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NCAA rules forbid student-athletes to agree, orally or in writing, to be represented by an agent or organization in the marketing of his or her athletic ability or reputation until after the completion of the last intercollegiate contest, including postseason games. The NCAA prohibition includes an agreement that is not effective until after the last game.

NCAA rules forbid a student-athlete or his/her representative from negotiating or signing a playing contract in any sport in which the athlete intends to compete, or to market the name or image of the athlete.

NCAA rules forbid a student-athlete to ask to be placed on a professional draft list, whether or not the athlete withdraws his or her name before the draft, whether or not the athlete is actually drafted and whether or not the athlete signs a professional contract. However, in the sport of basketball, an enrolled student-athlete may enter a professional league's draft one time during his or her collegiate career without jeopardizing eligibility in that sport, provided the student-athlete is not drafted by any team in that league and the student-athlete declares his or her intention to resume intercollegiate participation within 30 days after the draft. In addition, an enrolled football student-athlete, in the sports of Division I-A and I-AA football, may enter the National Football League draft one time during his collegiate career without jeopardizing eligibility in that sport, provided the student-athlete is not drafted by any team in that league and the student-athlete declares his intention to resume intercollegiate participation within 72-hours following the National Football League draft declaration date. The student-athlete's declaration of intent shall be in writing to the institution's director of athletics.

NCAA rules forbid an athlete from accepting expenses or gifts of any kind from an agent or anyone else who wishes to provide services to the student-athlete. Such payment is not allowed because it would be compensation based upon athletic skill and preferential benefit not available to the general student population.

NCAA rules forbid a student-athlete from receiving preferential benefits or treatment because of the athlete's reputation, skill or potential as a professional athlete.