STEP 1: A Promotional Activities Request Form (pages 1&2) must be completed by the agency representative and submitted to the Compliance Coordinator for all institutional, charitable, educational and nonprofit promotions in accordance with NCAA Bylaw 12.5.1.1. The Promotional Activities Request Form must be submitted to the Compliance Office at least 24 hours in advance of the event/activity.

- Failure to obtain prior approval from the Compliance Office for student-athlete participation in institutional, charitable, educational and nonprofit events/activities is a violation of NCAA Bylaw 12.5.1.1(a).

STEP 2: Upon approval, the Compliance Coordinator will return the Promotional Activities Request Form to the organizing party (SJSU staff member).

STEP 3: The organizing party is responsible for obtaining the signature of the student-athlete(s) participating in the event/activity on the “Permission to Participate” portion of the Promotional Activities Request Form (page 3). This portion of the Promotional Activities Request Form is for internal use, it is not provided to the agency representative since requests for the appearance of specific student-athletes cannot be guaranteed. The student-athlete(s) signature must be obtained on the day of the event/activity.

- Failure to obtain the signature(s) of student-athlete(s) participating in institutional, charitable, educational and nonprofit events/activities is a violation of NCAA Bylaw 12.5.1.1(i).

STEP 4: At the conclusion of the event, the Promotional Activities Request Form in its entirety (pages 1, 2 & 3) must be submitted to the Student Success Coordinator, who will award Spartan Cup points if applicable.

12.5.1.1 Institutional, Charitable, Education 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), subject to the limitations on participants in such activities as set forth in Bylaw 17;

(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.