Promotional Activities
As a student-athlete at MSU, you may be asked to participate in a promotional activity through the Student-Athlete Development office. These activities include such things as reading to children, drug education at various schools or visiting the elderly. Promotional activities are designed to enhance your collegiate experience and allow you to be role models to the community. If you choose to participate in an activity, please keep the following in mind:
- You cannot miss class to participate in an activity...no exceptions!
- You must have prior approval to participate in an activity (granted through the Student-Athlete Development office and approved by the Office of Compliance Services).
- You may accept actual and necessary expenses related to your participation in the promotional activity.
- Your name, picture or appearance cannot be used to promote any commercial activity associated with the event.
- The activity must be hosted by either an educational, charitable, non-profit or institutional (MSU related) organization.
- The specific activity or project may not have any commercial co-sponsorship.
- Any monies derived from the activity must go directly to the organization sponsoring the event.

It is not permissible for you to accept any payment (e.g., stipend, cash, gift card/certificate) for or permit the use of your name or picture to advertise, recommend or promote directly the sale or use of a commercial product or service of any kind. In addition, it is not permissible to receive payment for endorsing a commercial product or service through your use of a commercial product or service. Participating in any of the prohibited activities will jeopardize your eligibility for participation in intercollegiate athletics.

Please note that the above rules apply to all promotional activities, including those organized by the coaching staff as well as those activities you may choose to participate in as an individual.

NCAA Violation Involving Promotional Activities [As published on Ohio State University’s website]
In the spring of 2011, three current Ohio State University football student-athletes attended a charitable event in Cleveland, OH. The student-athletes were invited to the event by a former student-athlete. At some point during the event, the student-athletes received $200 which was provided by a booster. The student-athletes did not get approval from the compliance office prior to participating in the event. As a result of the violation, the student-athletes were suspended for one game and were required to repay the value of the extra benefit to a charitable organization.

If you have any questions regarding this information or any other NCAA or Big Ten regulations, please do not hesitate to contact the Office of Compliance Services at:

(517) 432-5510
https://www.msu.edu/~msuncaa/
Twitter and Instagram: @ComplianceMSU