



# Promotional Activities Involving Student-Athletes



Sponsoring Agency: \_\_\_\_\_

MWSU Entity? \_\_\_\_\_ If not, educational or charitable? \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Athletics Dept. Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Activity: (attach additional information if available) \_\_\_\_\_

NCAA Bylaw 12.5.1.1

*(b) The specific activity or project in which the student-athlete participates does not involve cosponsorship, advertisement or promotion by a commercial agency except as follows:*

- 1. Identification of the commercial entity must explain the commercial entity's affiliation with the permissible entity (e.g., entity is the official sponsor of the institution/event);*
- 2. The appearance or description of the commercial product/service/commercial entity's logo may be included but may not exceed 25 percent of the total promotional activity. Further, language or action included in the promotion may not directly encourage the use or purchase of the commercial product.*

*(f) The student-athlete's name, picture or appearance is not utilized to promote the commercial ventures of any nonprofit agency.*

**Purpose of Activity:** \_\_\_\_\_

\* A student-athlete's name, picture or appearance may be used to support MWSU's (or another charitable or educational associations) charitable or educational activities or to support activities considered incidental to the student-athlete's participation.

**Date of Activity:** \_\_\_\_\_ **Time:** \_\_\_\_\_ **Location:** \_\_\_\_\_

**Student-Athletes Involved:** \_\_\_\_\_

**Will the student-athletes receive any expenses (e.g., meals, transportation)?** \_\_\_\_\_ If yes, please list: \_\_\_\_\_

**Co-sponsorship or Advertising for this event, include printed materials and use of commercial trademarks/logos:** \_\_\_\_\_

**Will all monies generated by the activity go directly to the sponsoring agency?** \_\_\_\_\_

**Authorization of Approval:**

Signature of Director of Athletics (or designee): \_\_\_\_\_ Date: \_\_\_\_\_

Project Representative: \_\_\_\_\_ Date: \_\_\_\_\_