



University of Washington

PROMOTIONAL ACTIVITY REQUEST FORM



The University encourages its student-athletes to give back and volunteer their time in support of our community. To insure compliance with NCAA rules and regulations the following information must be completed prior to the student-athlete's participation in the activity. If you have any questions or concerns, please contact the Compliance Office Administrative Assistant, Molly Evans: office (206) 543-3701 / fax (206) 616-5813.

Name of Organization: _____ Phone(____) _____ Fax(____) _____

Name of Authorized Agency Representative: _____

Address: _____ City _____ State _____ Zip _____

Your Organization is: ☐ Charitable or Educational Agency, ☐ Non-Profit Organization (as distinguished from a charitable or educational organizations), ☐ Recognized UW Organizations; i.e., sorority, student government, etc., ☐ An NCAA school conference, or entity thereof
☐ None of the above – Please specify: _____

What is being requested: ☐ Appearance of Student-Athlete/Staff Member
Name of Person(s) Requested: _____

Description of Promotional Activity (Attach copy of flyer, if available):

What will the funds raised be used for? _____

If for students, what grade level? _____

Date of Activity: _____ Time of Activity: _____

(Please allow two to four weeks for process)

If the request involves student-athletes' name, picture or appearance, please answer the following questions. If NOT, you have completed the request form.

Location of Activity: _____

(City/State)

Specific Site

Specific time the student-athlete(s) need to appear: _____

What expenses or benefits, if any, will the student-athletes receive as reimbursement for participating?

Meals: Breakfast _____ Lunch _____ Dinner _____

Overnight Lodging _____ Mileage _____ Total miles x \$.20 per Mile=\$ _____

Other: _____

Will the activity involve the use of the student-athlete's athletic ability? **Yes** **No**

Will there be any commercial sponsorship of the event? **Yes** **No**

If YES, how is the commercial entity involved in this activity? _____

Will there be any advertisement or promotion of the activity by the commercial agency or sponsor?

Yes **No**

If YES, what type of advertising or promotion will be used in the advertising and promotion? _____

NOTE: Please attach a simple copy (or description) of the advertisement or promotion.

Will a student-athlete's name, picture, personal appearance or involvement be used in any advertising or promotion of the activity? **Yes** **No**

If YES, how will the student-athlete be used in the advertising or promotion? _____

Please review NCAA rules and sign at appropriate space on reverse side. Then submit the form for consideration.

NCAA Bylaw 12.5.1.1 permits a member institution, member conference, charitable or educational agency to use a student-athlete's name, picture or appearance to support its charitable or educational activities, provided the following is met:

- (a) The student-athlete receives written approval to participate from the director of athletics;
- (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 and telephone number 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, provided it occurs within the state or, if outside the state, within a 100-mile radius of the member institution's campus;
- (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 student-athletes (other than highlight films or media guides per Bylaw 12.5.1.8) may be sold only at the member institution at which the student-athlete is enrolled, institutionally controlled (owned and operated) outlets or outlets controlled by the charitable or educational organization (e.g., location of the charitable or educational organization, site of charitable event during the event); 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.

SPONSORING AGENCY RELEASE STATEMENT

In signing this form I acknowledge that I have read and agree to abide by the above NCAA regulations regarding the use of a student-athlete's name, picture or appearance in the promotion or involvement of this activity.

(Signature of Authorized Agency Representative)

(Date)

FOR OFFICIAL USE ONLY

Does this activity meet the requirements of NCAA Bylaw 12.5.1.1?

Yes No

Athletic Director or Designee _____