



BAYLOR ATHLETICS

Marketing, 150 Bear Run, Waco, TX 76711

Phone: 254-710-8110 Fax: 254-710-1369

Student-Athlete Appearance Request Form

Please read the policies carefully and complete both pages; all incomplete request forms will be automatically denied.

Policies for Appearances:

1. Completion of this form does not guarantee Baylor will fulfill the request.
2. Due to academic and time restrictions, student-athlete appearances will be made on a limited basis.
3. The Baylor University Athletic Department does not require student-athletes to make appearances. Any appearance made by a student-athlete will be done voluntarily.
4. The Baylor University Athletic Department cannot facilitate appearances for former student-athletes.
5. A signed copy of the NCAA Bylaw form must accompany this application
6. The appearance of a student-athlete will in no way imply endorsement of the requesting organization by Baylor Athletics.
7. Appearances are limited to within a 15-mile radius of Waco.

Organization: _____

Is this organization labeled a 501C nonprofit agency?.....**YES** **NO**

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____

Location: _____

Phone: (_____) _____

Date: _____ / _____ / _____ Time: _____

Who is requested: _____

If this student-athlete is not available, would you appreciate another student-athlete that may be from a different team?**YES** **NO**

Purpose: _____

Will money be raised: **YES** **NO** If yes, please explain in detail, where the proceeds will go, and what the proceeds will be used for: _____

Any co-sponsor(s) of event/appearance (please list)? _____

NCAA bylaws permit student-athlete's to receive monetary compensation for legitimate expense related to appearances (i.e. mileage expenses). Is the requesting organization willing and able to reimburse a student-athlete for these legitimate expenses?**YES** **NO**

Signature of Activity Representative: _____ Date: _____

Baylor Athletic Marketing
150 Bear Run
Waco, TX 76712
(P) 254-710-8038 (F) 254-710-1369

NCAA BYLAWS REGARDING PROMOTIONAL ACTIVITIES

Please read the following NCAA bylaws carefully and sign the bottom of the page.

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 (or his or her designee who may not be a coaching staff member);
- (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 actual and necessary expenses from the member institution, member conference or the charitable, educational or nonprofit agency related to participation in such activity;
- (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) 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; 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.

12.5.1.1.2 Promotions Involving Commercial Locations/Sponsors. A member institution or a charitable, educational or nonprofit organization may use the appearance, name or picture of an enrolled student-athlete to promote generally its fund-raising activities at the location of a commercial establishment, provided the commercial establishment is not a cosponsor of the event and the student-athlete does not promote the sale of a commercial product in conjunction with the fund-raising activity. A commercial establishment would become a cosponsor if the commercial establishment either advertises the presence of the student-athlete at the commercial location or is involved directly or indirectly in promoting the activity.

13.16.1 Prohibited Expenses. An institution or a representative of its athletics interests shall not offer, provide or arrange financial assistance, directly or indirectly, to pay (in whole or in part) the costs of the prospect's educational or other expenses for any period prior to his or her enrollment or so the prospect can obtain a postgraduate education.

By signing this form, I acknowledge that I have read and understand the NCAA bylaws regarding promotional activities. I understand that Baylor University is under no obligation to fulfill this request. I further understand that Baylor reserves the right to request the return of any donated item when these bylaws are not followed.

Signature of Activity Representative: _____ Date: _____

Signature of Baylor Marketing Office: _____ Date: _____

Signature of Compliance Office: _____ Date: _____

Signature of Student-Athlete(s) (if applicable): _____ Date: _____