family member or friend. Of which, that special arrangement is not available to the general public or the entire Dartmouth College student body.

Either a product or service (e.g., meal, haircut, clothes, gift cards, etc.), provided at either a reduced rate or free of charge, can be deemed an extra benefit if not available to the general public, and would therefore be deemed a violation of NCAA rules for a student-athlete to receive.



Penalties for an NCAA violation of this nature can include game/season suspensions of the student-athlete and mandatory fines by the student-athlete. It would also potentially impact the business relationship that establishment would have with Dartmouth Athletics.

Extra Benefits Continued:

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Examples

The following instances are examples of a business providing an extra benefit, and are **prohibited** for a student-athlete to receive:

- A member of a recent Ivy Championship team comes to your business, and as a congratulatory gesture, you cover their bill.
- During the holidays, the family members of only Dartmouth student-athletes get your goods or services at a discounted rate.
- A business allows only Dartmouth student-athletes to accrue store credit or “pay-later” arrangements.
- In exchange for a student-athlete's free tickets to their contests, you provide that athlete with your goods or services for free, or at a discounted rate.

The following are not deemed extra benefits and are therefore **permissible** for a student-athlete to receive, along with the rest of the general public:

- A business offers their product/service for free to the 100th patron that enters their establishment and a student-athlete happens to be that 100th patron. Could have been anyone!
- Every time a Dartmouth team beats Harvard your business offers discounted goods or services to all patrons.
- Other free or discounted goods or services given to all Dartmouth students or all patrons.
- Any frequent-customer discounts that are available to all customers, not just athletes.

ADVERTISEMENTS/PROMOS

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The following section highlights the issues around using our student-athletes in promotional activities or advertisements for your business' commercial ventures:



General Rule

A commercial entity is prohibited from using a student-athlete's name, picture or appearance to endorse or promote their company's products or services, either expressed or implied.

Student-Athlete Gives Permission

If a student-athlete explicitly gives permission to a commercial entity to use their name, picture or appearance in any form of advertising or promotional activity, it would directly impact their status as a student-athlete and they would be immediately deemed ineligible for intercollegiate competition, regardless of whether they receive remuneration or not.

