



To Whom It May Concern:

The NCAA recently passed legislation (January 2017) requiring institutions to provide educational materials to a representative of the charitable, educational, nonprofit or government agency regarding restrictions on the use of a student-athlete's name, image or appearance (see **(h)** below).

This letter serves as official educational notification of said NCAA legislation. We request your support and understanding of the following information as it has a direct impact on the eligibility of all Lenoir-Rhyne University student-athletes.

**12.5.1.1 Institutional, Charitable, Education or Nonprofit Promotions.**

*A member institution or recognized entity thereof (e.g., fraternity, sorority or student government organization), a member conference 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, telephone number and website address 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) The student-athlete may accept actual and necessary expenses from the member institution, member conference or the charitable, educational or nonprofit agency related to participation in such activity;*
- (f) The student-athlete's name, picture or appearance is not used to promote the commercial ventures of any nonprofit agency;*
- (g) Any commercial items with names, likenesses or pictures of multiple student-athletes (other than highlight films or media guides per Bylaw 12.5.1.6 and 12.5.1.7) may be*

*sold only at the member institution at which the student-athletes are enrolled, the institution's conference, institutionally controlled (owned and operated) outlets or outlets controlled by the charitable, educational or nonprofit 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 (h) The institution provides educational material(s) to a representative of the charitable, educational, nonprofit or government agency regarding restrictions on the use of a student-athlete's name, image or appearance.*

This document is for educational purposes only and does not require any further action from your organization.

Please feel free to contact me directly should you have any questions or concerns.

Thank you for your time!

Sincerely,



**Brent A. Heaberlin, MBA**

Deputy Athletic Director  
NCAA Compliance Coordinator

***Lenoir-Rhyne University***

PO Box 7356  
Hickory, NC 28603  
**(828) 328-7114**



[www.lrbears.com](http://www.lrbears.com)