



Non-Predetermined Host Information

Thank you for hosting an NCAA Championship!

In preparation for hosting, we understand there are many different critical factors and responsibilities needing to be addressed before competition begins, one of which is marketing. Understanding the many efforts which will be put forth in the days leading up to competition, we have provided a list of some marketing ideas/strategies to aid your marketing efforts in promoting the championship and increasing attendance.

We understand that not all strategies will apply to each host, so do not feel as if you have to accomplish every task on the below list. Feel free to select a few of or portions of the suggested marketing strategies to help guide your efforts.

Thank you again for efforts and best of luck hosting!

Marketing Strategies

- NCAA Online Marketing Website
 - Design creative collateral via NCAA Online Marketing Website (www.ncaachampspromotion.com). After selections, the NCAA has provided you with a username and password for the website. The NCAA has also provided reimbursement per round for production of marketing materials of the marketing materials created.
- Season Ticket Holders
 - Provide ticket ordering information via eblast, phone calls, etc. to your season ticketholders encouraging them to order tickets. Determine whether the tickets can be mailed, picked up at will call, or able to be printed at home as they will most likely ask the method for delivery.
- Grassroots Marketing
 - Provide posters, flyers, and/or table tents to campus dining facilities, residence halls, libraries, athletic venues, student health centers, local businesses, fitness centers, sports retail centers, athletic department sponsor businesses, etc.
- Database Communication
 - Communicate championship/ticket information via eblasts through the various databases your marketing department possesses or has access. Examples of databases may include youth leagues, youth club teams, coaches, camp lists, boys and girls clubs, girls scouts, CYO, alumni, donors, faculty and staff, local schools (grade, middle, high school), campus students (through on-campus student rewards program if applicable), past ticket purchasers, etc.
- Traditional Media
 - Promote through traditional media methods such as print (campus and local newspapers), television, radio (potential trade through department partnerships), website, online web banners, etc. Print advertisements as well as online web banners are available to create on the NCAA Online Marketing Website (www.ncaachampspromotion.com) along with radio and television advertisements for select hosts.
- Social Media
 - Utilize your various social media platforms to promote championship information/tickets (Facebook, Twitter, Foursquare, etc.). Potential ideas can include posting information each day to promoting the championship on your athletic Facebook page or creating contests/giveaways on Facebook/Twitter/Foursquare to promote the championship. Utilize text message alerts as well.
- Students
 - Determine a plan to encourage student attendance. Utilize any form of student rewards program you may have on campus to promote championship attendance. Promote the championship in high student traffic areas such as campus dining halls during lunch, campus quads between classes, residence halls in the evenings, other on-campus sporting events etc. Create a student promotion in conjunction with the championship such as a student tailgate a few hours prior to competition.

Helpful Links

- NCAA Championship Information – www.ncaa.com
- NCAA Online Marketing Website – www.ncaachampspromotion.com
- NCAA Logo Library – www.ncaalogos.com
- NCAA Trademarks – www.ncaa.org/championships/marketing/ncaa-trademarks?division=d1
- NCAA Licensees – <http://www.ncaa.org/championships/marketing/ncaa-official-licensee-list>