



Promotional Activities

Office of Compliance Services - University at Albany

This form, when signed by the promotional agency involved and approved by the Department of Athletics, allows the University at Albany to grant permission for a student-athlete's name, picture, or identity to be used in a charitable community service or promotional activity.

NCAA Bylaws 12.5 Promotional Activities; 12.5.1 Permissible; 12.5.2 Non-Permissible

Part I. To be completed by the sponsoring agency

Sponsoring Agency: _____

Agency Description: ☐ Institutional ☐ Charitable ☐ Educational (Proof of 501 (c) (3) status may be required)

Type of Promotion being requested: ☐ Coach Appearance Name of Coach: _____

☐ Student-Athlete Appearance

Contact Person: _____ Title: _____

Phone Number: _____ Email Address: _____

Address: _____

City, State, Zip: _____

Brief description of proposed activity: _____

Date of Event: _____ Time of Event: _____ Location of Event: _____

NCAA regulations preclude its members from participating in or providing memorabilia for fundraising activities that either directly or indirectly benefit any student who has started the ninth grade.

1. Is this a fundraising event? ☐ Yes ☐ No

2. Will the funds raised from the event directly or indirectly benefit prospects? ☐ Yes ☐ No

If yes, University at Albany or its representatives may not participate in the event. If no, explain the use of funds:

3. Will the event involve students who have started the ninth grade? ☐ Yes ☐ No

4. Will the involved student-athlete(s) miss class? ☐ Yes ☐ No

5. Will you provide the involved student-athlete(s) with transportation? ☐ Yes ☐ No

6. Will you provide the involved student-athlete(s) with meals? ☐ Yes ☐ No

Please indicate the names of the preferred student-athletes you want to participate in your event. If the requested student-athletes are unavailable, would substitutes from that sport suffice? ☐ Yes ☐ No

Name

Sport

1. _____

2. _____

3. _____



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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 non-institutional 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, 4/28/16 effective 8/1/16)

- a) The student-athlete's participation is subject to limitations on participants in such activities 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 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 monies 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-athlete is 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 the 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 requirements of this section.

Note: Attending University at Albany student-athletes may not give recruiting presentations or have direct recruiting contact with any student who has started classes for the ninth grade.

I have read and agree to follow the above-mentioned NCAA requirements on the use of a student-athlete's name, picture or appearance to promote an institutional, charitable, educational or non-profit activity.

Authorized Representative: _____ Date: _____

Part II. To be completed by the University of Albany Division of Intercollegiate Athletics.

I permit the above-mentioned sponsoring agency to use the name, picture or appearance of the student-athlete(s) named above in the activity described herein. Based on the description provided, the above-mentioned activity meets all NCAA requirements regarding the use of a student-athlete's name, picture or appearance to promote an institutional, charitable, educational or nonprofit activity.

Staff member coordinating promotional activity (if applicable):

Name (Print): _____ Signature: _____ Date: _____

Office of Compliance Services Approval:

Name (Print): _____ Signature: _____ Date: _____

Please return this form to: Melissa Peach, Associate Athletic Director, University at Albany, F: (518) 442-3031, E: mpeach@albany.edu