



Promotional and Charitable Activities Procedure

Student-athletes must sign a Promotional and Charitable Activities Form at the 1st Team meeting in August. This form allows CU to use the student-athletes' likeness, image, and name for promotional purposes. During this meeting, student-athletes will be educated on the rules regarding promotional and charitable activities and complete the required form.

1. Any sport program or department that receives a request for a student-athlete to participate in a promotional activity must be directed to the website to obtain a Request Form. All appearances or activities must be approved **PRIOR** to the event by the Office of Compliance Services.
2. Organizations must complete the Request Form and return it to the Community Outreach Coordinator at least 1 week prior to the event. After review by the Office of Compliance Services, the Community Outreach Coordinator will inform the requestor of the decision. Sport program representatives will be notified that student-athletes have been requested and those coaches/staff will be responsible for informing the student-athletes of the event and coordinating their participation, if possible.
3. All paperwork regarding the activity must be kept on file. This includes all related materials (i.e. advertisement for event, sign-up sheet, correspondence with organization representative, attendance sheet, etc.)