



Instructions on Completing Promotional Activities Request Form

Download and print the following forms. The forms must be completed by the organization representative that will be coordinating the event.

- Complete Page 1 with all details about the event.
- Read and sign Page 2

Please include any flyers or advertisements that may be used for the event.

Return this information at least 1 week prior to the event. The completed forms (pages 1 and 2) may be mailed or faxed to CU. You will be notified if the Promotional Activity is permissible or not. Sport programs will be responsible for assisting in obtaining student-athlete volunteers for your event, so please be specific in your request.

Promotional Activities Request
c/o Rachel Ripken
Community Outreach Coordinator
Athletics Marketing and Promotions
369 UCB, Gate 8
Boulder, CO 80309

Fax # 303-492-1353

Any questions can be directed to Rachel Ripken 303-492-1976.



Student-Athlete Institutional/Charitable/Educational/Non-Profit Appearance Request

Contact Name: _____ Charitable/Educational/Institutional Organization: _____

Nonprofit (501C) Organization: _____ Tax Identification Number: _____

Phone: (____) _____ Fax: (____) _____ Email: _____

CU Student-Athletes/Coaches Requested _____

Promotional Activity or Project _____

Location of Activity/Specific Site _____

Date and Time of the Activity or Project _____

Brief description of the duties the Student-Athlete/Coaches will be performing for the activity or Project _____

Will the activity involve the use of the student-athlete's athletic ability? Yes No

Will there be any outside organizations involved in the activity? Yes No

If yes, describe involvement and list individuals/groups involved: _____

Will there be advertisement or promotion of the activity? Yes No

If yes, by whom: _____

NOTE: Please attach a sample copy (or description) of the advertisement or promotion.

Will promotional items bearing the name(s) and/or picture(s) of student-athletes be used? Yes No

If yes, give a description of these items. _____

How will they be distributed or sold? _____

Is this event a fundraising activity? Yes No

If yes, who will receive the proceeds and what will the proceeds be used for? _____

What expenses or benefits, if any, will the student receive as reimbursement for participating?

Meals: Breakfast Lunch Dinner

Overnight Lodging: _____

Mileage: _____ X _____ /mi. = \$ _____
Total miles rate (cannot exceed \$.20/mi)

Other: _____



Student-Athlete Institutional/Charitable/Educational/Non-Profit Appearance Request

According to NCAA Bylaw 12.5.1.1, University of Colorado-Boulder Department of Intercollegiate Athletics is required to present written approval for any student-athlete participating in any institutional, or non-institutional charitable, educational, or non-profit activity or project considered incidental to the student-athlete's participation in intercollegiate athletics.

The University of Colorado-Boulder, the Pac-12 Conference, or a non-institutional charitable, educational, or non-profit agency *may* use a student-athlete's name, picture, or appearance to support its charitable or educational activities, but as stipulated under NCAA Bylaws 12.5.1.1 (a-i), a CU student-athlete may participate in an institutional, or non-institutional charitable, educational, or non-profit promotion only under the following conditions:

- The student-athlete receives written approval to participate from the Director of Athletics (or his designee)
- The student-athlete and an authorized representative of the charitable, educational, or non-profit agency must sign a release statement ensuring that the student-athlete's name, image, or appearance will not be used for any commercial purpose.
- The specific activity or project in which the student-athlete participates does not involve co-sponsorship, advertisement, or promotion by a commercial agency. The sponsoring organization may reproduce their regular trademark or logo with their address and telephone number) only on printed materials such as pictures, posters, or calendars.
- 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 log appears on the item.
- The student-athlete does not miss class.
- All monies derived from the activity or project go directly to the University of Colorado-Boulder, the Pac-12 Conference, or the charitable, educational, or non-profit.
- The student-athlete's name, picture, or appearance is not utilized to promote the commercial ventures of any non-profit agency.

I certify that I understand the above statements, and will not risk the eligibility of the named student-athlete by having him/her participate in any activities that do not adhere to the above guidelines.

Signed by Supervisor or Coordinator

Title

Date

Athletic Department Use – Community Outreach

_____ Date Request Received _____ Date given to Compliance _____ Emails Sent

_____ Participants Confirmed

Any special instructions: _____

Student-Athletes/Teams Attended: _____

Athletic Department Use - Compliance

may participate in this activity.

may NOT participate in this activity for the reason(s) specified below:

Athletics Director or Designee

Date