

**MSU OFFICE OF COMPLIANCE SERVICES
PROMOTIONAL ACTIVITY FORM**

The following information must be provided in order to determine the permissibility of a Michigan State University student-athlete's involvement in the activity. Please return the completed form by fax to the Office of Compliance Services at (517) 432-5643 or call (517) 432-5510 if you have questions. Thank you for your cooperation!

Sponsoring Agency: _____

Contact Name: _____ Telephone No.: _____

Address: _____

E-mail address: _____ Fax No.: _____

Is this agency charitable, educational or institutional? Yes No

Is this agency certified as a 501C nonprofit agency? Yes No

If yes, please provide your tax identification number. _____

What age group does this agency benefit (e.g., children, high school, adults)? _____

Name of Event/Activity. _____

Purpose of Event/Activity. _____

Date, Time and Location of Activity. _____

What activities will the student-athlete(s) participate in during your event? _____

Is this a fundraising activity? Yes No

If YES, who will receive the proceeds and what will the proceeds be used for? _____

Will there be any commercial sponsorship of the event? Yes No

If YES, how is the commercial entity involved in this activity? _____

Will there be any advertisement or promotions by a commercial agency or sponsor? Yes No

If YES, what type of advertising or promotion will be used in the advertising or promotion? _____

Will a student-athlete's name, picture, personal appearance or involvement be used in any advertising or promotion of the activity? Yes No

If YES, how will the student-athlete be used in the advertising or promotion? _____

Will a student-athlete(s) receive any expenses (e.g., meals, transportation) associated with their involvement in the activity?

Yes No

If YES, indicate what the student-athlete(s) will receive: _____

PROMOTIONAL ACTIVITIES INVOLVING STUDENT-ATHLETES

The NCAA rules permit a member institution, a member conference or a charitable, educational or nonprofit agency to use a student-athlete's name picture or appearance to support its charitable or educational activities, provided the following conditions are met:

1. The student-athlete receives written approval to participate from the director of athletics, subject to the limitations on participants in such activities as set forth in the NCAA regulations.
2. The specific activity or project in which the student-athlete participates does not involve cosponsorship, 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. The student-athlete's name, picture or appearance cannot be used in any way which would directly or indirectly imply his/her endorsement of a commercial product or service.
3. The student-athlete does not miss class.
4. All moneys derived from the activity or project go directly to the institution or the charitable, educational or nonprofit agency.
5. The student-athlete may accept actual and necessary expenses (e.g., transportation, meals) from the member institution, member conference or the charitable, educational or nonprofit agency related to participation in such activity.
6. The student-athlete's name, picture or appearance is not utilized to promote the commercial ventures of any nonprofit agency.
7. Any commercial items with names, likenesses or pictures of multiple student-athletes may be sold only at the institution at which the student-athlete is enrolled, institutionally controlled (owned and operated) outlets or outlets controlled by the charitable or educational organization (e.g., location of the charitable or educational organization, site of charitable event during the event). Items that include an individual student-athlete's name, picture or likeness (e.g., name on jersey, name or likeness on a bobble-head doll), other than informational items (e.g., media guide, schedule cards, institutional publications) may not be sold.
8. An authorized representative of the charitable, educational or nonprofit agency must sign this release statement ensuring that the student-athlete's name, image or appearance is used in a manner consistent with the requirements of this section.
9. **Approval of this activity does not guarantee the appearance of a MSU student-athlete. If this event is approved, student-athletes will be assigned based on availability.**

SPONSORING AGENCY RELEASE STATEMENT

In signing this form I acknowledge that I have read and agree to abide by the above NCAA regulations regarding the use of a student-athlete's name, picture or appearance in the promotion or involvement of this activity.

Signature of Authorized Agency Representative

Date

FOR OFFICIAL USE ONLY

Does this activity meet the requirements of NCAA 12.5.1.1? Yes No

OCS Signature _____ Date _____

MSU Contact Person _____