<table>
<thead>
<tr>
<th>Table of Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction &amp; Roles</td>
</tr>
<tr>
<td>Alcoholic Beverages and Tobacco Products</td>
</tr>
<tr>
<td>Americans with Disabilities Act</td>
</tr>
<tr>
<td>Awards</td>
</tr>
<tr>
<td>Band/Spirit Squads/Mascots</td>
</tr>
<tr>
<td>Championships Merchandise/Licensing</td>
</tr>
<tr>
<td>Championships Marketing</td>
</tr>
<tr>
<td>Championships Presentation/Fan Engagement</td>
</tr>
<tr>
<td>Commercialism/Contributors</td>
</tr>
<tr>
<td>Community Engagement</td>
</tr>
<tr>
<td>Drug Testing</td>
</tr>
<tr>
<td>Equipment</td>
</tr>
<tr>
<td>Financial Administration</td>
</tr>
<tr>
<td>Insurance</td>
</tr>
<tr>
<td>Lodging</td>
</tr>
<tr>
<td>Media Services</td>
</tr>
<tr>
<td>Medical Procedures</td>
</tr>
<tr>
<td>Safety and Security</td>
</tr>
<tr>
<td>Ticketing</td>
</tr>
<tr>
<td>Transportation</td>
</tr>
<tr>
<td>Volunteers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>APPENDIXES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tournament Director Checklist</td>
</tr>
<tr>
<td>Tentative Schedule</td>
</tr>
<tr>
<td>Organizational Meeting Agenda</td>
</tr>
<tr>
<td>Administrative Meeting Agenda</td>
</tr>
<tr>
<td>Officials Meeting Agenda</td>
</tr>
<tr>
<td>Volunteer Waiver</td>
</tr>
<tr>
<td>Marketing Plan</td>
</tr>
</tbody>
</table>
**Introduction**

This manual outlines the responsibilities of an institution/conference hosting this round of an NCAA championship. It is essential that each host institution/conference staff become familiar with the information and policies included in this manual.

The NCAA considers this hosting opportunity a partnership between the host institution/conference, competition site, committee and the NCAA. The primary objective of each individual involved in the administration of the championship shall be to provide a memorable championship experience for each participating student-athlete, coach, institutional staff member and tournament attendee.

**Definitions**

**Championship:** Postseason competition conducted by the NCAA in a particular sport, in which eligible student-athletes and teams of active member institutions compete to determine the division champion (or National Collegiate champion in sports that do not have a separate division championship) in that sport.

**Governing Sports Committee:** The NCAA sport committee is responsible for developing policies and procedures governing the administration and conduct of the championship under its jurisdiction, subject to the approval of the applicable division’s governance structure and the requirements, standards and conditions prescribed by NCAA Bylaw 31.

**Host Institution/Conference:** An active NCAA member institution and/or conference selected to serve as host for a championship. The host shall administer the finances of an NCAA championship in accordance with the institutional/conference championship budget, as submitted during the selection process and approved by the governing sports committee.

**Local Organizing Committee:** A local organization formed in the city where a member institution/conference proposes to host an NCAA championship, to provide to the NCAA services and assistance in connection with the various activities related to the championship. The host institution/conference must be a part of the leadership of the LOC.

**NCAA Championships Administrator:** The staff member(s) representing the NCAA championships and alliances staff assigned to serve as administrator(s) for a championship.

**Role of Governing Sports Committee**

The NCAA’s core purpose, values and envisioned future provide the framework for all actions in the committee’s administration of the championship and its stewardship of the game. Within the framework and spirit of its charge, the governing sports committee will balance the principle of student-athlete well-being with its efforts to maximize exposure for intercollegiate athletics and revenues from the championship through policies and activities that are subject to the final authority of the Division II Championships Committee.

**Role of Host Institution/Conference**

The support, commitment and involvement of the host institution/conference, its key staff members and local media are essential elements in hosting a successful NCAA championship.
The host institution/conference is the local entity responsible for making arrangements for the competition. By submitting a bid, each host institution/conference has agreed to provide services and assistance in connection with the various activities related to the championship.

The responsibilities of the host institution/conference are defined herein. The games management, media and marketing activities associated with the competition are to be administered and approved by the NCAA staff on behalf of the governing sport committee.

The host institution/conference will work in collaboration with the NCAA staff to ensure that the mission of the championship is preserved. The NCAA believes that the most successful host institutions/conferences are those that emphasize service, communication, promotion and marketing of the event, and fiscal responsibility.

