

Student-Athlete Appearance Request Form

Institutional, Charitable, Educational, or Nonprofit Promotions

The University of Iowa Athletics Compliance

NCAA Bylaw 12.5.1.1 states:

"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 non-institutional charitable, educational, or nonprofit agency may use the 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 set forth in Bylaw 17 (Playing Seasons);
- 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 material 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 legitimate and normal expenses from the member institution, member conference, or the charitable, educational, or nonprofit agency related to participation in such activity (NOTE: the University of Iowa generally limits appearances to a 60 mile radius);
- 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 or pictures of multiple student-athletes may be sold at institutionally controlled (owned and operated) outlets or outlets controlled by the charitable or educational organizations (e.g., location of the charitable or educational organization, site of charitable event during the event) or the member institution at which the student-athlete is enrolled. 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, may not be sold;
- 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.



Information from Requesting Charitable or Educational Organization



Sports Team OR Student-Athlete(s) Requested for Appearance

Title or Organization Making Request

Contact Person Making Request

Contact Phone Number

Address of Person/Organization Making Request

Purpose of Student-Athlete's Appearance

Date and Time of Appearance

Location of Appearance

Transportation Expenses to be Provided by Organization and Amount

Co-Sponsorship or Advertising for Event (Describe Printed Material or Use of Logos-Trademarks)

I, _____, certify that all of the funds generated by the student-athlete's name, picture, or appearance will be distributed directly to the charity or educational agency, and that the agency understands and will adhere to all the NCAA rules listed on both sides of this form.

A copy of advertisement/flyer is attached

A draft of advertising will be available: _____ Date

Signature of Requestor

Title

FORWARD TO AN ATHLETICS REPRESENTATIVE/OFFICE or STUDENT

Acknowledgement of Student-Athlete (Use Group Signature Form For A Team Project)

I, _____ have read and understand the 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 of the conditions.

I am participating in this activity as a:

coach/staff-required team project

optional team project

ISAAC-endorsed project

personal volunteer project

Signature of Student-Athlete

Contact Telephone Number

Date

Athletics Department Employee Facilitating Request-REQUIRED (Except Personal Volunteer Projects)

This request is being presented to the student-athlete(s) as a:

coach/staff-required team project

optional team project

ISAAC-endorsed project

Student-athlete names are required. Attach a list if necessary.

Athletics Department Contact – PRINT NAME

Phone Number of Athletic Contact

SUBMIT TO COMPLIANCE, S240 CHA

For Athletic Department Use Only

This request has been: APPROVED DENIED CONDITIONS:

Athletics Director or Compliance Staff

Date