



DARTMOUTH COLLEGE ATHLETIC DEPARTMENT:

Student-Athlete Promotional Activity Participation Request Form



NCAA Bylaw 12.5 Promotional Activities

12.5.1: It is permissible for a student-athlete to participate in an institutional, charitable, or educational promotional activity, provided the conditions below are met. Furthermore, the use of a student-athlete's name, image, or appearance by any other entity or in a manner inconsistent with this legislation is strictly prohibited.

- Written approval is granted from the Director of Compliance;
- Such print and production are for educational purposes;
- The activity 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 on printed materials. Personal names, slogans, and messages are prohibited;
- The name or picture of a student-athlete with remaining eligibility may not appear on an institution's printed promotional item that included a reproduction of a product with which a commercial entity is associated if the commercial's entity's officially registered regular trademark or log also appears on the item;
- The student-athlete does not miss class;
- All moneys derived from the activity go directly to Dartmouth College, The Ivy League, or the charitable, educational, or nonprofit agency;
- The student-athlete does not receive under any circumstances, any remuneration for such participation; however, the student-athlete may accept legitimate and normal expenses provided the activity occurs within New Hampshire, or within 100 miles of Dartmouth College;
- There is no indication that the student-athlete expressly or implicitly endorses a commercial product or service;
- Any commercial items with names or pictures of student-athletes may only be sold at Dartmouth College, institutionally controlled outlets, or outlets controlled by the charitable or educational organization; and
- The student-athlete has signed a release statement ensuring that the student-athlete's name or image is used in a manner consistent with the requirements of this section and has filed a copy of the statement with the student-athlete's member institution.

Name of
Requesting Agency:

**Please check the appropriate box that identifies your agency*

Institutional Charitable
 Educational Non-Profit

Contact Person:

Email:

Phone:

Date/Time/Location of Activity: _____

Description of Proposed Activity: **Please specify the student-athlete's involvement and how their name, image, or presence will be used.*

Does this activity involve co-sponsorship, advertisements or promotions by a commercial entity? YES NO

Describe any advertisements that include the student-athlete(s) either prior to, during, or after the activity taking place.

List any expenses that will be provided to the student-athlete(s)?

Example: Transportation, meals, apparel (e.g., T-shirts, hats, wrist bands, etc.).

Student-Athlete Approval

I authorize the requesting agency to the use of my name, picture, or appearance in accordance with NCAA rules.

Name of Student-Athlete (Please print)

Date

Signature of Student-Athlete

Sport

Requesting Agency Representative

I certify that the above named student-athlete's name, image, or appearance will be used in a manner consistent with NCAA bylaw 12.5.1.1

Name of Agency Representative (Please print)

Date

Signature of Agency Representative

Signature of Director of Compliance: _____

Date: _____

**Signature by Director of Compliance is required prior to the student-athlete's involvement*