Role of NCAA

The NCAA championships and alliances staff, working in conjunction with the NCAA sport committees and other NCAA groups, will lead the planning efforts, management and execution of all NCAA championships and events. The NCAA will oversee all aspects of the championship and its related activities, including facility operations and space allocations, hotel accommodations, media and team operations, hospitality functions and social events, on- and off-field entertainment, fan and sponsor events, television programming, youth events, as well as many other aspects.

The NCAA will work closely with the host institution/conference, competition venue and local organizing committee to ensure that the championship provides a positive and rewarding experience for student-athletes and fans.

Alcoholic Beverages and Tobacco Products

Alcoholic beverages shall not be advertised, sold or otherwise made available for public consumption at any championship event sponsored by or administered by the NCAA, unless otherwise approved by the NCAA, nor shall any such beverages be brought to the site during the championship (from the time access to the competition site or area is available to spectators, until all patrons have left).

Tobacco products shall not be advertised, sold or dispensed at any championship event sponsored by or administered by the NCAA. Smoking is not permitted anywhere in the venue.

Americans with Disabilities Act

The Americans with Disabilities Act requires that public establishments offer equal access and services to people who are physically and mentally challenged. The NCAA will rely on the host institution/conference to confirm compliance with the Act by the various facilities hosting NCAA championship events. The host institution/conference is responsible for determining if the competition site will be in compliance as of the dates of the championship. If the host institution/conference becomes aware that a competition site hosting an NCAA championship event will not be in compliance, it shall immediately notify the NCAA national office staff member with responsibility for the event in order to discuss the issue.

Awards

Champions Locker Room Program

The NCAA has partnered with select NCAA licensees to celebrate the national champions of each of the 90 NCAA Championships. Each team champion shall receive a national champions T-shirt and hat to commemorate the experience of winning a national title. A detailed explanation of the logistics of the locker
room program will be provided in the championship specific section of the manual. However, listed below is a summary of steps that should be followed when implementing the locker room program at all final championship sites.

- The product is for team champions only. Individual championships are not a part of the locker Room distribution.
- Please remove all hangtags and stickers (if needed) on the merchandise prior to being distributed.
- The merchandise should be distributed to the winning team only immediately following the handshake as soon as the game has officially concluded. Extra product (if any) should be given to the team’s equipment manager.
- All winning team inquiries about obtaining additional locker room product should be directed to Gear For Sports, Nike or Top of the World depending on product. Please contact David Clendenin at the NCAA national office for contact information, 317-917-6496.

**Championship Awards**

The NCAA shall provide all awards for participation in an NCAA championship. The championship manager will provide a manifest of the awards being shipped to your site. You should inventory each box and award ensuring the appropriate quantity and label for the event.

The championship manager will also describe how the awards will be distributed during the championship event.

No additional awards, unless otherwise approved by the championships manager, should be presented to the student-athletes and coaches of the participating teams.

**Elite 90 Award Presentation**

The NCAA Elite 90 award was created to recognize the true essence of the student-athlete by honoring the individual who has reached the pinnacle of competition at the national championship level in his or her sport, while also achieving the highest academic standard among his or her peers. The Elite 90 award is presented to the student-athlete with the highest cumulative grade-point average participating at the finals site for each of the NCAA’s championships. Award winners must meet certain criteria including being a sophomore or above, participating in their sport for at least two years at their school, being an active and traveling member of their team, and being a designated member of the squad size at their championship. The member institution is responsible for submitting their student-athlete that has the highest GPA and meets all of the other requirements. Mark Bedics and the NCAA academic and membership affairs staff will determine the winner of this award for each championship and provide to the NCAA championships administrator as well as the local host shortly before the championship begins. The winner’s name should not be released to the public until after they are publicly recognized. If appropriate, the operations point person can share the information with the coach of the winning student-athlete to make sure of that person’s attendance. However, they should not inform the student-athlete. Bedics or another member of the media coordination staff will typically send a template of a release and the logo to the sports information director of the winner’s institution on the morning of the announcement to allow them time to prepare.

Each championship should provide an appropriate forum to adequately recognize and celebrate this award winner amongst their peers and fans of the championship. In addition, information about this award winner may be included in local press releases about the championship and in public address and/or video board announcements during the championship.

**Award presentation**
When determining the most appropriate time to present the Elite 90 award, the NCAA and host staff should evaluate the time and venue which will create the greatest impact and amount of exposure for the award winner while also appropriately honoring and celebrating their accomplishments. The presentation should be semi-formal in nature and not be rushed or overshadowed by other presentations or events surrounding it. The award winner should be visible, the announcement clearly audible and the award presentation should receive the full attention and respect of all of those in attendance. The standard award script is listed below:

At this time we would like to present the Elite 90 Award. This award was instituted to recognize the true essence of the student-athlete by honoring the individual who has reached the pinnacle of competition at the national championship level in his or her sport, while also achieving the highest academic standard among his or her peers. The Elite 90 is presented to the student-athlete with the highest cumulative grade-point average participating at the finals site for each of the NCAA’s 90 championships.

