OLE MISS ATHLETICS COMPLIANCE

2026-2027 BOOSTER EDUCATION

INTRODUCTION

The University of Mississippi enjoys a rich heritage of athletic achievement and tradition. A steadfast commitment to compliance with all state, University, NCAA, and SEC regulations, rules, and bylaws by its student-athletes, coaches, staff, administration, fans, and other constituents is foundational to maintaining the highest standards of integrity and sportsmanship while achieving competitive success. We ask for your assistance in ensuring Ole Miss Athletics continues its commitment to compliance as it continues to build its storied athletic reputation.

You are receiving this information because you have been identified as a representative of Ole Miss athletics interests, or a "booster." This document has been created to provide boosters information on applicable rules and regulations set forth by the NCAA, SEC, and the State of Mississippi. Once an individual/entity is identified as a booster, that identification remains indefinitely. Thus, the guidance provided herein will always apply to you. Violations of this guidance may jeopardize the athletics eligibility of a current or prospective student-athlete AND your status as a booster for Ole Miss.

The Ole Miss Athletics Compliance Office serves to provide education in an effort to prevent unintentional violations of the rules and regulations. Please reach out to the compliance office with any questions or concerns before providing benefits, arrangements, etc., to a current or prospective student-athlete, or their family, friends, or associates. The Ole Miss Athletics Department appreciates your commitment and cooperation in adhering to these rules. Your continued support of the athletics department and each Ole Miss student-athlete is valued and appreciated.

WHAT IS A BOOSTER?

An individual or organization is considered to be a booster if he/she/it has ever been involved with Ole Miss Athletics by, for example:

- Their membership in an organization that supports Ole Miss Athletics.
- Making a financial contribution to:
  - Ole Miss Athletics (e.g., purchasing season tickets to Ole Miss athletics contests), or
  - Ole Miss Athletics Foundation (OMAF).
- Assisting or having been requested by Ole Miss Athletics staff to assist in the recruitment of prospective student-athletes as permitted by NCAA rules.
- Providing permissible benefits to a prospective student-athlete or their family members, friends, or associates (e.g., coach, marketing representative).
- Otherwise promoting Ole Miss Athletics.

INVOLVEMENT WITH PROSPECTIVE STUDENT-ATHLETES

A **prospective student-athlete (PSA)**, is any student who has started classes in the ninth grade, including individuals attending prep schools and junior colleges, or students who have withdrawn from a four-year institution. A PSA is defined as such regardless of athletics ability or whether Ole Miss is recruiting the PSA. PSAs retain that status until they enroll in and attend classes at Ole Miss, even if they have committed (verbally or in writing) to the university.

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RECRUITMENT OF PROSPECTIVE STUDENT-ATHLETES

Per NCAA rules, boosters are not permitted to engage in any recruiting activities with a prospective student-athlete. Please reach out to the Compliance Office with any questions BEFORE engaging with a prospective student-athlete or their family, friends, or associates to ensure permissibility of the engagement.

Examples of impermissible recruiting activities with a booster include, but are not limited to:

- Having on- or off-campus contact with PSAs or their family, friends, or associates (e.g., coach, marketing representative).
- Engaging in telephone, written, or electronic correspondence with PSAs or their family, friends, or associates.
- Providing or arranging the provision of any benefit to PSAs or their family, friends, or associates with any benefit (e.g., meals, financial aid of any kind, gifts, transportation, housing/lodging).
- Providing free or discounted tickets to athletics events to PSAs or their family, friends, or associates.
- Engaging in recruiting language on a PSA's social media page (e.g., "Come to the Sip!").
- Evaluating (or assisting with the evaluation of) a PSA at the direction of Ole Miss coaching staff.

EXTRA BENEFITS AND INDUCEMENTS

An **extra benefit** is any special arrangement or provision of a benefit to an Ole Miss student-athlete, or their family, friends, or associates (e.g., marketing representative) that is not expressly authorized by NCAA legislation. Boosters are prohibited from providing or arranging extra benefits. This includes providing extra benefits to induce a student-athlete to remain enrolled at Ole Miss.

Additionally, a booster may not provide or arrange the provision of any extra benefits to a PSA, or their family, friends, or associates (e.g., coach, marketing representative) to induce the prospect's enrollment at Ole Miss.

Examples of extra benefits include, but are not limited to:

- Meals that are not previously approved through the athletics department.
- Loans, cash or any other financial aid/assistance.
- Use of an automobile or free or reduced transportation.
- Free or reduced rent for housing.
- Free or reduced cost for use of private property (e.g., vacation home, property to hunt/fish, boat).
- Providing free or discounted tickets, use of suite, or sideline access to Ole Miss athletics events.
- Arranging the provision any benefit not otherwise permitted by NCAA legislation.
- Assisting in or arranging for academic misconduct (e.g., plagiarism, providing subject/answers for tests, falsifying transcripts).

While providing free or discounted tickets, suite access, or sideline access to athletics events to a student-athlete or PSA, or to their family members, friends, or associates, is generally considered an impermissible extra benefit, such access may be permissible if it is provided as compensation for work performed as part of a NIL agreement. The NIL activity must be reviewed and cleared through the NCAA clearinghouse, NIL Go PRIOR to the student-athlete receiving any compensation. Please refer to the Name, Image, and Likeness (NIL) section below for additional information.

