

INSTITUTIONAL AND NON-INSTITUTIONAL PROMOTIONS
Compliance Office



STUDENT-ATHLETE: This form, if signed by you, authorizes Eastern Michigan University to permit EMU groups (e.g., athletic department, student government) and non EMU groups (e.g., charitable organizations, educational organizations) to use your name, picture, or appearance in accordance with NCAA Bylaw 12.5.1.1.

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 non-institutional charitable, educational, or nonprofit agency may use a student-athlete’s name, picture, or appearance to support its charitable or educational activities considered incidental to the student-athlete’s participation in intercollegiate athletics, provided:

- (a) The student-athlete receives written approval to participate from the director of athletics, 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 co-sponsorship, 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, and telephone number may be included with the trademark or logo. Personal names, messages, and slogans (other than an officially registered trademark) are prohibited;
- (c) The student-athlete does not miss class;
- (d) All moneys derived from the activity or project go directly to the member institution, member conference, or charitable, educational or nonprofit agency;
- (e) The student-athlete may accept legitimate and normal expenses from the member institution, member conference, or charitable, educational, or nonprofit 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;
- (f) The student-athlete’s name picture, or appearance is not utilized to promote the commercial ventures of any nonprofit agency;
- (g) Any commercial items with names or pictures of student-athletes (other than highlight films or media guides per 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 charitable event during the event); and
- (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.

Approval

I authorize Eastern Michigan University to permit EMU groups and non-EMU groups to use my name, picture, or appearance in accordance with NCAA rules for charitable or educational promotions.

Name of Student-athlete (Please print)	Sport
Signature of student-athlete	Date signed

Approval

My signature indicates written approval for the above-named student-athlete to participate in the institutional, charitable, educational or nonprofit promotion subject to limitations on such activities as set forth in Bylaw 17.

Athletic Director’s Signature	Date
-------------------------------	------