



This form, when signed by the promotional agency involved and approved by the Athletic Department, allows University of Memphis 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 nonpermissible

Name of Sponsoring Agency		
Agency Description (<i>check one</i>): <input type="checkbox"/> Institutional <input type="checkbox"/> Charitable <input type="checkbox"/> Educational <i>Proof of 501(c)(3) status may be required.</i>	Type of Promotion being Requested: <input type="checkbox"/> Coach Appearance Name of Coach: _____ <input type="checkbox"/> Student-Athlete Appearance	
Name of Contact Person		Phone Number
Address (<i>street, city, state, ZIP code</i>)		
Date of event	Time of event	Site and city of event
Please describe your event: _____ _____ _____ _____ _____		

NCAA regulations preclude its members from participating in or providing memorabilia for fund-raising activities that either directly or indirectly benefit any student who has started the ninth grade. If you are only requesting a donation of memorabilia, please answer questions 1 through 3 and sign at the bottom of this form.

Yes No 1. Is this a fund-raising event?

Yes No 2. Will the funds raised from the event directly or indirectly benefit prospects? If yes, University of Memphis or its representatives may not participate in the event. If no, explain the use of funds: _____

Yes No 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?

Please print or type 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. _____	_____

I certify that I have read this form and the provisions of NCAA Bylaw 12.5.1 (opposite side) in its entirety and agree to the required terms and conditions.

Signature of authorized representative:	Date:
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Provisions of NCAA Bylaw 12.5.1.1:

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

- A. The student-athlete received written approval from his/her 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 regular trademark or logo on printed materials such as pictures, posters, or calendars. The company's emblem, name, address, and telephone number may 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 go directly to the charitable or educational agency;
- F. The student-athlete may accept legitimate and normal expenses from the charitable or educational 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 12.5.1.9) 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 the charitable event during the event); and
- I. The student-athlete and authorized representative of the charitable or educational agency sign a release statement that ensures that the student-athlete's name, image, or appearance is used in a manner consistent with the requirements of this section.

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

Please return this form to:

**Athletic Compliance Office
University of Memphis
570 Normal Drive
Memphis, TN 38152
Telephone: (901) 678-2088
Fax: (901) 678-1653**

Approval <input type="checkbox"/> Yes <input type="checkbox"/> No	Compliance Signature	Date
Additional comments: _____ _____ _____		
Signature of staff member arranging promotional activity		Date