

**PROMOTIONAL ACTIVITIES**  
**Department of Athletics**

This form, when signed by the promotional organization involved and approved by the Director of Athletics, allows the student-athlete's name, picture, identity or appearance to be used in a community service or promotional activity.

*NCAA Bylaw 12.5 promotional activity; 12.5.1 permissible; 12.5.2 non-permissible*

**To be completed by the staff member that is arranging activity:**

Name of staff member (please print)	Sport
	<input type="checkbox"/> Men's <input type="checkbox"/> Women's

**To be completed by the sponsoring organization:**

Name of sponsoring organization		
Organization description. (check one): <input type="checkbox"/> Institutional <input type="checkbox"/> Charitable <input type="checkbox"/> Educational <i>Proof of 501(c)(3) status may be required.</i>		
Name of contact person		
Address (street, city, state, Zip Code)	Phone Number	Fax number
Date of event	Time of event	Site and city of event
Describe your event in great detail. Please provide documentation (correspondence, fliers, NCAA bylaws and interpretations, etc.):		
<hr/> <hr/> <hr/>		

- |                              |                             |                                                                                                                                                                                 |
|------------------------------|-----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | 1. Is this a fund-raising or promotional event?                                                                                                                                 |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | 2. Will the activity involve using the name, picture or appearance of a student-athlete?                                                                                        |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | 3. Will any funds raised directly or indirectly benefit prospective student-athletes (i.e. 9-12 grade, junior college or four-year college other than Lewis University)?        |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | 4. Will any funds raised be utilized for an individual prospective student-athlete?                                                                                             |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | 5. Will any funds raised be utilized for a group such as a high school or junior college group or outside organization such as the boy scouts, Relay for Life, YMCA/YWCA, etc.? |
|                              |                             | If yes, is the group a high school or junior college group? <input type="checkbox"/> Yes <input type="checkbox"/> No                                                            |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | 6. Will any funds raised be used for specific individual student-athletes?                                                                                                      |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | 7. Will any funds raised be utilized to benefit a high school or junior college coach?                                                                                          |

**Student-Athletes:** By signing below, I verify that I have read bylaw 12.5.1.1 printed on the reverse side of this form and that all requirements of the bylaw will be met regarding my participation.

<i>Type or Print Name</i>	<i>Signature</i>	<i>Date</i>
1 _____	_____	_____
2 _____	_____	_____
3 _____	_____	_____
4 _____	_____	_____
5 _____	_____	_____
6 _____	_____	_____
7 _____	_____	_____
8 _____	_____	_____
9 _____	_____	_____
10 _____	_____	_____
11 _____	_____	_____
12 _____	_____	_____
13 _____	_____	_____
14 _____	_____	_____

	Type or Print Name	Signature	Date
15	_____	_____	_____
16	_____	_____	_____
17	_____	_____	_____
18	_____	_____	_____
19	_____	_____	_____
20	_____	_____	_____
21	_____	_____	_____
22	_____	_____	_____

**NCAA Bylaw 12.5.1.1 Institutional, Charitable, Educational 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: *(Revised: 1/11/89, 1/10/91, 1/10/92)*

- (a) The student-athlete receives written approval to participate from the institution's chancellor or president (or his or her designee), subject to the limitations on participants in such activities as set forth in Bylaw 17; *(Revised: 1/11/89, (1/9/06)*
- (b) The specific activity or project in which the student-athlete participates does not involve cosponsorship, advertisement or promotion by a commercial agency except as follows: *(Revised: 1/11/89, 1/10/91, 1/9/06)*
  - (1) Identification (e.g., graphics, voice over, on-screen test) of the commercial entity must explain the commercial entity's affiliation with the permissible entity (e.g., entity is the official sponsor of the institution/event); *(Adopted: 1/9/06)*
  - (2) The appearance or description of the commercial product(s)/service(s) and/or the commercial entity's logo(s) may be included but may not exceed 25 percent of the total promotional activity. Further, language or action included in the promotion may not directly encourage the use or purchase of the commercial product or service (e.g., "drink this product") with which the commercial entity is associated; *(Adopted: 1/9/06)*
- (c) The student-athlete does not miss class; *(Revised: 1/11/89)*
- (d) All money derived from the activity or project go directly to the member institution, member conference or the charitable, educational or nonprofit agency; *(Revised: 1/11/89, 1/10/92)*
- (e) 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; *(Revised: 1/11/89, 1/10/92, 1/12/04 effective 8/1/04)*
- (f) The student-athlete's name, picture or appearance is not used to promote the commercial ventures of any nonprofit agency; *(Adopted: 1/10/92)*
- (g) Any commercial items with names or pictures of student-athletes (other than items specified per Bylaws 12.5.1.8 and 12.5.1.9) may be sold only by the member institution, member conference or NCAA, through outlets controlled by the member institution, member conference or the NCAA 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 *(Adopted: 1/16/93, Revised: 1/9/96, 1/12/04 effective 8/1/04)*
- (h) 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. *(Revised: 1/11/89, 1/10/92)*

**Approval**

"I certify that I have read this form and the provisions of NCAA Bylaw 12.5.1.1 in its entirety and agree to the required terms and conditions."

Signature of authorized representative	Date
Signature of Director of Athletics	Date
Additional Comments:	

**Lewis University Athletics Department Contact:**

Dan Schumacher  
 Director of Athletics  
 Phone: (815) 838-5937  
 Fax: (815) 836-5835  
 SchumaDa@Lewisu.edu

Department of Athletics  
 One University Parkway  
 Romeoville, IL 60446

***Please provide documentation  
 (correspondence, fliers, NCAA bylaws  
 and interpretations, etc.)***