STEP 1: A Promotional Activities Request Form (pages 1&2) must be completed by the organizing party (agency representative or SJSU staff member) and submitted to the Compliance Coordinator for approval of student-athlete involvement in all institutional, charitable, educational and nonprofit promotions in accordance with NCAA Bylaw 12.5.1.1.

- The Request Form must be submitted to the Compliance Coordinator at least 48 hours in advance of the event/activity.
- All methods of advertisement for the promotional event/activity must be attached to the Request Form.
- Only one Request Form (pages 1&2) is necessary for recurring events/activities (those that take place on multiple dates for the same organization). Page 3 must be submitted for each date on which the recurring event/activity takes place.

STEP 2: Upon approval, the Compliance Coordinator will email the Request Form to the organizing party.

- 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 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 Request Form (page 3). 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/activity, the Request Form in its entirety (pages 1, 2 & 3) must be submitted to the Compliance Coordinator.

- For recurring events/activities, only page 3 must be submitted for each date on which the event/activity takes place.

STEP 5: The Compliance Coordinator provides the Request Form in its entirety 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.
SPARTAN CUP Points Guidelines

Examples of events/activities that do NOT earn Spartan Cup Points; however, still require a Promotional Activities Form and Compliance Office Approval:

- Team meet and greets
- Events at which student-athletes represent their SJSU team to earn money either for themselves or their program (e.g., team fundraisers, outside campsclinics involving non-prospect age participants).

Examples of events/activities that do NOT earn Spartan Cup Points AND do NOT require a Promotional Activities Form:

- Involvement of ball or bat girlsboys in practice and/or competition.
- Community Service required for classes or sororitiesfraternities.

Examples of events/activities that earn Spartan Cup Points AND require a Promotional Activities Form and Compliance Office Approval:

- Pen Pal Program
- Read Across America
- BAWSI, YMCA, Special Olympics, American Cancer Society, etc.
- School visitsJunior Spartan visits (non-prospect age)
- SJSU Field Day
- Student-athlete participation in camps that benefit charity or non-profit organizations (e.g., FCA, under privileged youth).

Examples of events/activities that earn Spartan Cup Points; however, do NOT require a Promotional Activities Form:

- Donations of blood, food, clothing, toiletries, hair (e.g., Locks of Love) absent the use of a student-athlete’s name, picture or appearance.