



This form, when signed by the promotional agency involved and approved by the Athletic Department, allows for a student-athlete or coach's name, picture, or identity to be used in a charitable, community service or promotional activity. VT Athletics Departmental Policy limits participation in events more than 30 miles from Blacksburg.

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

Name of Sponsoring Agency:		Title of Event:	
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   # of Student-Athletes Requested: _____	
Name of Contact Person:		Phone Number:	
Email Address:		Size of Audience:	Age of Audience:
Date of event:	Time and Site of Event:		

Please describe your event and the role the athlete(s)/coach will play: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

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 funds raised from the event directly or indirectly benefit prospects? If yes, Virginia Tech 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 you provide the involved student-athlete(s) with transportation?

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

Please attach the names of the preferred student-athletes you want to participate in your event. Please include the athlete(s) sport.  
*Virginia Tech cannot guarantee the appearance of any particular athlete, but will try to accommodate the request as best as possible.*

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 to participate from the director of athletics;
- B. The specific activity or project in which the student-athlete participates does not involve cosponsorship, 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 Web site 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 moneys derived from the activity go directly to the charitable or educational 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;
- 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, likenesses or pictures of 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, 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). 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 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.

*I certify that I have read this form and the provisions of NCAA Bylaw 12.5.1 in its entirety and agree to the terms and conditions.*

Signature of authorized representative:	Date:
Signature of staff member arranging promotional activity:	Date:
Compliance Approval:	Date:

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

**Please return this form to:**

Student-Athlete Development, Virginia Tech Athletic Department, 353 Jamerson Center, Blacksburg VA 24061  
 Telephone: (540) 231-7661   Fax: (540) 231-4105