

Promotional Activities

The Use of a Student-Athlete's Name, Picture or an appearance in promotional activities

- Per NCAA regulations, the use of a student-athlete's name, picture or an appearance in promotional activities is limited to educational, charitable and non-profit organizations, and the following conditions apply:
- Student-athlete may not miss class time;
- Student-athlete may only accept actual and necessary expenses related to his/her participation in the activity (and these expenses must be documented)
- All monies derived from the activity must go directly to the charitable, educational or non-profit organization; and
- Student-athlete involvement may not include 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, telephone number and website address may be included with the trademark or logo. Personal names, messages and slogans (other than officially registered trademark) are prohibited.

You must receive approval from the Compliance Office or Marcus Sedberry, Director of Student-Athlete Development prior to partaking in any promotional activities or appearances (e.g., community service, hospital visits, etc.). If you have interest in doing so, make sure you ask and get approval before taking part in any activity.