**NCAA Bylaw: 12.5.1.1 Promotional Activities**

VCU or recognized entity thereof (e.g., fraternity, sorority or student government organization), the CAA 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 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 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 goes directly to VCU, CAA or the charitable, educational or nonprofit agency;

f) The student-athlete may accept actual and necessary expenses from VCU, CAA 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-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). 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.

**NCAA Bylaw: 13.15.1.2.1 Involvement by Local Representatives of institution’s Athletics Interests**

A representative of VCU’s athletics interests (Booster) may provide funding to benefit a high school athletics program located in the community in which the athletics representative resides, provided:
a) The representative acts independently of the institution;
b) The funds are distributed through channels established by the high school or the organization conducting the fundraising activity; and
c) The funds are not earmarked directly for a specific prospective student-athlete.

**Forms Used for Documentation:**
1. VCU Promo Request Form

**Individuals and Departments Involved:**
1. Outside agency requesting service
2. Head or coaching staff member
3. Life Skills Coordinator
4. Compliance office
5. Involved Student-Athlete(s)

**Policy:**

1. Every effort will be made to satisfy a request for speaking engagements or community service opportunities for the VCU and greater Richmond communities.
2. All promotional requests should be directed through the Life skills office.
3. The Life skills office will coordinate student-athlete schedules in combination with the team coaching staff to match the request.
4. Completion of the promotional request documentation is an implied authorization of the agency’s compliance with all NCAA regulations involving the request.

**Note:** Virginia Commonwealth University, their staff, student-athletes, and boosters may not directly or indirectly assist in raising funds for high schools or organizations (with limited exceptions) that consist of prospects. A prospect is any student who has started the ninth grade.

**Procedure:**

1. The agency representative completes the promotional request form. Incomplete or unsigned requests will be returned for completion to the agency or requesting representative.
2. The form is forwarded to the Life skills office for processing.
3. If applicable, the life skills office will communicate the request to the appropriate coach(s) regarding any student-athlete/team appearance involvement.
4. The request is forwarded to the compliance office for review and approval if possible. The compliance office will act as the director of athletics’ designee in this process.
5. The approved or denied request is returned to the life skills office.
6. If the life skills office can accommodate the request, the Life skills coordinator will communicate to the requesting agency representative ASAP via email, phone or fax.
7. The request is then copied, filed and the original is returned to the requesting agency.