



BEMIDJI STATE UNIVERSITY PROMOTIONAL ACTIVITIES FORM

Submit this completed form to the Compliance Office prior to activity.

NCAA Bylaw 12.5.1.1 – Institutional, Charitable, Education or Nonprofit Promotions

A member institution or recognized entity thereof (e.g., fraternity, sorority or student government organization), a member conference or a non-institutional 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:

- (a) The student-athlete receives written approval to participate from the institution's chancellor or president (or his or her designee), subject to the limitations on participants in such activities as set forth in Bylaw 17;
- (b) The specific activity or project in which the student-athlete participates does not involve co-sponsorship, advertisement or promotion by a commercial agency except as follows:
 - (1) Identification (e.g., graphics, voice over, on-screen test) of the commercial entity must explain the commercial entity's affiliation with the permissible entity (e.g., entity is the official sponsor of the institution/event);
 - (2) The appearance or description of the commercial product(s)/service(s) and/or the commercial entity's logo(s) may be included, but may not exceed 25 percent of the total promotional activity. Further, language or action included in the promotion may not directly encourage the use or purchase of the commercial product or service (e.g., "drink this product") with which the commercial entity is associated;
- (c) The student-athlete does not miss class;
- (d) All money derived from the activity or project go directly to the member institution, member conference or the charitable, educational or nonprofit agency;
- (e) The student-athlete may accept actual and necessary expenses from the member institution, member conference or the charitable, educational or nonprofit agency related to participation in such activity;
- (f) The student-athlete's name, picture or appearance is not used to promote the commercial ventures of any nonprofit agency;
- (g) Any commercial items with names or pictures of student-athletes (other than items specified per Bylaws 12.5.1.7 and 12.5.1.8) may be sold only by the member institution, member conference or NCAA, through outlets controlled by the member institution, member conference or the NCAA 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); and
- (h) 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:

- 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.
- **Approval of this activity does not guarantee the appearance of a BSU student-athlete. If this event is approved, student-athletes will be assigned based on availability.**

To be completed by athletics department staff member arranging activity:

Name of staff member	Date
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Staff member: Sponsoring agency is to complete pg. 2 w/supporting documentation. Collect information & Return document to compliance office for review via scanned e-mail attachment or mailbox (PE #29). You will receive written notification regarding if the activity is approved by the athletics compliance.



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To be completed by the sponsoring agency:

Name of Sponsoring Agency: _____		
Agency description. (check one) <input type="checkbox"/> Institutional <input type="checkbox"/> Charitable <input type="checkbox"/> Educational		
*Proof of 501 (c) (3) status may be required.		
Name of contact person _____		
Address (street, city, state, zip code) _____	Phone # _____	Fax # _____
Activity(attach additional information if available): _____ _____		

Purpose of Activity (e.g. fundraising, outreach, etc.): _____
 Date of Event: _____ Start Time of Event: _____ End Time of Event: _____
 Location of Event : _____

Will the student-athletes receive expenses (e.g., meals, transportation)? Yes No
 If yes, please list: _____

Co-sponsorship or advertising for this event (*attach any printed materials and use of commercial trademarks or logos*):

Will all monies generated by the activity go directly to the sponsoring agency? Yes No

Please list or attach a separate sheet of the preferred student-athletes you want to participate in your event. If the requested student-athletes are unavailable, would substitutes from the sport suffice? Yes No

Name	Sport	Name	Sport

Please Note: Student-athletes must NOT miss any class time to be involved with Promotional Activities.

Describe the student-athlete’s involvement or role in this activity:

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

Athletics Office Use Only: Request Rec'd: _____		Date Response: _____	
Will the student-athletes miss any class time for this activity?		Yes <input type="checkbox"/> No <input type="checkbox"/>	
Verified by: _____	Signature _____	Date _____	
Bylaw 12.5.1.1 requirements met? Yes <input type="checkbox"/> No <input type="checkbox"/>	Compliance Office Signature _____	Date _____	

