

Promotional Activity Approval & Release Forms

Per Bylaw 12.5.1.1, an institution, or recognized entity thereof, a member conference, or non-institutional, charitable, educational, or non-profit agency may use a student athlete's name, picture or appearance to support charitable activities or to support activities which directly relate to the student athlete's participation in intercollegiate athletics provided the following conditions are met:

- There must be written approval by the athletic director or designee (this form).
- The specific activity in which the student-athlete participates does not involve co-sponsorship, advertisement or promotion by a commercial agency other than through the reproduction of the sponsoring company's officially registered regular trademark or logo on printed materials such as pictures, posters, or calendars. The company's emblem, name, address, telephone number and website address may be included with the trademark or logo.
- Current student-athletes with remaining eligibility may not have their name or picture appear on institutional promoted items which includes a reproduction of a product which a commercial entity is associated with if the officially registered trademark or logo already appears.
- The student-athlete does not miss class.
- All moneys go to the institution, conference, charity, educational or non-profit agency.
- The student-athlete receives only actual and necessary expenses for participation in the activity. No additional compensation may be received.
- The student-athlete's name, picture, or appearance is not used to promote commercial ventures of a non-profit agency.
- If a non-institutional outside agency is involved, the student-athlete and an authorized representative of the agency must sign a release statement ensuring that the student-athlete's name, image, or appearance is used in a manner consistent with the requirements of this bylaw.
- Items that include an individual student-athlete's name, picture or likeness, other than informational items, may NOT be sold. Items that include the names, pictures or likeness of **multiple** student-athletes may be sold only at the member institution at which the student-athletes are enrolled, the institution's conference, institutionally controlled outlets or outlets controlled by the charitable, educational or nonprofit organization.

In order to ensure completion and adherence to these requirements, this form must be completed and returned to the compliance office prior to the promotional activity.

Sport: _____

Check One:

Charitable _____ Educational _____ Institutional _____ Non-profit _____

**IF NOT INSTITUTIONAL, please provide the following information:
Involved Agency Name, Contact Person's Name, Phone Number, and Email:**

FOR ALL EVENTS, PLEASE COMPLETE THE FOLLOWING:

Date of Event: _____ Time: _____ Location: _____

Will the student-athlete miss class due to this activity? Yes _____ No _____

Purpose of Activity:

Describe Duties of Student-Athlete:

Will money be raised from the activity? If yes, describe what the proceeds will be used for:

Does this activity involve co-sponsorship, advertisement, or promotion by a commercial agency? If so, how is the commercial entity involved?

Describe any advertisement used for the activity. (Please attach any advertisement, trademark, or logo used.)

Will the student-athlete's name, picture, or personal appearance be used in any advertising or promotion of the activity? If so, how?

Will the student-athlete receive any expenses such as meals or transportation associated with the event? If so, what?

Sponsoring Agency Release Statement (if an outside agency is involved)

In signing this form, I acknowledge that I have read and agree to abide by the above NCAA regulations regarding the use of a student-athlete's name, picture, or appearance in the promotion or involvement of this activity and will not risk the eligibility of the student-athlete.

Agency Representative Name (printed)

Agency Representative Signature

Date

Head Coach OR Staff Signature

Date

Director of Athletics (or Designee) Signature

Date

***All participating athletes must sign the attached Student-Athlete Promotional Release Form. Attach the signed form to this form and return to the Compliance Office prior to the promotional activity.**

Student-Athlete Promotional Release Form

1) Use of Student-Athlete's Name, Picture or Appearance for an Institutional, Charitable, Educational, and/or Non-Profit Promotion

Per Bylaw 12.5.1.1, an institution, or recognized entity thereof, a member conference, or non-institutional, charitable, educational, or non-profit agency may use a student athlete's name, picture or appearance to support charitable activities or to support activities which directly relates to the student athlete's participation in intercollegiate athletics. The following criteria must be met:

- There must be written approval by the athletic director or designee (this form).
- The specific activity in which the student-athlete participates does not involve co-sponsorship, advertisement or promotion by a commercial agency other than through the reproduction of the sponsoring company's officially registered regular trademark or logo on printed materials such as pictures, posters, or calendars. The company's emblem, name, address, telephone number and website address may be included with the trademark or logo.
- Current student-athletes with remaining eligibility may not have their name or picture appear on institutional promoted items which includes a reproduction of a product which a commercial entity is associated with if the officially registered trademark or logo already appears.
- The student-athlete does not miss class.
- All moneys go to the institution, conference, charity, educational or non-profit agency.
- The student-athlete receives only actual and necessary expenses for participation in the activity. No additional compensation may be received.
- The student-athlete's name, picture, or appearance is not used to promote commercial ventures of a non-profit agency.
- If a non-institutional outside agency is involved, the student-athlete and an authorized representative of the agency must sign a release statement ensuring that the student-athlete's name, image, or appearance is used in a manner consistent with the requirements of this bylaw.
- Items that include an individual student-athlete's name, picture or likeness, other than informational items, may NOT be sold. Items that include the names, pictures or likeness of *multiple* student-athletes may be sold only at the member institution at which the student-athletes are enrolled, the institution's conference, institutionally controlled outlets or outlets controlled by the charitable, educational or nonprofit organization.

I fully understand the policy and all of the conditions which must be met in order for me to participate and abide by the NCAA rules and regulations.

Student-Athlete Name (printed): _____

Student Athlete Signature: _____ Date: _____

If several student-athletes are participating, additional student athletes may sign the back of this form. Please be sure to require printed name, signature and date for each athlete.