Student-athlete involvement in promotional activities is subject to specific NCAA rules and is limited to institutional, charitable, educational and/or nonprofit activities. All institutional, charitable, educational and nonprofit promotional activities involving student-athletes must have prior approval from the athletics department. All student-athlete appearances for such events are coordinated through the Life Skills Office. For more information, please call 517.355.2205.

NCAA Legislation Regarding Promotional Activities
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:

- MSU staff and student-athletes are not permitted, directly or indirectly, to assist in raising funds for prospects, high schools or any organization consisting of prospects. A prospect is any student in grades 9-12;
- The student-athlete must obtain written permission from the Director of Athletics (or designee);
- The activity may not involve co-sponsorship, advertisement or promotion by a commercial agency. 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. The sponsoring company’s officially registered trademark or logo may appear on printed materials such as pictures, posters and calendars. Personal names, messages and slogans (other than the officially registered trademark) are prohibited;
- The name or picture of a student-athlete with remaining eligibility may not appear on an institution’s printed promotional item (e.g., poster) 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;
- Student-athletes may not miss class to participate in the activity/project;
- All funds raised from the activity/project must go directly to the institution, conference or the charitable, educational or nonprofit agency;
- Student-athletes may accept legitimate and normal expenses from the institution, conference or the charitable, educational or nonprofit agency to participate in the activity;
- The student-athlete’s name, picture or appearance may not be used to promote the commercial ventures of any nonprofit agency;
- Any commercial items with names or pictures of student-athletes may be sold only at MSU and MSU-controlled outlets or outlets controlled by the charitable or educational organization; and
• The student-athlete and an authorized representative of the charitable, educational or nonprofit agency must sign a release statement ensuring that the student-athlete’s name, image or appearance is used in a manner consistent with the above guidelines.

Use of Student-Athlete’s Name or Picture without Knowledge or Permission
If a student-athlete’s name or picture appears on commercial items (e.g., t-shirts, sweatshirts, playing cards, posters, photographs) or is used to promote a commercial product sold by an individual or agency without the student-athlete’s knowledge or permission, the student-athlete (or the institution acting on behalf of the student-athlete) is required to take steps to stop such an activity in order to retain his or her eligibility for intercollegiate athletics.

Nonpermissible Activities
Ø A student-athlete will lose his/her eligibility for participation in intercollegiate athletics if the individual:
  ▪ Permits the use of his or her name or picture to advertise, recommend or promote directly the sale or use of a commercial product or service of any kind regardless of whether any compensation was received; or
  ▪ Receives remuneration for endorsing a commercial product or service through the individual’s use of such product or service.

REMEMBER: ASK BEFORE YOU ACT!