

# Professional Sports Agents

## NCAA Rules Education for Elite Football, Basketball and Baseball Student-Athletes



# Eligibility Risk

A student-athlete's eligibility to participate in Division 1 Athletics is at risk if the student:

- Agrees (orally or in writing) to be represented by an agent for the purpose of marketing his/her athletics ability;
- Enters into a verbal or written agreement with an agent for representation in negotiations that are to take place after the student has completed his/her eligibility (includes postseason contests); or
- Accepts a benefit of any type or the student's relatives or friends accepts a benefit of any type (including transportation) from an agent, even if the agent has indicated that he/she is not interested in representing the student and/or does not represent other athletes in his/her sport.



# Potential Agent Personnel

- Agent
- Runner
- Handler
- Marketing Agent
- Financial Advisor
- Brand Manager



# Agent Credentials

- NBA, NFL, or MLB Player's Association Certified
- Federal Law (UAAA – Unified Athlete Agent Act) requires sports agents to be certified in states they are operating in



# Third-Parties

- Use of third parties is not regulated by the UAAA or professional league rules
- Agents use third-parties to attach themselves to the student's career to build a relationship
- Potential third-parties include:
  - Current NFL, NBA, and MLB players
  - Party promoters
  - Memorabilia collectors
  - Etc.



# Third-Party Activities

- Arranging interviews with agents
- Hosting parties
- Providing disability insurance/insuring future expected salaries
- Use of professional training facilities/services
- Providing hotels/transportation



# Extra Benefit Violations

When an Agent or agent's representative provides a benefit to a student-athlete with eligibility remaining or a student-athlete's friend/family member, a serious NCAA violation has occurred.



# Extra Benefit Violations

- Common benefits agents use:
  - Cash \$\$\$
  - Gift cards
  - Automobiles
  - Parties for the student athlete/friends (including transportation/hotel)
  - Free use of professional training facilities/services (including transportation/hotel)



# Consequences

- UNC loses three players to agent scandal  
<http://msn.foxsports.com/collegefootball/story/unc-loses-three-football-players-to-agent-scandal>
- NCAA suspends Dez Bryant <http://aol.sportingnews.com/ncaa-football/story/2011-03-31/oklahoma-state-to-look-at-latest-dez-bryant-allegations>
- NCAA suspends Cris Carter <http://www.answers.com/topic/cris-carter>
- UF, NCAA investigate claim player took cash  
<http://www.miamiherald.com/2010/07/20/1737956/uf-ncaa-investigate-claim-player.html>
- USC Trojans Get Black Eye Over Reggie Bush Scandal  
<http://newsfeed.time.com/2010/06/10/usc-trojans-get-black-eye-over-reggie-bush-scandal>



# Policies to Protect Student-Athletes From Agent/Eligibility Issues

- Prohibit any contact between UI student-athletes and agents until:
  - The student-athlete is in his/her final season of eligibility
  - The meeting between the agent/student-athlete is arranged by the University
  - The agent is registered with the University of Iowa and
  - The agent is registered with the Iowa Attorney General's Office (as required by Iowa Cod, Chapter 9A)



# Questions

