



Procedure: Charitable/Non-Profit & Promotional Activity Form

Tulane University will employ the following procedure to monitor promotional activities:

1. Before the Student-Athlete can participate in any promotional activity, the Compliance Office must be notified.
2. The Student-Athlete and the individual initiating the promotional activity will complete the Charitable/Non-Profit & Promotional Activity Form. This form can be copied or picked up from the Compliance Office.
3. The Authorized Representative of the charitable, educational, or non-profit agency must list his/her address and phone number and must identify the participating Student-Athlete and a description of the Student-Athlete's activities on the authorization form.
4. The Student-Athlete and authorized representative of the charitable, educational, or non-profit agency must sign that they have each read and will comply with the guidelines listed on the authorization form.
5. The form must be submitted to the Compliance Office at least one (1) week prior to the scheduled activity.
6. The Compliance Office will review and, if approved, stamp an approval date on the request.
7. Once the authorization form is approved, the Compliance Office will obtain the final authorizing signature from the Director of Athletics.
8. The Compliance Office will notify the Student-Athlete and/or Student-Athlete's Head Coach and the Authorized Representative of the decision regarding the promotional activity request.



Charitable/Non-Profit & Promotional Activity Form

This form must be completed prior to any student-athlete's participation in a promotional activity to ensure compliance with the provisions of NCAA Bylaw 12.5.1. Please return this form to the Compliance Office no later than one week prior to the scheduled activity/event.

Name and Title of Authorized Representative: _____

Name of Organization: _____

Address: _____

Phone: (____) _____

Date, time and location of the event: _____

Name of the Student-Athlete(s): _____

Brief description of the activity and duties the student-athletes will be performing: _____

<p>Type of Organization:</p> <p><input type="checkbox"/> Charitable/Educational</p> <p><input type="checkbox"/> Non-Profit</p> <p><input type="checkbox"/> Recognized Tulane Organization (e.g., sorority, student government)</p> <p><input type="checkbox"/> Other (please specify):</p>

Will this Activity be advertised? YES NO If "YES", please attach a copy of advertisement/flyer.

A charitable or non-profit agency may use a student-athlete's name, picture, or appearance to support its non-commercial ventures, but as stipulated by NCAA Bylaw 12.5.1.1 (a-i), only if the following conditions have been met:

- (a) The student-athlete receives written approval to participate from the Director of Athletics (or their designee);
- (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 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 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.
- (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 (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, image or appearance is used in a manner consistent with the requirements of this section.

I have read and been advised that I may lose my eligibility if I do not comply with the above guidelines.

Student-Athlete Signature _____ Date _____

I attest that the activity this student-athlete is requested to participate in meets the guidelines listed above, and that the student-athlete's name, image or appearance is used in a manner consistent with those guidelines.

Authorized Representative Signature _____ Date _____

Director of Athletics (or Designee) Signature _____ Date _____