

NCAA BYLAWS REGARDING PROMOTIONAL ACTIVITIES

Please read the following NCAA bylaws carefully and then check the box on the online request form.

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:

- (a) The student-athlete receives written approval to participate from the director of athletics (or his or her designee who may not be a coaching staff member), 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 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 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 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.

12.5.1.1.2 Promotions Involving Commercial Locations/Sponsors.

A member institution, a member conference or a charitable, educational or nonprofit organization may use the appearance, name or picture of an enrolled student-athlete to promote generally its fundraising activities at the location of a commercial establishment, provided the commercial establishment is not a cosponsor of the event and the student-athlete does not promote the sale of a commercial product in conjunction with the fundraising activity. A commercial establishment would become a cosponsor if the commercial establishment either advertises the presence of the student-athlete at the commercial location or is involved directly or indirectly in promoting the activity.

13.1.8.1 Banquets or Meetings at a Prospective Student-Athlete's Educational Institution.

(a) **Sports Other Than Football or Basketball.** In sports other than football and basketball, a coach may speak at a meeting or banquet (except for dead periods per Bylaw 13.02.5.4) at a prospective student-athlete's educational institution outside of a contact period or may speak at such a meeting or banquet during a contact period without using one of the institution's permissible contacts or evaluations, provided:

- (1) The meeting or banquet is initiated and conducted by the educational institution;
- (2) The coach does not make a recruiting presentation in conjunction with the appearance;
- (3) The coach does not have any direct contact with any prospective student-athlete (or a prospective student-athlete's parents or legal guardians) in attendance; and
- (4) The coach does not engage in any evaluation activities.

(b) **Men's Basketball.** *Adopted: 10/27/11 effective 8/1/12*

- (1) **During a Recruiting Period.** In men's basketball, a coach who speaks at a meeting or banquet at a prospective student-athlete's educational institution during a recruiting period, uses the institution's once per week visit to a

prospective student-athlete's educational institution and uses an evaluation for all basketball prospective student-athletes at that educational institution. The coach does not use a contact, provided he or she does not make a recruiting presentation in conjunction with the appearance and has no direct contact with any prospective student-athlete (or a prospective student-athlete's parents or legal guardians) in attendance.

(2) **Outside a Recruiting Period.** In basketball, a coach may speak at a meeting or banquet at a prospective student-athlete's educational institution outside a recruiting period without such attendance being considered an evaluation or a visit to a prospective student-athlete's educational institution (except for dead periods per Bylaw 13.02.5.4), provided:

- (i) The meeting or banquet is initiated and conducted by the educational institution;
- (ii) The coach does not make a recruiting presentation in conjunction with the appearance;
- (iii) The coach does not have direct contact with any prospective student-athlete (or a prospective student-athlete's parents or legal guardians) in attendance; and
- (iv) The coach does not engage in any evaluation activities.

(c) **Women's Basketball.**

(1) **During a Contact Period.** In women's basketball, a coach who speaks at a meeting or banquet at a prospective student-athlete's educational institution during a contact period, uses the institution's once-per-week visit to a prospective student-athlete's educational institution and uses an evaluation for all basketball prospective student-athletes at that educational institution. The coach does not use a contact, provided he or she does not make a recruiting presentation in conjunction with the appearance and has no direct contact with any prospective student-athlete (or a prospective student-athlete's parents or legal guardians) in attendance.

(2) **Outside a Contact Period.** In women's basketball, a coach may speak at a meeting or banquet at a prospective student-athlete's educational institution outside a contact period without such attendance being considered an evaluation or a visit to a prospective student-athlete's educational institution (except for dead periods per Bylaw 13.02.5.4), provided:

- (i) The meeting or banquet is initiated and conducted by the educational institution;
- (ii) The coach does not make a recruiting presentation in conjunction with the appearance;
- (iii) The coach does not have direct contact with any prospective student-athlete (or a prospective student-athlete's parents or legal guardians) in attendance; and
- (iv) The coach does not engage in any evaluation activities.

(d) **Football.** [FBS/FCS]

(1) **During a Contact Period.** In football, a coach who speaks at a meeting or banquet at a prospective student-athlete's educational institution during a contact period, uses one of the institution's six in-person, off-campus recruiting contacts per prospective student-athlete and also uses the institution's once-per-week visit to a prospective student-athlete's educational institution (see Bylaws 11.7.2.2.2 and 11.7.3.2.2).

(2) **Outside a Contact Period.** In football, a coach may speak at a meeting or banquet at a prospective student-athlete's educational institution outside a contact period without such attendance being considered an evaluation or a visit to a prospective student-athlete's educational institution (except for dead periods per Bylaw 13.02.5.4), provided:

- (i) The meeting or banquet is initiated and conducted by the educational institution;
- (ii) The coach does not make a recruiting presentation in conjunction with the appearance;
- (iii) The coach does not have direct contact with any prospective student-athlete (or a prospective student-athlete's parents or legal guardians) in attendance; and
- (iv) The coach does not engage in any evaluation activities (see Bylaws 11.7.2.2.2 and 11.7.3.2.2).

13.1.8.2 Banquets or Meetings at Locations Other Than a Prospective Student-Athlete's Educational Institution.

A coach may speak at a meeting or banquet at which prospective student-athletes are in attendance at a location other than a prospective student-athlete's educational institution (except during a dead period per Bylaw 13.02.5.4) outside of a contact period (recruiting period in men's basketball) or may speak at such a meeting or banquet during a contact period (recruiting period in men's basketball) without using one of the institution's permissible contacts or evaluations, provided: *(Revised: 4/15/09, 10/27/11 effective 8/1/12)*

- (a) The meeting or banquet is initiated and conducted by an entity other than the coach's institution;
- (b) The coach does not make a recruiting presentation in conjunction with the appearance;
- (c) The coach does not have any direct contact with any prospective student-athlete (or a prospective student-athlete's parents or legal guardians) in attendance; and
- (d) The coach does not engage in any evaluation activities.

13.15.1 Prohibited Expenses. An institution or a representative of its athletics interests shall not offer, provide or arrange financial assistance, directly or indirectly, to pay (in whole or in part) the costs of the prospect's educational or other expenses for any period prior to his or her enrollment or so the prospect can obtain a postgraduate education.