



# KANSAS ATHLETICS COMPLIANCE

## Promotional Activity Request Form

ACTIVITY INFORMATION (to be completed by requester)

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Requester Name \_\_\_\_\_ Email Address \_\_\_\_\_ Phone # \_\_\_\_\_

Organization Name \_\_\_\_\_ Organization Phone # \_\_\_\_\_ Organization Fax # \_\_\_\_\_

Organization Street Address \_\_\_\_\_ City, State, Zip Code \_\_\_\_\_

Organization Classification: Educational Agency  
Non-Profit/Charity Agency  
KU Organization  
Other: \_\_\_\_\_

Personnel Being Requested: Coach, list sport(s): \_\_\_\_\_  
Student-athlete, list sport(s): \_\_\_\_\_  
Administrator, list department: \_\_\_\_\_

\*Please note requests for specific student-athletes will not be fulfilled\*

Activity Site \_\_\_\_\_ Dates & Times \_\_\_\_\_

Expenses Provided (if applicable) \_\_\_\_\_ Co-Sponsor or Advertising (attach all advertisements) \_\_\_\_\_

Will revenue be generated by the activity? No Yes, list group receiving revenue: \_\_\_\_\_

Please review NCAA rules on Page 2.



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### 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: *(Revised: 1/11/89, 1/10/91, 1/10/92, 1/16/93, 1/9/96, 11/12/97, 4/26/01, 4/28/05, 4/27/06 effective 8/1/06, 5/6/08)*

- (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 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, telephone number and website 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, the institution's conference, institutionally controlled (owned and operated) outlets or outlets controlled by the charitable, educational or nonprofit 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.

Please complete the entire questionnaire on Page 3.



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### QUESTIONNAIRE

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Will the appearance benefit individuals in 9<sup>th</sup> - 12<sup>th</sup> grade (men's basketball: 7<sup>th</sup> - 12<sup>th</sup>)?                      No                      Yes

Will the student-athlete appearance involve athletics participation?                      No                      Yes, explain: \_\_\_\_\_

Is the event for a commercial enterprise?                      No                      Yes, explain: \_\_\_\_\_

Will the commercial establishment be co-sponsoring, advertising or promoting the event?                      No                      Yes, explain: \_\_\_\_\_

Will the student-athlete's name, picture or appearance be used to promote any commercial ventures?                      No                      Yes, explain: \_\_\_\_\_

Will there be any outside organization involved in this activity?                      No                      Yes, explain: \_\_\_\_\_

Will there be any advertising or promotion of this event?                      No                      Yes, explain: \_\_\_\_\_

Will any promotional items bear the names or likeness of the student-athletes by used?                      No                      Yes, explain: \_\_\_\_\_

*My signature below confirms that I have read and agree to abide by the NCAA rules and regulations pertaining to promotional activities, including the use of a student-athlete's name, picture or appearance in the promotion or involvement of this activity.*

\_\_\_\_\_  
Requester Signature

\_\_\_\_\_  
Date

Return this completed form to:                      Cassie Dickerson (Student-Athlete Development)  
1651 Naismith Drive  
Lawrence, KS 66045  
dickerson@ku.edu  
Phone: (785) 846-7838  
Fax: (785) 846-1226



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### STUDENT-ATHLETE LIST

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_____ Student-Athlete Name	_____ Sport	_____ Signature
_____ Student-Athlete Name	_____ Sport	_____ Signature
_____ Student-Athlete Name	_____ Sport	_____ Signature
_____ Student-Athlete Name	_____ Sport	_____ Signature
_____ Student-Athlete Name	_____ Sport	_____ Signature
_____ Student-Athlete Name	_____ Sport	_____ Signature
_____ Student-Athlete Name	_____ Sport	_____ Signature
_____ Student-Athlete Name	_____ Sport	_____ Signature
_____ Student-Athlete Name	_____ Sport	_____ Signature
_____ Student-Athlete Name	_____ Sport	_____ Signature
_____ Student-Athlete Name	_____ Sport	_____ Signature
_____ Student-Athlete Name	_____ Sport	_____ Signature

### COMPLIANCE USE ONLY

Approved

Denied

\_\_\_\_\_  
Compliance Signature

\_\_\_\_\_  
Date