

STUDENT-ATHLETE PROMOTIONAL ACTIVITIES REQUEST



OFFICE OF ATHLETICS COMPLIANCE

This form, when signed by the promotional agency involved and approved by the Department of Athletics, allows a student-athlete's name, picture or identity to be used in a community service or promotional activity. Please be aware that even if an activity is determined to be permissible by NCAA regulations, the availability of student-athletes must still be determined by the involved sports program, coaches and the student-athletes themselves. **Submitting a request does not guarantee the request will be filled.** If you have any questions, please contact the Office of Athletic Compliance at 513-556-0558 or 513-556-2209 (fax). Thank you for your cooperation.

Please Read the Below Legislation Concerning Promotional Activities

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 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: (Revised: 1/11/89, 1/10/91, 1/10/92, 1/16/93, 1/9/96, 11/12/97, 4/26/01, 4/28/05, 4/27/06 effective 8/1/06, 5/6/08)

- (a) The student-athlete receives written approval to participate from the director of athletics (or his or her designee who may not be a coaching staff member), 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 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, telephone number and website 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 moneys derived from the activity or project go directly to the member institution, member conference or the charitable, educational or nonprofit agency;
- (f) 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;
- (g) The student-athlete's name, picture or appearance is not used to promote the commercial ventures of any nonprofit agency;
- (h) Any commercial items with names, likenesses 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, the institution's conference, institutionally controlled (owned and operated) outlets or outlets controlled by the charitable, educational or nonprofit 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.

12.5.1.1.2 Promotions Involving Commercial Locations/Sponsors

A member institution or a charitable, educational or nonprofit organization may use the appearance, name or picture of an enrolled student-athlete to promote generally its fund-raising activities at the location of a commercial establishment, provided the commercial establishment is not a cosponsor of the event and the student-athlete does not promote the sale of a commercial product in conjunction with the fund-raising activity. 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. (Adopted: 1/10/92)

16.02.3 Extra Benefit.

An extra benefit is any special arrangement by an institutional employee or representative of the institution's athletics interests to provide a student-athlete or the student-athlete family member or friend a benefit not expressly authorized by NCAA legislation. Receipt of a benefit by student-athletes or their family members or friends is not a violation of NCAA legislation if it is demonstrated that the same benefit is generally available to the institution's students or their family members or friends or to a particular segment of the student body (e.g., international students, minority students) determined on a basis unrelated to athletics ability. (Revised: 1/10/91, 1/19/13 effective 8/1/13)

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



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COMMUNITY SERVICE GUIDELINES

**ALL PERSONS/ORGANIZATIONS REQUESTING COMMUNITY SERVICE MUST REVIEW
THE GUIDELINES SET BY THE NCAA AND UNIVERSITY OF CINCINNATI AND
FILL OUT THE ACCOMPANYING APPEARANCE FORM.**

- Please have the completed form to us a minimum of one week prior to the event, preferably 2 weeks prior. The less time prior to the event that we receive the request, the less likely we will be able to fulfill your request.
- Student-athletes will not be asked to do community service during the last week of classes or final exam periods.
- A student-athlete may not make an appearance that will interfere with his/her class attendance, workout schedule, athletic practice or study table.
- Student-athletes may not accept extra benefits. Examples of extra benefits include T-Shirts, CD's, tapes, posters, money, gift certificates, etc. (i.e. anything of value) A student-athlete is permitted to accept mileage compensation at the state rate of \$.585/mile and share in a meal with the charitable organization.
(See NCAA Bylaw 16.02.3)
- If a student-athlete is to be compensated for travel expenses please make the check out to the student-athlete, but send the check to the University of Cincinnati Athletic Department – Life Skills. **DO NOT GIVE THE STUDENT-ATHLETE MONEY AT THE EVENT.**
- A student-athlete may not make an appearance that is sponsored or co-sponsored by an organization whose interest is contrary to NCAA Bylaws (e.g. casinos; gambling is prohibited by the NCAA).
- Any event scheduled for a student-athlete must have a beneficial purpose. Student-athletes will not make appearances merely to sign autographs or have their pictures taken.
- Advertisements of the student-athlete that include but are not limited to print, radio and/or television must be approved by the Athletics Department prior to advertisement. No changes may be made once the advertisements are approved.
- A representative from the Athletics Department may accompany student-athletes to their community service appearance.
- All appearances are subject to prior approval by the Athletics Department, which expressly reserves the right to refuse any request for any reason. The Athletics Department also reserves the right to substitute a student-athlete for another if the need arises.
- Student-athletes may not participate in activities that support a commercial product/service for the fundraising effort of a high school or fundraising for any group consisting of prospective student-athletes (eg., club soccer teams).
- Student-athletes may appear at a commercial location to support the fundraising efforts of UC or a charitable organization provided the commercial location does not promote the event in any manner.

**Thank you for your support of the
University of Cincinnati's Athletics department**



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TO BE COMPLETED BY THE REQUESTING ORGANIZATION/GROUP

Name of Sponsoring Agency		
Agency Description. (Check one) - Proof of 501(c)(3) status may be required.		
<input type="checkbox"/> Institutional (affiliated with the University of Cincinnati) <input type="checkbox"/> Charitable <input type="checkbox"/> Educational <input type="checkbox"/> Non-Profit		
Name of contact person		
Address (Street, City, State, Zip)		
Phone Number	Fax Number	Email Address
Date of event	Time of event	Location of event (Include city, state and specific site)
Please describe your event and what part the student-athlete(s) will play: _____		
Will an advertisement, promotion, flyer, etc be used for the event? If yes, please submit for prior approval. <input type="checkbox"/> Yes <input type="checkbox"/> No		
May we take pictures? <input type="checkbox"/> Yes <input type="checkbox"/> No		

Please answer the following questions:	
<input type="checkbox"/> Yes <input type="checkbox"/> No	1. Is this a fundraising event? If yes, how will proceeds be used? _____
<input type="checkbox"/> Yes <input type="checkbox"/> No	2. Does the activity involve co-sponsorship, advertisement or promotion by a commercial agency? If yes, please explain. _____
<input type="checkbox"/> Yes <input type="checkbox"/> No	3. Will all money derived from the activity go directly to the University of Cincinnati, the Big East, or your charitable, educational or nonprofit agency?
<input type="checkbox"/> Yes <input type="checkbox"/> No	4. Will the activity be conducted in the State of Ohio or within 100 miles of the University of Cincinnati?
<input type="checkbox"/> Yes <input type="checkbox"/> No	5. Will you provide transportation to the student-athlete?
<input type="checkbox"/> Yes <input type="checkbox"/> No	6. Will you provide meals to the student-athlete?
<input type="checkbox"/> Yes <input type="checkbox"/> No	7. Will the student-athlete miss class to participate in the activity?
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 or any sport suffice? <input type="checkbox"/> Yes <input type="checkbox"/> No	
_____ (attach additional sheet if necessary)	

I certify that I have read this form and the provisions of NCAA Bylaws 12.5.1.1 and 16.02.3 in their entirety and agree to the required terms and conditions.

Signature of authorized representative

date

Please return the completed form to:
Jessica Mills - Director of Student-Athlete Leadership
University of Cincinnati - PO Box 210021
jessica.mills@uc.edu

Director of athletics (or designee)

date