The recipient of the Elite 90 Award for Division X (sport) with a GPA of X.XXX in (major, is student-athlete and institution).

Presentation at the student-athlete banquet
This award has traditionally been presented at the student-athlete banquet for most NCAA championships. In many cases the student-athlete banquet provides the best forum for the award presentation and greatest exposure for the winner as it is the one time when all championship participants and administrators are gathered together in one place with a controlled, semi-formal environment complete with a sound system and set program. Presenting at the student-athlete banquet also alleviates any potential conflicts with the winning student-athlete’s participation in or preparation for an NCAA championship event. Guidelines for presentation of this award at the student-athlete banquet are:

- The award should be presented by either the banquet emcee, the NCAA committee chair or the NCAA Tournament Operations point person
- The award should be presented near the end of the program and be clearly recognizable as the premier award being given (see student-athlete banquet page for sample run of show)
- The award should be presented after attendees have had a chance to finish their meal
- If video screens are available, the video slide or footage of the winning student-athlete provided by BSN may be run as the individual is introduced
- The coach of the winning student-athlete should be informed to help assure the winner’s attendance
- If a photographer is at the student-athlete banquet or championship, a photo should be taken of the recipient receiving the award. This may be used in-venue during competition days to showcase the academic achievement of the student-athlete or provided to the student-athlete as a memento
- If the award winner is recognized primarily at the student-athlete banquet, public address and video board announcements should be made whenever possible and applicable at the actual championship for additional exposure to fans who do not have access to the banquet

In-venue presentation
The NCAA and host staffs are encouraged to look for opportunities for the Elite 90 award winner to be presented their award in the championship venue during a time when the majority of participants and fans are in attendance. While this may not be appropriate for championships that are spread out over multiple venues, large areas, or have multiple games in one day that disperses the crowd chronologically – it should be explored for championships in which the majority of fans are gathered during a predetermined time frame and can provide their undivided attention to the award presentation. The presentation must also not conflict in any way with the student-athlete’s participation or preparation for the championship. Examples could be:

- In a championship with two semifinals played on one day, the award winner could be recognized during the semifinal which they are not participating in
- If the award winner is not participating or completes competition in the championship rounds of a sport but is still in attendance, they may be recognized during breaks between events, weight classes, heats or during a scheduled break in the game
The award winner could be recognized during a scheduled opening or closing ceremony in which all participating student-athletes are in attendance and fans are encouraged to attend.

Other in-venue recognition
If the Elite 90 award winner is not introduced live inside of the competition venue, public address and/or video board announcements recognizing the winner should be played during the championship to recognize this individual. Van Wagner Sports & Entertainment (VWSE) will provide the following standard PA announcement sometimes accompanied by a video board slide. The championships administrator (or Branding and Fan Experience representative at Equity and Growth championships) will need to provide VWSE the name of the winning individual and a headshot photo if a video board is used for the championship.

The Elite 90, an award founded by the NCAA, recognizes the true essence of the student-athlete by honoring the individual who has reached the pinnacle of competition at the national championship level in his or her sport, while also achieving the highest academic standard among their peers. The Elite 90 is presented to the student-athlete with the highest cumulative grade-point average participating at the finals site for each of the NCAA’s championships.

The recipient of the Elite 90 Award for the [list year/championship here: 2016 NCAA Division II Baseball Championship], with a cumulative grade-point average of [list GPA] in [list Major of Study], is [list winner and school: Jane Doe of State University].

Press release
On the day the winner of the Elite 90 award will be publicly recognized, the NCAA Media Coordination staff will send out a standard press release template to the sports information director of the winner’s institution and to the championships administrator. For selected championships, this press release will also be provided to national media by the NCAA Public Relations. If appropriate this press release may also be provided to the host for distribution to local media.

For more information on the Elite 90 award winners, log on to NCAA.com/elite90.

Participant Awards

Preliminary Rounds

Due to the financial burden on a host institution, to be consistent with NCAA policy, and to provide each student-athlete participating in NCAA preliminary-round competition the same experience, banquets and mementos will NOT be permitted at preliminary rounds.

Finals

Participation awards are permissible (one per participant) as long as they meet the conditions outlined in Bylaws 16.1.4.2 and 16.1.4.3 and are provided by the NCAA selected student-athlete participation awards licensee. The NCAA championships and alliances group will be responsible for selecting the participation awards that will be provided. The NCAA championship administrator will work with the participating institutions regarding delivery of mementos after championship competition. Participant awards will not be distributed at the site of the championship(s).

