**Summary of the Application of Current Legislation and NCAA Proposal**

**No. 2010-26 (as amended by Proposal No. 2010-26-3)**

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|  | **Commercial co-sponsorship of institutional (etc.) promotions limited to single trademark or logo** | **Commercial co-sponsorship of institutional (etc.) promotions permitted to include commercial product** | **Location of sale of institutional commercial items restricted to the institution or institutionally controlled outlets** | **Appearance of SA at location of commercial co-sponsor permitted** | **Name, likeness of SA permitted in congratulatory ad; no commercial product or service placement or promotion** | **Name, likeness of SA permitted in commercial ad or promotion; product or service placement or promotion permissible; no direct endorsement or promotion by SA; primary purpose to publicize relationship** | **Name, likeness of SA permitted in commercial ad or promotion; product or service placement or promotion permissible; no direct endorsement or promotion by SA** | **Consolidation of media activities;**  **Codification of standards of promotion of media coverage** |
| **Current Legislation** | Yes | No | Yes | No | Yes | No | No | No |
| **Proposal No. 2010-26, (as amended by Proposal No.**  **2010-26-3)\*** | No | Yes | Yes | No | Yes | No | No | Yes |

\* Requires that any promotion identify (e.g., via graphics, voice over, text) the commercial entity's affiliation with the institution, conference, NCAA or noninstitutional charitable, educational or nonprofit agency (e.g., entity is the official sponsor of the institution or event).