

# UNIVERSITY OF NORTHERN IOWA

## PROMOTIONAL ACTIVITIES

Office of Athletic Compliance

This form, when signed by the promotional agency involved and approved by the Athletic Department, allows the student-athlete's name, picture, or identity to be used in a community service or promotional activity.

NCAA Bylaw 12.5 promotional activities; 12.5.1 permissible; 12.5.2 nonpermissible

To be completed by athletics department staff member arranging activity:

Name of staff member:	Date
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To be completed by the sponsoring agency:

Name of sponsoring agency		
Agency description <input type="checkbox"/> Institutional <input type="checkbox"/> Charitable <input type="checkbox"/> Educational <i>Proof of 501(c)(3) status may be required.</i>		
Name of contact person		
Address (street, city, state, zip code)		Phone number
		Fax number
Date of event	Time of event	Site and city of event
Please describe your event: _____ _____ _____		
NCAA regulations preclude members from participating in activities that directly or indirectly benefit any student who has started ninth grade. <input type="checkbox"/> Yes <input type="checkbox"/> No <b>1.</b> Is this a fund-raising event? <input type="checkbox"/> Yes <input type="checkbox"/> No <b>2.</b> Will the funds raised from the event directly or indirectly benefit prospects? If yes, the University or its representatives may not participate in the event; if no, explain the use of funds: _____ <input type="checkbox"/> Yes <input type="checkbox"/> No <b>3.</b> Will the event involve students who have started the ninth grade? <input type="checkbox"/> Yes <input type="checkbox"/> No <b>4.</b> Will the involved student-athlete miss class? <input type="checkbox"/> Yes <input type="checkbox"/> No <b>5.</b> Will you provide the transportation or meals to the student athlete? Explain: _____		
Please print or type the names of the preferred student-athletes you want to participate in your event. If the requested student-athletes are unavailable, would substitutes from that sport suffice? <input type="checkbox"/> Yes <input type="checkbox"/> No		
<i>Name /Sport</i>		<i>Name /Sport</i>
1. _____		1. _____
2. _____		2. _____
3. _____		3. _____
4. _____		4. _____
5. _____		5. _____

"I certify that I have read this form and the provisions of NCAA Bylaw 12.5.1.1 (opposite side) in its entirety and agree to the required terms and conditions."

Signature of authorized representative		Date signed
Signature of approval from athletics department		Date signed
Approved? <input type="checkbox"/> Yes <input type="checkbox"/> No	Signature, Office of Athletic Compliance	Date signed
Additional comments:		

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**Provisions of NCAA Bylaw 12.5.1.1:**

NCAA Bylaw 12.5.1.1 permits a charitable or educational agency to use a student-athlete's name, picture, or appearance to support its charitable or educational activities, provided the following conditions are met:

- A. The student-athlete receives written approval from the director of athletics;
- B. 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 regular trademark or logo on printed materials such as pictures, posters, or calendars. The company's emblem, name, address, and telephone number, and Web site address 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 monies derived from the activity or project go directly to the charitable, educational or nonprofit agency;
- F. The student-athlete may accept actual and necessary expenses from the charitable, educational or nonprofit agency related to participation in such activity;
- 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 multiple student-athletes (other than highlight films or media guides per Bylaw 12.5.1.7) may be sold only at the member institution at which the student-athletes are 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; 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.

**Note: Attending University of Northern Iowa student-athletes may not give recruiting presentations or have direct recruiting contact with any student who has started classes for the ninth grade.**