Band/Spirit Squads/Mascots

Spirit squad and/or dance team members, not to exceed 12 in number, plus the mascot shall be admitted, if in uniform. A maximum of a 12 person spirit squad or dance team members shall be allowed during the progress of the match. The spirit squad shall be seated in the area designated by the tournament director.
All cheerleading squads must conform to the guidelines set by the American Association of Cheerleading Coaches and Advisors (AACCA). Neither the NCAA nor the host institution shall be responsible for supervising or monitoring routines performed by spirit squad at championship events. Except as noted in this section, supervision of cheerleading squads, their activities, yells and stunts is solely the participating institution’s responsibility. The participating institution shall ensure that the squad has sufficient training, supervision and equipment for any and all routines its squad may choose to perform. Tournament directors must inform participating institutions if the host competition site has more stringent requirements. If so, the director of athletics at each institution must apprise his or her cheerleading squad of such requirements and ensure compliance. The cheerleading squad is allowed to carry an institutional flag, but it may only be displayed between matches. It cannot be used to taunt competitors or block spectators’ view.

Band members, not to exceed 25 in number, who are in uniform and performing at the championships, will be permitted at the championships and will not be charged admission to the competition. Bands, or any component thereof, are allowed to play before and after the competition. Teams are prohibited from bringing their own music boxes to the completion site.

The logo restriction on student-athletes’ apparel set forth in Bylaw 12.5.4 shall apply to commercial logos on uniforms worn by band members, spirit squad, dance team members and the institution’s mascot during the NCAA Division II championship events.

Live animal mascots are not permissible.

**Championship Merchandise/ Licensing**

**Administration**

The NCAA corporate relations department has oversight for the event merchandising program at all rounds and sites of NCAA championships. All licensing and merchandising questions should be directed to David Clendenin (317-917-6496; dclendenin@ncaa.org).

**Availability**

An online ordering system will be available to participating institutions interested in ordering Event 1, Inc., merchandise in advance of the championship. Orders will be shipped by Event 1 directly to the participating institution’s campus.

**General policies**

**Institutional Merchandise.** A buy-out option can be made with Event 1/NCAA when the host institution/conference wants to sell merchandise that features the host mark or logo at the NCAA competition. This can only be done when the host institution/conference agrees to purchase the entire product that Event 1 provides. The host institution/conference will receive a 20 percent commission fee of net sales, gross sales minus credit card fees and taxes, on product supplied by Event 1. The host institution or official vendor will provide the NCAA 15 percent of sales (or another percentage to be exclusively determined by the NCAA) (net of taxes and credit card service fees) of all non-NCAA championship merchandise. The quantity of NCAA merchandise available for sale shall not be less than a comparable shipment to a comparable site of the previous year’s championship.

**Merchandise Received.** The quantity of NCAA merchandise available for sale will not be less than a comparable quantity at a comparable site of the previous year’s championship. The NCAA will work closely with Event 1 regarding projected attendance at sites in order to ensure that the appropriate amount
of merchandise is provided.

**Reordering process.** The host institution/conference may contact Event 1 to place an order for additional merchandise during the event. The concessionaire must contact Event 1 no later than the conclusion of each day to evaluate inventory levels. The more time Event 1 has to react to the request, the better the chance a reorder can be processed and shipped in a timely manner. Event 1 cannot guarantee that additional merchandise will be available.

*Event 1 will provide an event manual, which will include the contact information for the event coordinator assigned to the event as well as additional merchandising guidelines.*

## Championships Marketing

### Contacts

The host institution should designate a marketing contact or marketing team for the championship. This person should be familiar with marketing strategies that have worked in the community where the championship will be held to sell tickets and drive attendance. It is the primary responsibility of the marketing contact to work closely with the NCAA Championships Marketing contact to create and implement the championship marketing plan. While many host institutions may have a marketing contact in the athletics department, this individual may also be from the local organizing committee, convention and visitor’s bureau, sports commission or a combination thereof. Contact information for the designated marketing contact(s) should be submitted through the Key Contact portion of the Host Reporting System.

### Expectations

- Know the marketing budget. The NCAA championship tournament manager on your campus can communicate your marketing budget.
- Develop marketing goals. The primary focus should be driving ticket sales and attendance at the championship.
- Map out the timeframe to market the championship.
- Determine how to best use the marketing materials provided by the NCAA.
- Establish grassroots initiatives to implement in your local and regional communities.
- Explore opportunities with traditional media (print, radio and television) in your area.

