

September 4, 2024

Dear Hotel Management:

As a stakeholder within the Sun Devil Athletics community, ASU's Athletics Compliance Office would like to take this opportunity to introduce ourselves to you and offer you the benefit of our services. As a member of the National Collegiate Athletic Association, we are committed to the principle of athletics compliance and ensuring Sun Devils play by the rules, both on and off the field. On behalf of ASU, it is the Compliance Office's responsibility to assist SDA's stakeholders with their efforts to conduct activities in accordance with NCAA legislation. We seek to meet that responsibility through outreach and the offer of our services should you ever have questions or need our assistance.

It is in this regard we are writing to provide information regarding NCAA impermissible benefit legislation and ask for your assistance. Although NCAA legislation specifically defines and categorizes different types of impermissible benefits (e.g., extra benefits and preferential treatment), the prohibition is generally the same: under most circumstances, student-athletes cannot receive goods, services, or other benefits based solely on their status as student-athletes. The following are examples of common hotel-related benefits that NCAA student-athletes (and their family and friends) are not allowed to receive:

- Rooms at a discounted rate (e.g., friends and family discount), unless the rate is available to all similarly situated guests (e.g., discount available to the parent of any ASU student, not just athletes);
- Complimentary access to areas that normally require an additional fee (e.g., pool and fitness areas);
- Any other benefit, service, or payment arrangement that is in any way based on a student-athlete's status as an athlete;

Student-athletes who receive such benefits jeopardize their eligibility to compete in intercollegiate athletics. We are therefore asking for your help as we work to protect our student-athletes' eligibility.

You may be aware that student-athletes, notwithstanding the above, are now able to monetize their own rights of publicity (names, images, and likenesses or NIL) without SDA coordination. Please understand that any such activities are also subject to NCAA regulations, as well as state law. The NCAA regulations, among other things, prohibit activities that could be deemed pay-for-play and require a quid pro quo for services, pay commensurate with the going rate for the activity, and, generally, disclosure within a time certain. If you would like to engage a student-athlete in an NIL activity, please contact ASU's NIL administrator at rachael.bacchus@asu.edu.

If you have questions regarding whether something may constitute an impermissible benefit or if you have other questions relating to NCAA rules and regulations, please feel free to contact ASU's Athletics Compliance Office at 480-965-5755 or SunDevilsAsk@asu.edu.

Sincerely,

A handwritten signature in blue ink, appearing to read "Stephen T. Webb".

Stephen T. Webb
Chief Athletics Compliance Officer and Special Counsel