



August 21, 2013

I hope this letter finds you coming off a great summer and looking forward to an even better fall. The football season is right around the corner, and our Sun Devil student-athletes have been working extremely hard throughout the off-season. As I begin my second season as the Head Football Coach at Arizona State University, I have never been more excited about a team as the one we have this year. Given the challenging schedule we face this fall, our team motto for the 2013 season is "Any Challenge."

As you know, with great challenges, come great opportunities. I believe that the challenges we face today will help us achieve our goal of building a championship program. And when I say "championship program," I am not only referring to our success on the playing field, but also in creating and maintaining a program filled with young men who are also champions off the field, including in the classroom and the community. At the end of the day, we want a program that everyone in our community and state can be proud to call their own.

Champions also play by the rules. That is why I demand that our football coaches, staff, and student-athletes do everything they can to follow the rules of the NCAA and the Pac-12 Conference. Many of those rules relate to activities that could occur off campus, including prohibiting our student-athletes from receiving impermissible benefits. Impermissible benefits can fall into many different categories, but, regardless of what you call them, the rule is generally the same – student-athletes cannot receive goods or services based on their status as student-athletes. The following are examples of benefits that NCAA student-athletes are not allowed to receive:

- Cash and cost-free goods and services;
- Special discounts, payment arrangements, or credit options for products or services if the same is not available to all ASU students;
- Preferential treatment, benefits, or services based on a student-athlete's athletics reputation, skill, or pay-back potential as a future professional athlete;
- Payment for work not performed or at unreasonable levels, or the promise of employment after college graduation; and
- The purchase of items or services from student-athletes or their relatives at inflated prices.

Student-athletes who receive such benefits jeopardize their eligibility to compete in intercollegiate athletics, and I ask for your help as we work to protect our student-athletes. If you ever have any questions about impermissible benefits or any other NCAA or Pac-12 rule, I encourage you to contact ASU's Athletics Compliance Office (480-965-5760). They would be more than happy to help you. As we say at ASU, when it comes to compliance, always ask before you act.

I hope you will come out and see the Sun Devils play this season. It is truly going to be an exciting fall here in Tempe!

GO DEVILS!

Todd Graham  
Head Football Coach