



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 9th - 12th grade (men's basketball: 7th - 12th)? No Yes

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

What will the student-athlete's role be in the event? (List all activities) _____

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: KU Leads: Student-Athlete Development
1651 Naismith Drive Lawrence, KS 66045
Email: kuleads@ku.edu
Phone: (785) 846-7872 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
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Student-Athlete Name	Sport	Signature

COMPLIANCE USE ONLY

Approved

Denied

Compliance Signature

Date