



VCU - Promotional Activities: NCAA Bylaw 12.5

Check all that apply:

- Request for Participation in Institutional, Charitable or Educational Activity
Request for Memorabilia

- NCAA regulations preclude VCU from participating in or providing memorabilia for fund-raising or promotions that will directly or indirectly benefit ANY student who has started the ninth grade.
Please note that no student athlete at VCU may participate in an activity which would require them to miss class [Please go the third page of this packet before completing this section.]

Name of Agency: Name of Contact:

Agency Address: City: State: Zip:

Agency Phone #: Agency Fax:

Event name: Event Site:

Event City/State: Event Date/Time:

Purpose/Description of Event: A free sports competition for youth in basketball, soccer, tennis and track/field.

- 1. Who will benefit from this activity? Commercial Agency, VCU, CAA, Educational Organization, Charity, Nonprofit Agency, Personal keepsake
2. Is the event a fund raiser? YES, No
3. Will a commercial agency co-sponsor, advertise or promote the event? YES, No
4. Does the promotion involve/ include a commercial item or reproduction of a commercial product? YES, No

- Trademark or logo (with name, address, number, etc.) may appear only on printed materials
Slogans and personalized messages are prohibited
Name or picture may not appear on printed item that includes reproduction of product if commercial entity's logo also appears.
Name or picture may not be used to promote the commercial ventures of any nonprofit agency.

- 5. Will expenses be provided? YES, No
Actual and normal expenses are permissible from VCU, the CAA, or the nonprofit/charitable organization.

6. If you requesting memorabilia, please list below:

I certify that I have read this form and the provisions of NCAA Bylaw 12.5.1.1 on the third page of this form in its entirety and agree to the required terms and conditions.

Signature of authorized representative of agency/Event Organizer

Date

## STUDENT-ATHLETES/STAFF PARTICIPATING

	<u>Name/Sport:</u>	<u>Signature</u>
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____
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22.	_____	_____
23.	_____	_____
24.	_____	_____
25.	_____	_____
26.	_____	_____
27.	_____	_____
28.	_____	_____
29.	_____	_____
30.	_____	_____

**APPROVED**     **NOT APPROVED**

Comments: \_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Director of Athletics/Designee

\_\_\_\_\_  
Date

cc: Sr. Assoc. AD for Internal Operations  
Appropriate Athletics Administrator  
Head Coach  
Agency Representative/Event Organizer

## NCAA REGULATIONS

The student-athlete **must receive written approval** from the Director of Athletics/Designee to participate in the listed event.

The signatures on this form, of the authorized representative of the supporting agency, serve as a release statement ensuring that the student-athlete's name, image or appearance is used in a manner consistent with the requirements of Bylaw 12.5.1.1.

**Guidelines for Fund-Raising Activity:** Virginia Commonwealth University, their staff, student-athletes, and boosters may not directly or indirectly assist in raising funds for high schools or organizations (with limited exceptions) that consist of prospects. A prospect is any student who has started the ninth grade.

**NCAA Bylaw 12.5.1.1:** VCU or recognized entity thereof (e.g., fraternity, sorority or student government organization), the CAA 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:

- (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);
- (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 and telephone number 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 goes directly to VCU, CAA or the charitable, educational or nonprofit agency;
- (f) The student-athlete may accept actual and necessary expenses from VCU, CAA or 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, likenesses or pictures of multiple student-athletes (other than highlight films or media guides per Bylaw 12.5.1.8) 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 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.

The student-athlete may speak at a meeting or banquet, where there are prospective student-athletes, provided he or she does not make a recruiting presentation to the group or an individual.

**\*Bylaw 13.15.1.2.1 Involvement by Local Representatives of institution's Athletics Interests.** A representative of VCU's athletics interest may provide funding to benefit a high school athletics program located in the community in which the athletics representative resides, provided:

- a. The representative acts independently of VCU;
- b. Funds are distributed through channels established by the high school/organization conducting the fund raising activity,
- c. The funds are not earmarked directly for a specific prospective student-athlete.