



# Promotional Activity Request

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

**NCAA Bylaws 12.5 Promotional Activities; 12.5.1 permissible; 12.5.2 nonpermissible**

Name of Sponsoring Agency \_\_\_\_\_

Agency Description (check one): <input type="checkbox"/> Institutional <input type="checkbox"/> Charitable <input type="checkbox"/> Educational <i>Proof of 501(c)(3) status may be required.</i>	Type of Promotion being Requested: <input type="checkbox"/> Coach Appearance   Name of Coach: _____ <input type="checkbox"/> Student-Athlete Appearance
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Name of Contact Person _____	Phone Number _____
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Address (street, city, state, ZIP code) \_\_\_\_\_

Date of event _____	Time of event _____	Site and city of event _____
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Please describe your event: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

NCAA regulations preclude its members from participating in or providing memorabilia for fund-raising activities that either directly or indirectly benefit any student who has started the ninth grade. If you are only requesting a donation of memorabilia, please answer questions 1 through 3 and sign at the bottom of this form.

- Yes    No   1. Is this a fund-raising event?
- Yes    No   2. Will the funds raised from the event directly or indirectly benefit prospects? If yes, West Virginia University or its representatives may not participate in the event. If no, explain the use of funds: \_\_\_\_\_
- Yes    No   3. Will the event involve students who have started the ninth grade?
- Yes    No   4. Will the involved student-athlete(s) miss class?
- Yes    No   5. Will you provide the involved student-athlete(s) with transportation?
- Yes    No   6. Will you provide the involved student-athlete(s) with meals?

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?  Yes    No

Name	Sport
_____	_____
_____	_____
_____	_____
_____	_____

I certify that I have read this form and the provisions of NCAA Bylaw 12.5.1 in its entirety and agree to the required terms and conditions.

Signature: _____	Date: _____
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**WVU Policies for Appearances:**

- 1) Completion of this form does not guarantee that the WVU Department of Intercollegiate Athletics will fulfill the request.
- 2) Due to academic and time restrictions, student-athlete appearances will be made on a limited basis.
- 3) The Department of Intercollegiate Athletics does not require student-athletes to make appearances. Any appearance made by a student-athlete will be done voluntarily.
- 4) The WVU Department of Intercollegiate Athletics cannot facilitate appearances for former student-athletes.
- 5) A signed copy of the NCAA Bylaw, provided below, must accompany this application.
- 6) The appearance of a student-athlete will in no way imply endorsement of the requesting organization by the WVU Department of Intercollegiate Athletics.

**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:

The student-athlete received written approval from his/her director of athletics;

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 regular trademark or logo on printed materials such as pictures, posters, or calendars. The company's emblem, name, address, and telephone number may included with the trademark or logo. Personal names, messages, and slogans (other than an 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, 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;

The student-athlete does not miss class;

All monies derived from the activity go directly to the charitable or educational agency;

The student-athlete may accept legitimate and normal expenses from the charitable or educational agency related to participation in such activity, provided it occurs within the state or, if outside the state, within a 100-mile radius of the member institution's campus;

The student-athlete's name, picture, or appearance is not utilized to promote the commercial ventures of any nonprofit agency;

Any commercial items with names or pictures of student-athletes (other than highlight films or media guides per Bylaw 12.5.1.9) may be sold only at the member 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 the charitable event during the event); and

The student-athlete and authorized representative of the charitable or educational agency sign a release statement that ensures that the student-athlete's name, image, or appearance is used in a manner consistent with the requirements of this section.

**Acknowledgement of Student-Athlete (if applicable):**

I have read and understand the above stated NCAA rules and understand the conditions under which I may make a charitable, educational or promotional appearance, and I am in full compliance with all the conditions.

Signature of Student-Athlete: \_\_\_\_\_

Date: \_\_\_\_\_

**Please return this form to:**

**Compliance Office for Athletics  
West Virginia University  
PO Box 0877  
Morgantown, WV 26507  
Fax: (304) 293-3035**

Approval  Yes  No

Compliance Office Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Additional comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature of authorized representative: \_\_\_\_\_

Date: \_\_\_\_\_