

# Promotional and Fund-Raising Activities Request Form

## NCAA Bylaws 12.5 and 12.6 Sacramento State Intercollegiate Athletics

**Date of Event:** \_\_\_\_\_ **Place of Event:** \_\_\_\_\_

**Type of Request:**    Donation of Item    Appearance of a student-athlete    Other: \_\_\_\_\_

<b>Name of the group or organization issuing the request:</b>		
<b>Phone number of the group or organization listed above:</b>		
<b>Type of group or organization:</b>		
<input type="checkbox"/> Sacramento State campus organization (fraternity, sorority, student gov't.) <input type="checkbox"/> Non-institutional, charitable or educational agency <input type="checkbox"/> Non-profit organization <input type="checkbox"/> Other, please explain:		
If a non-profit organization, will educational or charitable activities be promoted?	YES	NO
If a non-profit organization, will commercial ventures be promoted?	YES	NO
What type of promotional or fund-raising activities will be conducted?		
Will money be solicited? If YES, for what purpose?	YES	NO
Will there be co-sponsorship of the event? (Attach a copy of any advertisement.) If YES, by whom or what organization?	YES	NO
Will the activity involve the use of a student-athlete's athletic ability?	YES	NO
How many Sacramento State student-athletes are being requested to participate?		
Will the student-athlete(s) be required to miss class in order to participate?	YES	NO
What expenses or benefits, if any, will the student-athlete(s) receive?		
<input type="checkbox"/> Meals <input type="checkbox"/> Mileage <input type="checkbox"/> Lodging <input type="checkbox"/> Other:		
Will the expenses named above be related to the participation of the student-athlete(s) in the activity?	YES	NO

\_\_\_\_\_  
Signature of Head Coach

\_\_\_\_\_  
Signature of Marketing/Promotions

\_\_\_\_\_  
If necessary, Signature of Organization Rep.

"As per the guidelines of NCAA Bylaws 12.5 and 12.6, the activities described above may take place."  _____ <b>Compliance Coordinator</b> <b>Date</b>	"The student-athletes listed above have my permission to participate in the described activities."  _____ <b>Director of Athletics</b> <b>Date</b>
--	---

## Official Release Statement

### NCAA Bylaw 12.5.1.1

#### Institutional, Charitable, Educational or Nonprofit Promotions.

A member institution or recognized entity thereof (e.g., fraternity, sorority or student government organization), a member conference or a noninstitutional charitable, educational or nonprofit agency may use a student-athlete's name, picture or appearance to support its charitable or educational activities or to support activities considered incidental to the student-athlete's participation in intercollegiate athletics, provided the following conditions are met:

- (a) The student-athlete receives written approval to participate from the director of athletics, subject to the limitations on participants in such activities as set forth in Bylaw 17 (playing and practice seasons);
- (b) The specific activity or project in which the student-athlete participates does not involve cosponsorship, 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 and telephone number may be included with the trademark or logo. Personal names, messages and slogans (other than an officially registered trademark) are prohibited;
- (c) The name or picture of a student-athlete with remaining eligibility may not appear on an institution's printed promotional item (e.g., poster, calendar) that includes a reproduction of a product with which a commercial entity is associated if the commercial entity's officially registered regular trademark or logo also appears on the item;
- (d) The student-athlete does not miss class;
- (e) All moneys derived from the activity or project go directly to the member institution, member conference or the charitable, educational or nonprofit agency;
- (f) The student-athlete may accept legitimate and normal expenses from the member institution, member conference or the charitable, educational or nonprofit agency related to participation in such activity, provided it occurs within the state or, if outside the state, within a 100-mile radius of the member institution's campus;
- (g) The student-athlete's name, picture or appearance is not utilized to promote the commercial ventures of any nonprofit agency;
- (h) Any commercial items with names or pictures of student-athletes (other than highlight films or media guides per 12.5.1.9) may be sold only at the member institution at which the student-athlete is enrolled, institutionally controlled (owned and operated) outlets or outlets controlled by the charitable or educational organization (e.g., location of the charitable or educational organization, site of the charitable event during the event); and
- (i) The student-athlete and an authorized representative of the charitable, educational or nonprofit agency 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 section.

<p>“As the student-athlete involved in the promotional activity, I have reviewed the regulations noted above and I agree to abide by the stipulations and their intent.”</p>	<p>“As an authorized representative of the institutional, charitable, educational or nonprofit agency involved in the promotional activity, I have reviewed the regulations noted above and I agree that my agency will abide by the stipulations and their intent.”</p>
<p>_____ Signature of Student-Athlete</p>	<p>_____ Signature of Authorized Representative</p>
<p>_____ Date</p>	<p>_____ Date</p>
<p>_____ Printed Name of Student-Athlete</p>	<p>_____ Printed Name and Title of Representative</p>