



**PROMOTIONAL ACTIVITIES REQUEST**

This form, when signed by the promotional agency involved and approved by the Division of Athletics, allows the name, picture or identity of the student-athletes mentioned below to be used in a community service or promotional activity according to the NCAA regulations as stated in bylaws 12.5, 12.5.1 and 12.5.2 of the NCAA Manual. Completion of this form does not guarantee that the University of Dayton will be able to accommodate your request. Please submit requests at least four (4) weeks in advance of the event.

**To be completed by athletics staff member contact (if applicable):**

Name of staff member or team contact	Date
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**To be completed by the requesting group/agency:**

Name of requesting group/agency		
Group/Agency Description (check one) <input type="checkbox"/> High School <input type="checkbox"/> Junior High <input type="checkbox"/> Elementary School <input type="checkbox"/> UD Group <input type="checkbox"/> Charitable Group (provide copy of 501(c)(3)) <input type="checkbox"/> Other (please specify): _____		
Name of Group/Agency Contact	E-mail Address	
Address (street, city, state, zip)	Phone	Fax
Location of Event	Event Date	Time of Event
Please describe the event and items to be used (donated). If a student-athlete appearance is requested, which student-athletes and what are their roles?		
Please answer the following questions related to donations and promotions: <input type="checkbox"/> Yes <input type="checkbox"/> No    1. Is this a fundraising event? <input type="checkbox"/> Yes <input type="checkbox"/> No    2. Will the event involve any commercial agencies or sponsors (e.g., National City Bank, Meijer, etc.) *If yes, please attach a detailed description of the sponsor. <input type="checkbox"/> Yes <input type="checkbox"/> No    3. Will the funds directly or indirectly benefit a group? <input type="checkbox"/> Yes <input type="checkbox"/> No    4. Will the funds directly or indirectly benefit an individual? *If yes: Is that individual a high school student? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No    5. Will the event involve high school students (anyone who has started 9 <sup>th</sup> grade)? <input type="checkbox"/> Yes <input type="checkbox"/> No    6. Will the money raised go directly to a charity? 7. What is the age range of the individuals who will benefit from the fundraiser and/or donated items? <input type="checkbox"/> Ages 1-12 <input type="checkbox"/> Ages 13-18 <input type="checkbox"/> Ages 18+		

*I certify that I have read this form and the provisions of NCAA Bylaw 12.5.1.1 in its entirety and agree to the required terms and conditions.*

Signature of Group/Agency Authorized Representative	Date
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**APPROVED:**     Yes     No

Signature of Athletic Director or Designee	Date
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*Continued...*

## Provisions of NCAA Bylaws relating to Promotional Activities

### 12.5.1.1 Institutional Charitable, Educational or Non-Profit Promotions:

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

- (a) The student-athlete receives prior written approval to participate from the Athletic Director;
- (b) The specific activity or project 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 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;
- (c) The name or picture of a student-athlete with remaining eligibility may not appear on an institution's printed promotional item (i.e., 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 expenses from the member institution, member conference or 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 members 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 may be sold only at the member institution at which the student-athlete is enrolled, institutionally controlled outlet or outlets controlled by the charitable or educational organization (e.g., location of the charitable or educational organization, site of 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, picture 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.

**Translation:** This bylaw prohibits The University of Dayton from providing a student-athlete's name, picture or appearance for an organization in which a profitable organization is associated with the running of the event.

**NOTE: UD student-athletes may not give recruiting presentations or have direct recruiting contact with any student who has started classes for the ninth grade.**

*UD Compliance Contacts:*

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