



ILLINOIS
COMPLIANCE



Promotional Activities Involving Student-Athletes

Sponsoring Agency Permission Request Form

Per NCAA legislation, you are required to complete this form and have it approved by the director of athletics in order to have University of Illinois student-athletes become involved in the promotion of your agency's activities. Please complete **Part I** of this form and return it to: **Peyton Barnett, Assistant Director of Compliance, Monitoring; University of Illinois; Bielfeldt Athletic Administration Building; 1700 South Fourth Street; Champaign, IL 61820. The form may be faxed to (217) 244-9759 or emailed to peytonb@illinois.edu.** If you have any questions regarding NCAA, Big Ten Conference or university rules as they apply to your activity, please call Peyton at (217) 244-2158.

This is not a contract for the student-athlete(s) to appear for your activity. This form is for securing approval for a student-athlete to participate in a promotional activity as required by NCAA legislation.

Part I: To be completed by the sponsoring agency.

Sponsoring Agency: _____

Agency Type: ☐ Charitable ☐ Educational ☐ Institutional ☐ Non-profit

Contact Person: _____ Title: _____

Phone Number: _____ Email Address: _____

Address: _____

City, State, Zip: _____

Brief description of proposed activity: _____

Name(s) of Student-Athletes involved in the activity (if approved): _____

Purpose of activity: _____

Describe any advertisement used for activity (printed materials and use of commercial trademarks or logos. Please attach any advertisement, trademark or logo used.) _____

Date & Time of Activity: _____ Is it within the state or a 100-mile radius of campus? _____

Will this event be co-sponsored? _____ Will personal messages, names or slogans be used? _____

Will any expenses (e.g., meals, transportation) be provided to the student-athlete(s)? _____
If yes, please describe.

Will all monies generated by this activity go directly to the sponsoring agency? _____
If no, where?

Will any commercial items with names and pictures of student-athletes be sold at the activity? _____
If yes, please describe.

(Over)

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 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;
- (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 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 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 12.5.1.8) 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.

Authorized Agency Representative:

I have read and agree to follow the above-mentioned NCAA requirements on the use of a student-athlete's name, picture or appearance to promote an institutional, charitable, educational or non-profit activity.

Name (print): _____ **Signature:** _____ **Date:** _____

Part II: To be completed by the University of Illinois Division of Intercollegiate Athletics.

Division of Intercollegiate Athletics Approval

I permit the above-mentioned sponsoring agency to use the name, picture or appearance of the student-athlete(s) named above in the activity described herein. Based on the description provided, the above-mentioned activity meets all NCAA requirements regarding the use of a student-athlete's name, picture or appearance to promote an institutional, charitable, educational or non-profit activity.

DIA Staff Member coordinating activity (if applicable):

Name (print): _____ **Signature:** _____ **Date:** _____

Compliance Office Approval:

Name (print): _____ **Signature:** _____ **Date:** _____