


MURRAY STATE UNIVERSITY ATHLETICS DEPARTMENT

Release and Approval for Promotional / Speaking Engagements

Please send this completed form including signature to the Promotions Office, Murray State University Athletics Department 220 Stewart Stadium, Murray, KY 42071 or Fax to (270) 762-6814. Each request must comply with NCAA rules.

Student-Athlete(s) _____	
Proposed Activity _____	
Location of Activity _____	
Sponsoring Agency _____	
Contact Person _____	
Address _____	
Telephone (Day) _____	Date of Promotion / Speaking engagement _____

Per NCAA bylaw 12.5.1, the following criteria must be met for a student-athlete (with eligibility remaining) to participate in institutional, charitable or educational promotional activities.

- (a) The Director of Athletics must approve this request prior to the student-athlete(s) participation.
- (b) The activity in which the student-athlete participates may not involve cosponsorship, advertisement or promotion by a commercial agency other than a sponsoring company's trademark or logo on printed materials. 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 cannot 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.
- (d) The student-athlete cannot miss class to attend the activity.
- (e) All moneys derived from the activity must go directly to the member institution, member conference or the charitable, educational or nonprofit 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, provided it occurs within Kentucky or, within a 100-mile radius of Murray State University's campus.
- (g) The student-athlete's name, picture or appearance cannot be utilized to promote the commercial ventures of any nonprofit agency.
- (h) Any commercial items with names or pictures of student-athletes (other than highlight films or media guides per Bylaw 12.5.1.9) may be sold only at Murray State University, 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
- (i) The student-athlete(s) involved and an authorized representative of the charitable, educational or nonprofit agency must sign this release statement ensuring that the student-athlete's name, image or appearance is used in a manner consistent with the above stated requirements.

I understand and agree to abide by the criteria as listed above.

Authorized Agency Representative	Date	Student-Athlete Signature	Date
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Student-Athlete Signature	Date	Student-Athlete Signature	Date
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APPROVED: _____

Kenny Roth, Asst. AD/ Marketing & Promotions	Date
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E.W. Dennison, Director of Athletics	Date
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REVIEWED: _____

Christian D. Pope, Asst. AD/Compliance	Date
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