

# VILLANOVA UNIVERSITY

Athletic Marketing & Special Events, 800 E. Lancaster Avenue, Villanova, PA 19085

Phone: (610) 519-6594 Fax: (610) 519-7972

## Student-Athlete Appearance Request Form

*Please read the policies carefully and return the completed form to the Athletic Marketing Office via fax or mail.*

### Policies for Appearances:

1. **Completion of this form does not guarantee Villanova University Athletics will fulfill the request.**
2. Due to academic and time restrictions, student-athlete appearances will be made on a limited basis.
3. Appearances will not be approved for student-athletes who are currently in season (i.e., basketball student-athletes will not be available from October 13th through April 15<sup>th</sup>).
4. If the organization making the request is a non-profit, charitable, or educational group, the Department of Athletics will incur mileage costs.
5. All appearances are for a one-hour time limit.
6. The Division of Athletics cannot facilitate appearances for former student-athletes.
7. **A signed copy of the NCAA Bylaw form must accompany this application.**

Organization: \_\_\_\_\_

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

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Location: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_

Date: \_\_\_\_\_, \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Time: \_\_\_\_\_

Who is requested: \_\_\_\_\_

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. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signature of Activity Representative: \_\_\_\_\_ Date: \_\_\_\_\_

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**NCAA BYLAWS REGARDING PROMOTIONAL ACTIVITIES**

*Please read the following NCAA bylaws carefully and sign the bottom of this form.*

**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-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, picture or appearance is used in a manner consistent with the requirement 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.

**13.15.1 Prohibited Expenses.** An institution or a representative of its athletics interest 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 as they relate to student-athlete appearances. I further understand that Villanova University is under no obligation to fulfill this request.

Signature of Activity Representative: \_\_\_\_\_ Date: \_\_\_\_\_

Signature of Student-Athlete (if applicable): \_\_\_\_\_ Date: \_\_\_\_\_

Signature of Villanova Compliance: \_\_\_\_\_ Date: \_\_\_\_\_

Signature of Villanova Sport Administrator \_\_\_\_\_ Date: \_\_\_\_\_