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STUDENT-ATHLETE COMPLIMENTARY ADMISSIONS & PREMIUM AREAS

A student-athlete may not provide his/her complimentary admission to a booster, (i.e., the booster may not be added to a student-athlete's complimentary pass list to receive a ticket to a competition). Further, a booster may not pay a student-athlete for access to his/her complimentary admissions. If there is a preexisting relationship **as determined by Ole Miss**, such a benefit may be permissible.

Further, a booster may not provide access to premium areas (e.g., suites, clubs, seats) to a student-athlete or their family members, friends, or other associates. This is an impermissible extra benefit that may affect not only your status as a booster, but also the eligibility of the student-athlete.

PREEXISTING RELATIONSHIPS

Generally, a student-athlete may only receive benefits from a family member or legal guardian. However, NCAA rules permit analysis to determine whether benefits provided by someone other than a family member or legal guardian are contrary to the legislation. Receipt/provision of benefits resulting from an established relationship, one that predates enrollment and/or whose association is not related to athletics participation, may be determined.

If you believe your relationship with a student-athlete would allow you to provide benefits to him/her, please reach out to the Athletics Compliance Office as soon as possible. **DO NOT ASSUME** you have a preexisting relationship with a student-athlete that would meet the NCAA criteria.

NAME, IMAGE, AND LIKENESS ACTIVITIES

Under NCAA legislation, name, image, and likeness (NIL) activities are any activities for which a student-athlete's NIL is used to advertise or endorse the sale or use of a commercial service or product. NIL activities also include the use of a student-athlete's NIL to support noncommercial entities or endeavors (e.g., charities, nonprofits, educational) or activities considered incidental to the student-athlete's participation in intercollegiate athletics. All NIL activities must abide by the Mississippi Intercollegiate Athletics Compensation and Publicity Rights Act, NCAA legislation, College Sports Commission (CSC) requirements, and the Ole Miss NIL policy.

All Division I student-athletes must use the NIL Go online platform to report third party NIL transactions. All transactions are subject to review by the CSC to determine legitimacy and compliance with NIL-related rules. Such a determination allows a student-athlete to protect their eligibility while participating in NIL activities. **Providing compensation for NIL deals that have not been cleared by the CSC or have otherwise not been reported in NIL Go may result in a student-athlete being rendered ineligible for practice and/or competition.**

If you as a third-party payor engage in NIL activities with a student-athlete, be aware that you may be contacted by the CSC to provide additional information. Until all information is provided, the NIL deal will not move forward for review (i.e., receive clearance status) and you **MAY NOT** compensate the student-athlete(s). Please reach out to the compliance office if you have questions regarding reporting or clearance of a NIL deal in which you are involved as a payor.

If engaging in NIL activities with a student-athlete, and the compensation includes the provision of goods/services involving Ole Miss events or facilities, please provide that information to the

compliance office or the relevant entity within the athletics department. For example, if the compensation includes suite access to an athletics event, please share this information with the compliance office and/or the premium services office to allow for proper review and documentation.

STUDENT-ATHLETE EMPLOYMENT

Student-athlete employment, unrelated to NIL activities, must be reported to the compliance office. Employment of a student-athlete or prospective student-athlete by a booster is permissible, provided the following criteria is met:

- Employment is not arranged by an institutional staff member,
- The employment opportunity is available on an equal basis to all applicants who qualify for the position,
- Compensation is provided only for work performed, AND
- The rate of compensation is commensurate with the going rate within the Oxford community for similar services.

ATHLETICS AWARDS AND MEMORABILIA

Student-athletes may not sell or exchange/trade their athletics awards or any items received for participation in intercollegiate athletics. This includes, but is not limited to:

- Institutionally issued gear (e.g., apparel, game-worn apparel/accessories, shoes).
- Institutionally issued equipment.
- Athletics awards (e.g., postseason rings, letterman jacket, Ole Miss participation awards).

If a student-athlete attempts to sell athletics awards or institutionally issued athletics equipment or apparel to you, their athletics eligibility may be jeopardized. Please reach out to the compliance office with any related questions or concerns.

CONCLUSION

A commitment to compliance with all rules and regulations safeguards the integrity of our athletics program and lays the foundation for sustained success. Upholding these standards protects the reputation of Ole Miss Athletics and preserves the trust placed in us by our student-athletes, institution, and community. Through vigilance, education, and accountability, we ensure that our pursuit of excellence extends beyond competition and reflects the highest principles of sportsmanship, integrity, and institutional pride.

Again, the Ole Miss Athletics Department sincerely appreciates your commitment to compliance and your cooperation in upholding these standards. Your continued support of our department and of each Ole Miss student-athlete is both valued and deeply appreciated. Please contact a member of the Ole Miss Athletics Compliance Office if you have any questions or concerns regarding this information or any other compliance matters. Our office values the opportunity to provide guidance and support to ensure continued adherence to athletics rules and regulations.

Ole Miss Athletics Compliance Office
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