

CAL STATE BAKERSFIELD ATHLETICS

PROMOTIONAL ACTIVITIES INVOLVING STUDENT-ATHLETES

Submit this completed form to the Compliance Office at least 7 days prior to activity.

NCAA Bylaw 12.5.1.1 Institutional, Charitable, Educational 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:

- (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; *(Revised: 1/11/89, 4/26/01)*
- (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 officially registered regular trademark or logo on printed materials such as pictures, posters or calendars. The company's emblem, name, address, 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 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, 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.

Sponsoring Agency: _____

CSUB Entity? _____ If not, educational or charitable? _____

Contact Person: Name: _____

Address: _____

City, State, Zip Code: _____

Phone Number: _____

Athletic Dept. Contact: _____

Name

Phone

Activity: (attach additional information if available) _____

Purpose of Activity: _____

Date, Time, 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: (particularly describe printed materials and use of commercial trademarks or logos.) _____

Will all monies generated by the activity go directly to the sponsoring agency? YES _____ NO _____

Athletes Requested: (List names below or attach separate sheet).

<u>Name</u>	<u>Sport</u>	<u>Name</u>	<u>Sport</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

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

Describe student-athlete's involvement or role in this activity. _____

Authorizations & Approvals

• **Athletic Dept. Requestor's Signature:** _____

Date

• **Agency's Authorized Signature:** By signing below, I affirm that the involved student-athlete's name(s), image(s) or appearance(s) will be used in a manner consistent with the requirements of NCAA Bylaw 12.5.1.1 listed above.

Signature Date

• **Compliance Office Review**
Bylaw 12.5.1.1 requirements met? Y _____ N _____

Signature Date

Processing

- (1) Athletic Department Requestor prepares form, including signature of authorized agency.
- (2) Compliance Office review (Review for compliance with NCAA 12.5.1.1 and verify no class time missed).
- (3) Athletic Director or designee's review/approval (Return to Compliance Office)
- (4) Distribution/filing
 - Requestor
 - Compliance Office copy