

October 21, 2016

Dear Merchants:

Arizona State University's Athletics Compliance Office would like to take this opportunity to introduce ourselves to you, a stakeholder of Sun Devil Athletics, and offer you the benefit of our services. ASU is a proud member of the National Collegiate Athletic Association and is committed to the principle of athletics compliance and ensuring that we play by the rules, both on and off the field. On behalf of ASU, it is the Compliance Office's responsibility to assist Sun Devil Athletics 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.

In connection with our outreach endeavors, we are also writing to provide information to you regarding NCAA impermissible benefit legislation. 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 on their status as student-athletes. The following are examples of benefits that NCAA student-athletes are not allowed to receive:

- Cash or cost-free goods (e.g., meals, beverages) and services (e.g., haircuts, tattoos);
- Special discounts, payment arrangements (e.g., waiving cover charges), 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;

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.

If you have any 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 480-965-5760 or SunDevilsAsk@asu.edu.

Sincerely,

A handwritten signature in blue ink, appearing to read "Stephen T. Webb". The signature is fluid and cursive, with a large initial "S" and a long, sweeping underline.

Stephen T. Webb
Executive Director of Athletics Compliance