



## Charlotte Athletics Student-Athlete Promotional Activities Release

Under NCAA Bylaw 12.5.1.1(a), written permission must be obtained prior to the use of any student-athlete's name, picture, or appearance in institutional, charitable, educational or nonprofit promotions. This letter is to serve as permission to allow \_\_\_\_\_, a student-athlete/team to participate in the - \_\_\_\_\_ promotions activity.

**All promotional activities are subject to the following regulations:**

1. The specific activity or project in which the student-athlete(s) participates cannot involve cosponsorship, advertisement or promotions 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, but the use of personal names, messages and slogans (other than an officially registered trademark) is prohibited.
2. A student-athlete's name, picture or appearance cannot be utilized to promote the commercial ventures of a nonprofit agency.
3. All moneys derived from the activity or project go directly to the member institution, member conference or the charitable, educational or nonprofit agency.
4. 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.
5. Any commercial items with names or pictures of student-athletes may be sold only at outlets controlled by the charitable or educational organization (e.g., location of the charitable or educational organization, site of the charitable event) or the member institution in which the student-athlete is enrolled.

**By signing below, you are stating that the student-athlete's name, image or appearance will be used in a manner consistent with the regulations listed above.**

Describe your promotional activity involving the student-athlete(s):

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\_\_\_\_\_  
Organization

\_\_\_\_\_  
Authorized Representative's Signature

\_\_\_\_\_  
Date

Activity is approved for the student-athlete's participation:

\_\_\_\_\_  
Student-Athlete Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Athletic Director Signature

\_\_\_\_\_  
Date