Michigan State University student-athletes are often asked to participate in promotional activities (e.g., speaking engagements). However, student-athlete involvement in a promotional activity is also subject to specific NCAA rules and is limited to institutional, charitable, educational and/or nonprofit activities.

**Permissible 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:

- The student-athlete must obtain written permission from the Director of Athletics (or designee) [Promotional Activities Form];
- 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 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**

∅ 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.

∅ It is not permissible for a student-athlete to film a television commercial promoting a commercial product prior to the completion of his/her eligibility even if the commercial will not be aired until the student-athlete has exhausted his/her athletics eligibility. The student-athlete would jeopardize his/her eligibility, inasmuch as the student-athlete would still be promoting a commercial product prior to the completion of his/her eligibility.

∅ **Name the Player Contest**: A student-athlete may not permit use of his or her name or picture in a “name-the-player” contest conducted by a commercial business for the purpose of promoting the business.

∅ **Athletics Equipment Advertisement**: A student-athlete’s name or picture may not be used by an athletics equipment company or manufacturer to publicize the fact that the institution’s team utilizes its equipment.

∅ **Promotional Contests**: A student-athlete may receive prizes for winning a promotional activity (e.g., making a half-court basketball shot) held in conjunction with an institution’s intercollegiate competition, provided the prize is won through a random drawing in which all members of the general public or the student body are eligible to participate.

∅ **Appearance in Commercial Films**: Footage of a MSU game or event or of the individual performance of a student-athlete may not be used in a commercial movie unless all individuals appearing in the footage have exhausted their eligibility.

**Media Activities**

- **During the Playing Season**: During the playing season, a student-athlete may appear on a local radio and television program (e.g., coaches show) or engage in writing projects when the student-athlete’s appearance or participation is related in any way to athletics ability or prestige, provided the student-athlete:
  - Does not receive any remuneration for his/her appearance or participation in the activity; and
  - Does not make any endorsement, expressed or implied, of any commercial product or service.

The student-athlete may receive legitimate and normal expenses directly related to the appearance or participation in the activity, provided it occurs within a 30-mile radius of the institution’s main campus. The institution also may provide such expenses for a student-athlete to appear on radio or television in the general locale of an institution’s away-from-home competition.
A student-athlete involved in an institutional promotion on a television or radio network is precluded from making a reference to the local station or network as part of the program (e.g., “Watch the Spartans on NBC”).

- **Outside the Playing Season:** Outside the playing season, a student-athlete may participate in media activities (e.g., appearance on radio, television, participation in writing projects) when such appearance or participation is related in any way to athletics ability or prestige, provided the student-athlete is academically eligible to represent the institution and:
  - Does not receive any remuneration for his/her appearance or participation in the activity; and
  - Does not make any endorsement, expressed or implied, of any commercial product or service.

The student-athlete may receive legitimate and normal expenses directly related to such appearance or participation, provided the source of the expenses is the entity sponsoring the activity.