### Marketing Plan

Host institutions/conferences shall establish a marketing plan in coordination with the NCAA Championship Marketing contact. All marketing plans, marketing budgets and collateral must be approved by the NCAA Championship Marketing contact prior to implementation. A marketing plan template and best practices may be found in Appendix G.

### Marketing Collateral

#### Online Marketing Website

The NCAA online marketing website is a comprehensive tool designed to help hosts create marketing
products which will generate awareness and promote ticket sales for the championship. The NCAA Online Marketing Website can be accessed at www.NCAChampspromotion.com.

Each NCAA Championships host marketing contact and tournament manager will receive an email with the marketing website address, username, password and specific marketing budget allocated for the championship you are hosting. The reimbursement amount is separate from the marketing/promotions budget allocated by host institutions through the championship bid process. Please contact us at ncaachampspromotions@ncaa.org if you are unable to locate this information.

Customizable artwork templates available on the marketing website include:

Print:
- Poster.
- Flyer.
- Print ad.
- Table tent.

Digital:
- Email blast.
- Banner.
- Social Media Graphics.

Outdoor:
- Billboard.
- Banner.

Resources:
- Marketing Best Practices.
- Social Media Guidelines.

If you have artwork needs and/or sizing which may not be available on the NCAA online marketing website, you may submit a special request through the website. Any additional questions can be directed to ncaachampspromotions@ncaa.org.

All requests – artwork and reimbursement – must be approved by the national office staff before you proceed. Artwork requests and approvals will be managed through the website. If you do not have a local print vendor, we have listed NCAA preferred vendors on the website.

Collateral should not be created outside of the NCAA online marketing website. The website ensures proper usage of NCAA logos, trademarks, and ensures consistent branding across all 90 NCAA Championships.

*Please note, a limited number of predetermined hosts will create all collateral by coordinating directly with the NCAA Championship Marketing contact; they will not have access to the NCAA online marketing website.

Television/Video and Radio Ticket Spots. The marketing website allows hosts of select predetermined championship sites to download TV, video and radio spots for immediate use. Questions regarding the availability of these spots for your championship event should be directed to your NCAA Championship Marketing contact.

:30 Video/Television Spot

The NCAA creates TV-Video Spots for select championship sites and a limited number of predetermined
regional rounds.

- All spots are available for download via the NCAA online marketing website.

- Spots may be uploaded to websites, burned onto discs, or sent via email to other parties that may need them.

- Spots are provided in several formats to allow for use over a variety of platforms (e.g. websites, social platforms, TV, commercials, video boards, etc.).

- The video/television spot is available for download in the following file types:
  - HD: apple ProRes LT (104 mbps)
  - SD: dv25 (25 mbps)
  - Web proxy: .mp4 (1.5 mbps)

:30 Radio Spot

- The NCAA creates radio spots for all predetermined championship final sites that are not sold out and for a limited number of predetermined regional rounds.

- The radio spots can be used on radio stations, websites, burned onto discs or emailed.

- The file format available for download is .mp3 (.32 mbps).

Social Media Guidelines

Host institutions/conferences may use already established social media accounts (e.g. Facebook, Twitter, etc.) as a place to promote the hosting of an NCAA championship. However, host institutions/conferences should use marketing messages and assets supplied from or approved by the NCAA (links, web banners, flyers, updates, etc.). If the championship does not have an official NCAA social media page, a host is NOT permitted to create a social media page. The NCAA will make efforts to promote this championship on the established pages, as necessary. Please refer to NCAA.org/socialmedia for a listing of official NCAA social media accounts.

Applicable Marketing Bylaws

NCAA Division II Bylaws - Pertaining to NCAA Championship Promotions
12.5.1.2 - Promotions Involving NCAA Championships, Events, Activities or Programs. The NCAA [or a third party acting on behalf of the NCAA (e.g., host institution, conference, and local organizing committee)] may use the name or picture of an enrolled student-athlete to generally promote NCAA championships or other NCAA events, activities or programs. (Adopted: 1/12/04)

12.5.1.8 - Promotion of NCAA and Conference Championships. The NCAA [or third party acting on behalf of the NCAA (e.g., host institution, conference, and local organizing committee)] may use the name or picture of a student-athlete to generally promote NCAA championships. A student-athlete’s name or picture may appear in a poster that promotes a conference championship, provided the poster is produced by a member institution that hosts a portion of the championship or by the conference. (Adopted: 1/11/89, Revised: 1/12/04)

