

NCAA Recommendations

AdvoCare products and the AdvoCare opportunity are available to both athletes and coaches involved in NCAA sports. However, it is very important that both NCAA student-athletes and coaches completely understand the rules that govern them. The following information is our recommendation for those governed by NCAA Bylaws. Please note that AdvoCare is not responsible for violations of NCAA rules and that NCAA sanctions can result if NCAA rules are broken. Thus, all parties concerned should have a good understanding of the NCAA rules and consult their institution's designated athletics department resource individual for any questions on NCAA Bylaws.

	Athletes	Coaches
Use of photos of themselves on an AdvoCare Microsite, Facebook, Twitter, personal website or any other place where AdvoCare is mentioned.	No	Yes. However, coaches should NOT be wearing any school licensed sportswear.
Personal testimonials about AdvoCare or AdvoCare products.	No	Yes
AdvoCare Microsites linked to a personal Facebook, Twitter, or other website.	No	No
Use of name on an AdvoCare Microsite.	No, use the phrase "AdvoCare Independent Distributor" in place of your name	Yes
Sale of AdvoCare products to current NCAA athletes.	Yes	No
Sample AdvoCare products to a coach or a fellow athlete.	Yes	Maybe. A coach should NOT give a sample of a non-permissible product to an athlete.
Purchase AdvoCare products from others.	Yes, but only from a Distributor who is not associated with the school. Or, an athlete may become a Distributor.	Yes, but only from Distributors who are not athletes on their athletic team.
Sponsor current athletes as a Distributor.	Yes	No
Sponsor other college coaches as a Distributor.	No	Yes
Place NCAA athletes anywhere in their downline organization	Yes	No
Sale of products from a former NCAA athlete to a current NCAA athlete.	Yes, but only at retail price. No discount can be used.	N/A

Volunteer Coaching Staff: Please note that the rules located above for coaches also apply to volunteer coaching staff.

Booster Clubs: Note that Booster Clubs in of themselves CANNOT be Distributors. Booster clubs can purchase product and give product to other booster club members, but booster clubs cannot resell products or give them to coaches or athletes. An individual member of a booster club who is also a Distributor MAY sell product to coaches or athletes.

***Disclaimer:** always check with your school NCAA official to ensure compliance with NCAA rules. These are only recommendations and AdvoCare is not responsible for NCAA rule violations or any loss of future profits that may result from NCAA sanctions.

Applicable Rules

NCAA Bylaw 12.4.4 Self-employment. A student-athlete may establish his or her own business, provided the student athlete's name, photograph, appearance or athletics reputation are not used to promote the business.

NCAA Bylaw 12.5.2.1 Advertisements and Promotions After Becoming a Student-Athlete. After becoming a student-athlete, an individual shall not be eligible for participation in intercollegiate athletics if the individual:

- (a) Accepts any remuneration for or permits the use of his or her name or picture to advertise, recommend or promote directly the sale or use of a commercial product or service of any kind; or
- (b) Receives remuneration for endorsing a commercial product or service through the individual's use of such product or service.

NCAA Bylaw 16.01.1 Eligibility effect of Violation. A student-athlete shall not receive any extra benefit. Receipt by a student-athlete of an award, benefit or expense allowance not authorized by NCAA legislation renders the student-athlete ineligible for athletics competition in the sport for which the improper award, benefit or expense was received. If the student-athlete receives an extra benefit not authorized by NCAA legislation, the individual is ineligible in all sports.

NCAA Bylaw 16.11.2.3 Other Prohibited Benefits. An institutional employee or representative of the institution's athletics interests may not provide a student-athlete with extra benefits or services[.]