Promotional Activities

The following rules apply to student-athlete participation in Institutional, Charitable, Education or Nonprofit Promotions:

1. The student-athlete must receive written permission from the Compliance Office prior to the event.
2. The activity or project must not involve cosponsorship, advertisement or promotion by a commercial agency.
3. 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).
4. The student-athlete cannot miss any class time to participate.
5. All profits made from the event or project must go directly to the member institution, member conference or the charitable, educational or nonprofit agency.
6. The student-athlete may be provided actual and necessary expenses (transportation and meals).
7. The student-athlete’s name, picture or appearance may not be used to promote any commercial ventures of the nonprofit agency.
8. Commercial items with names, likenesses or pictures of multiple student-athletes may be sold only at the member institution.
9. The student-athlete and an authorized representative must sign the Promotional Activities Form confirming that the student-athlete’s name, image and appearance.

Compliance Brain Busters

1. A student-athlete will receive a ring for his end of the year award. He would prefer a watch over a ring, so he asks his coach if he can exchange the ring for a watch. As long as the watch does not cost more than the ring, this would be permissible.:
   True
   False

2. A prospect is visiting SJSU's campus today for an official visit. Since it is his birthday, the SJSU coaches decorated his hotel room by spelling out his name in candy on the bed, this would not be permissible.
   True
   False

Answers on Page 2
SJSU Fun Facts
Ron Caragher will be San Jose State’s 28th football head coach.

This month’s mandatory SJSU Compliance Rules Education Session will take place on Tuesday, January 15 from 2-3 PM and Thursday, January 17 from 9-10 AM in the Spartan Foundation Room. ALL coaching staff members are required to attend at least one of these Sessions, and we encourage staff members to attend as well.

Requesting an NLI
1. Submit NLI/GIA Request Form to Wendy Dunn
2. Requests will be reviewed to ensure team is within NCAA limitations, PSA is on the IRL and PSA has answered amateurism questions
3. Requests will be reviewed for an initial eligibility evaluation, SJSU admissions evaluation and an APR evaluation
4. NLI/GIA will be submitted to the Deputy Director of Athletics and Director of Financial Aid for signatures
5. NLI/GIA will be provided to the coaching staff for the head coach’s signature and delivery to the PSA
6. NLI/GIAs may be delivered via electronic mail!
7. Signed NLI/GIAs are to be returned to Wendy Dunn
8. Wendy Dunn will notify the appropriate department personnel via email of all signed and returned NLI/GIAs
9. NLI/GIAs will be submitted to the WAC office for validation

Brain Buster Answers
1. False – Athletics awards given to individual student-athletes shall be limited to those approved or administered by the member institution, its conference or an approved agency. Awards received for athletics participation may not be sold, exchanged or assigned for another item of value, even if the student-athlete’s name or picture does not appear on the award. [NCAA Bylaw 16.1.4]
2. True – An institution may not arrange misc., personalized recruiting aids and may not permit a prospect to engage in any game-day simulations during an official visit. Personalized recruiting aids include any decorative items and special additions to any location the prospect will visit regardless of whether the items include the prospect’s name or picture. [NCAA Bylaw 13.6.7.9]

Compliance Education Sessions
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Interpretation Questions and Answers

Question: Can an undergraduate student-assistant receive a complimentary meal during an official visit?

Answer: Yes, however the undergraduate student assistant must be listed as a student-host during the visit per the Staff Interp on 9/29/99. If the undergraduate student assistant is not listed as a student-host they may NOT receive a complimentary meal; the undergraduate student assistant may be present at such meal but must pay for the meal.

Question: Can SJSU pay for the expenses of a transcript to be sent to our institution?

Answer: Yes, per an NCAA Staff Interpretation on 12/9/94, institutions may pay for all costs associated with attaining a transcript. Costs associated include mail charges and fees charged by the school for preparation of the transcript.

Question: Can SJSU include student-athlete autographs as an incentive for purchasing raffle tickets?

Answer: Yes, per an NCAA Staff Interpretation on 12/12/06, an institution may raffle items that include a student-athlete’s name, likeness or picture. However, it is impermissible to raffle items with a student-athlete’s name attached to the item. Raffling an item that is autographed is only permissible if there is no name on the item AND the item must be signed by multiple student-athletes. For example, at a fundraising event, it is not permissible for an institution to raffle a jersey with a name of a student-athlete affixed to it, even if other student-athletes sign the jersey. However, if a jersey does not bear the affixed name of an individual student-athlete and is signed by multiple student-athletes, it is permissible for the jersey to be raffled, subject to the legislative requirements for conducting such promotions.