12.6.1.2 - To Intercollegiate Event. A professional sports organization may serve as a financial sponsor of
an intercollegiate competition event, provided the organization is not publicly identified as such. A professional sports organization may serve as a financial sponsor of an activity or promotion that is ancillary to the competition event and may be publicly identified as such. [D] (Adopted: 1/10/92, Revised: 8/5/04, 10/28/10, 6/22/11, 1/14/12)

13.4.4.2 - NCAA or Conference Championship Promotional Materials. The NCAA or a member conference [or a third party acting on behalf of the NCAA or member conference (e.g., host institution, conference, local organizing committee)] may produce and provide championships promotional materials to any individual or group, provided the materials: [D] (Adopted: 1/11/00 effective 8/1/00, Revised: 1/13/03 effective 8/1/03, 1/10/05 effective 8/1/05, 6/22/11)

(a) Are solely for the purpose of promoting the championship event rather than the host institution, and use factual information (e.g., date, time, location, identification of host school/conference, ticket information, photos of previous championships).

(b) Are not sent exclusively to prospective student-athletes.

(c) Are available to the general public.

(d) Do not promote the institution’s athletics program.

Championships Presentation/Fan Engagement

Ancillary Events

The NCAA prohibits host institutions/conferences from conducting special ancillary entertainment activities for fans in conjunction with the championship. Should another entity (e.g., convention and visitor’s bureau) elect to stage such activities, the following policies shall apply:

• All plans must be approved in advance by the NCAA;

• NCAA marks, logos, name or references to the championship or tickets may not be used;

• No activity connected with the championship may be sponsored by an entity that is not an NCAA Corporate Champion/Corporate Partner (CC/P);

• Such an activity may not take place on property controlled by the competition venue;

No entity may contact NCAA CC/Ps directly. All such contact shall be directed through the NCAA staff.

Logos

The NCAA owns and controls all rights and interests in its name, logo, seal, trademarks and service marks. Use of these marks is prohibited without advance written approval by the NCAA. Host institutions/conferences should review information outlined in NCAA Bylaw 31.6.1. Only official NCAA Corporate Champions/Partners and licensees are permitted to use NCAA marks and logos in commercial advertising and promotions.

Public Address and Text Board Scripts
The public address announcer scripts allow game management to keep the flow of the championship moving through the communication of important information to those in attendance. Communicate with your NCAA championship manager to secure a PA script for the championship you are hosting.

**Video Boards**

The NCAA will provide video board content to sites which have such capabilities. The video board content is important to the overall championship experience for student-athletes and those in attendance.

Questions related to video board content logistics should be directed to:

Laura Johnson - Producer  
Van Wagner Big Screen Network Productions, Inc.  
Telephone: 623-764-2962  
Email: johnson@vwbsn.com

**Electronic Messages.** No host or venue specific electronic messaging or video board advertising may be displayed during NCAA championships, other than those messages promoting the championship and information provided by the NCAA and Turner/CBS. This includes promotion of upcoming events at the championship site. All messages must be approved in advance by the championship staff liaison.

**Student-Athlete Autograph Sessions**

At many NCAA championships, an autograph session featuring the participating teams or individual student-athletes can be a significant fan enhancement. An autograph session allows fans to feel a greater connection with the student-athletes through brief personal interaction provides lasting memories for young fans and may help create a greater overall impression of the championship for both fans and participating student-athletes if conducted properly. Listed below are some elements to consider before deciding to conduct a student-athlete autograph session, a list of guidelines for an autograph session and a checklist of items needed for the autograph session.

**Elements to consider**

- Number of fans – will there be an adequate number of fans to support an autograph session and make it a positive experience for the participating student-athletes.

- Timing and location – is there a time and place available in which there will be an adequate number of fans, space and the event will not conflict with the student-athletes’ preparation for or participation in the championship (e.g., after each semifinal match concludes, during a highly attended ancillary event surrounding the championship).

- Equitable participation – will all participating teams or individual student-athletes from various schools have equal opportunities to participate.

- Student-athlete experience – this should be a positive experience for all participating student-athletes, so the amount of time they are signing should not be excessive (30-60 minutes); if certain student-athletes will need to sign shortly after they have been eliminated from competition this should be evaluated; the student-athletes overall time commitments for the day should also be evaluated.

- Visibility and promotion – is the autograph session in a place that will be highly visible and accessible to all fans and/or can it be adequately promoted through in-stadium announcements, pre-promotion and signage to direct fans to it.
Guidelines

• The host staff will have primary responsibility or coordinating and managing student-athlete autograph sessions and all staff, volunteer, equipment and logistical needs associated with them.

• The host staff should work with the NCAA championship manager to determine if autograph session(s) are appropriate, for advice, approval of autograph session plans, look and collateral.

