

<b>ACTIVITY INFORMATION</b> (to be completed by requester)	
<b>Requester Name:</b>	<b>Organization Name:</b>
<b>Organization Address:</b>	<b>Organization Phone #:</b>
<b>Organization Fax #:</b>	<b>Organization Email Address:</b>
Organization Classification: <input type="checkbox"/> Educational Agency <input type="checkbox"/> Non-Profit/Charity <input type="checkbox"/> KU Organization <input type="checkbox"/> Other: _____	
Personnel Being Requested: <input type="checkbox"/> Coach (list sport): _____ <input type="checkbox"/> Student-Athlete (list sport): _____ <input type="checkbox"/> Administrator <i>*Please note requests for specific student-athletes will not be fulfilled*</i>	
<b>Activity Site:</b>	<b>Dates &amp; Times:</b>
<b>Expenses Provided</b> (if applicable):	<b>Co-Sponsor or Advertising</b> (attach all advertisements):
<b>Will revenue be generated by activity?</b> <input type="checkbox"/> Yes <input type="checkbox"/> No <i>If yes, list group receiving revenue: _____</i>	

**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, 4/26/16 effective 8/1/16)

- a) The student-athlete's participation is 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 affirm that the student-athlete's name, image or appearance is used in a manner consistent with the requirements of this section.



**QUESTIONNAIRE**

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

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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>)?  Yes  No

Will the student-athlete appearance involve athletics participation?  Yes  No

If yes, explain: \_\_\_\_\_

Is the event for a commercial enterprise?  Yes  No

If yes, explain: \_\_\_\_\_

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

If yes, explain: \_\_\_\_\_

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

If yes, explain: \_\_\_\_\_

Will there be any outside organization involved in this activity?  Yes  No

If yes, explain: \_\_\_\_\_

Will there be any advertising or promotion of this event?  Yes  No

If yes, explain: \_\_\_\_\_

Will any promotional items bear the names or likeness of the student-athletes by used?  Yes  No

If yes, explain: \_\_\_\_\_

Are you a representative of athletics interest (e.g., booster, donated to athletics department, etc.)?  Yes  No

*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.*

<b>Requester Signature:</b>	<b>Date:</b>
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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

**COMPLIANCE USE ONLY**

Approved  Denied

<b>Compliance Signature:</b>	<b>Date:</b>
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