• The host should arrange for a walkthrough of the event with the NCAA point person as well as security, the volunteer coordinator, the facility rep, the event sponsor and/or fire marshal when appropriate.

• NCAA (and NCAA Corporate Champion) branding for the autograph area may be provided, please check with your NCAA point person.

• Select a time when the most fans can be accommodated and student-athletes will be least inconvenienced.

• 30-60 minutes in length.
  o May be split so each team or different groups of individuals sign at separate 30-60 minute periods.
  o If a large number of teams or individuals are signing simultaneously, it is recommended that they are split into separate autograph areas to accommodate more fans.

• Student-athletes should wear game apparel or matching team issued warm-up gear.

• Student-athletes should have easy access to autograph tables or be escorted by staff, volunteers or security to allow for ease of entry and exit.

• One item signed per person to keep lines moving (use your own discretion if crowds are sparse).

• Photos with student-athletes is discouraged or limited to keep lines moving (use your own discretion if crowds are sparse).

• Space for cue lines and separate exit points which do not interfere with regular venue traffic flow or flow between autograph areas.

• LOC staff or volunteers allocated to each autograph area to help form cue lines, keep lines moving, refresh autograph materials, direct people to exits and cut off lines when necessary.

• Any autograph materials provided to fans must be produced by or approved by the NCAA point person.

• No local sponsorship of student-athlete autograph sessions will be permitted.

• A sound system (and/or video board) which can be used in conjunction with the autograph session can be effective in communicating directions, recognizing sponsors and for keeping fans in line entertained with music (and/or video highlights).
Consider how fans who do not want autographs can receive the poster or autograph card without standing in line, how teams will receive extra copies of the autograph item and how a sponsor could receive autographed items without standing in line.

Checklist

- Autograph tables, including skirting (approximately 3 student-athletes per 8’ table).
- Chairs.
- Autograph card or poster (provided or approved by the NCAA).
- Pens (Sharpie’s recommended).
- NCAA provided branding items.
- Zip ties, tape and other necessary items for affixing banners and signage.
- Staff or volunteers (minimum of 2 per autograph area).
- Water or other refreshments for student-athletes (Dasani, Powerade or other Coca-Cola product when possible, otherwise unmarked).
- Security (if appropriate).
- Pipe and drape backdrop behind autograph tables (if appropriate).
- Bike rack or Tensa barrier for lines (if appropriate).
- Easels or other free-standing directional or student-athlete/team identification signs (if appropriate).
- Individual name plate/table tent identifying each student-athlete (if possible and appropriate).
- Floor tape to create arrows or lines on the floor (if appropriate).
- Tents to shade student-athletes (if appropriate).
- Rubber bands for posters (if appropriate).
- Announcements for emcee – instructional, NCAA branding, NCAA corporate champion or partner recognition (if appropriate).

Local Organizing Committee Partnerships

We need your help to provide community engagement experiences for participating student-athletes, coaches in your communities. Community engagement represents a critical pillar in Division II’s strategic positioning and emphasizes the relationship of athletics in strengthening communities. Community engagement is at the core of the Division II championship experience.

Our ability to build and create successful community engagement events in your community around our National Championships depends largely on our successful partnerships with the Local Organizing Committee and/or Sports Commission.
Area youth and adults who interact with NCAA Division II teams during outreach events are then invited to attend championship events, often through complimentary admission. The objective of community engagement is to build relationships by bringing communities to experience Division II events, which also increases attendance and enhances the competitive experience for student-athletes. Those participating in outreach experiences are often invited into the championship as halftime performers, ball boys/girls and/or special guests in another capacity.

Division II governance funds a community engagement contractor to ensure a consistent community engagement philosophy and experience across each national championship. The contractor works with your local organizing committees and community groups on behalf of the championship sport manager, identifying shared experience opportunities and alleviating logistical burden from the sport manager. This contractor will communicate with your point person early and often in order to foster great community partnerships and events in held within our National Championships.

**In-Venue Entertainment**

NCAA championship hosts are encouraged to explore in-venue entertainment options during the championship to keep fans engaged, excited and to enhance the atmosphere for both the fans and student-athletes. Various potential areas of in-venue entertainment and the guidelines associated with them are discussed below. All forms of in-venue entertainment should show no bias toward or against any participating team, should be appropriate and in good taste, should have no links or resemblance toward gambling and may not include any commercial recognition (unless it is approved recognition of an NCAA corporate champion, partner or official equipment supplier). Please discuss any forms of in-venue entertainment which you would recommend with your NCAA staff point person for suggestions and approval.

**Break in action contests or promotions**

Hosts should consider continuing regular season halftime/quarter break/timeout contests and promotions or creating new, unbiased or non-sponsored versions of these promotions to use during NCAA championships. Guidelines and ideas for consideration:

- Must not include any commercial recognition (unless approved/provided by an NCAA corporate champion, partner or official equipment supplier).
- Must be appropriate and in good taste.
- Must fit safely within given time constraints with no chance of interfering with the competition.
- No links or resemblance to gambling.
- Participants must be randomly selected.
- No bias toward or against any participating team.
- Campus and venue rules must be considered when developing the contest or promotion.
- NCAA championship merchandise purchased by the host (e.g., extra volunteer apparel, committee or contributor gifts, items or certificates purchased from Event 1) make good prizes for these contests as prizes with commercial recognition would not be permitted.

**National anthem singers**
Hosts are encouraged to explore their resources to bring in local, regional or even nationally recognized celebrities or groups to sing the national anthem (e.g., state beauty pageant winners, recording artists with strong local ties, famous local choir groups or bands). Guidelines and ideas for consideration:

- Local groups or personal contacts that could provide this service at no cost are recommended.

- No bias toward or against any participating team (e.g., performers should not wear the jerseys of a participating team).

- A brief description and “thank you” for the performing group or individual may be incorporated into the script, but no commercial recognition, sponsorship, sales or recruitment messages should be included.

- Anthem should take two minutes or less to perform, however please build extra time into the script for introduction and placement of the color guard (if applicable), and introduction/applause for the performer.

**Youth sport team recognitions**

The introduction of local youth sport teams on-field before NCAA championships can often add excitement, tie in the community, provide additional PR and help drive attendance through not only the youth athletes, but also their parents, family and friends. This is encouraged if it is appropriate for the championship. Guidelines and ideas for consideration:

- Must be unobtrusive to the competition and allotted warm-up time for the student-athletes.

- Youth teams recognized should be younger than high school age to avoid any possible recruiting concerns.

- Must not include any commercial recognition (unless approved by the NCAA).

- The youth group being represented must provide chaperones, transportation, permission forms and assume all supervision of the youth teams while they are at the championship.

- The host should provide detailed information to the youth group regarding parking/drop off procedures, entry to the stadium, meeting location, instructions for the presentation, seating after the presentation, etc.

- The host should provide on-field staff or volunteers to guide the youth group through the presentation.

**Enhanced team introductions**

Examples of this could include: using special music or video introductions provided by each team, smoke machines or on-field fireworks, inflatable tunnels, youth athletes forming a tunnel or holding hands with student-athletes as they are introduced, local or school bands playing, etc. Guidelines and ideas for consideration:

- Must be appropriate and in good taste.

- Must fit safely within given time constraints with no chance of interfering with the competition.

- No bias toward or against any participating team.
• Should be discussed with the NCAA point person in advance.

**Musical entertainment**

Participating school bands will be scheduled into the overall championship presentation when they are available. When they are not, the host institution marching band, other school bands or local bands may be appropriate for entertainment during pre-game, halftime or other breaks in the action or for greeting fans in the stadium entrance or other congregating area.

**Affiliated award recognitions**

If appropriate, national award winners for the given sport who are in attendance but not competing at the time of the scheduled recognition may be awarded on field during NCAA championships (e.g., Elite 90 award winner, coaches’ association player of the year winner, coach of the year, etc.). Please consult with the NCAA point person to determine appropriateness.

**Military involvement**

The NCAA is supportive of inviting the military to participate at NCAA championships if their involvement enhances the championship experience for student-athletes and fans while at the same time honoring the military in an appropriate and unobtrusive manner. At many NCAA championships, local or national military groups have been arranged by the host to perform pre-game, during halftime or other breaks in the action. These performances have included, but are not limited to: national anthem performances (military singer, instrumentalist or band), color guard, presentation of large flags, fly-overs, parachute teams, precision drill teams, eagle releases around the national anthem, etc. Please discuss any forms of military involvement which you would recommend with your NCAA staff point person for approval.

**Guidelines**

- Involvement from military groups often requires substantial government paperwork. Fly-overs and parachute jumps will also require FAA approval to be handled by the host. Please allow adequate lead team to coordinate.

- Involvement from national touring military groups such as the Air Force Wings of Blue or Army Golden Knights may require costs of travel such as hotel rooms, per diems, rental vehicles and even air travel if a military transport cannot be arranged.

- Host connections with local military bases may be more cost-effective in arranging military involvement.

- No messages about military recruitment should be incorporated into the on-field performances.

- General messages paying tribute to all military personnel and thanking the particular military unit which has performed are encouraged (e.g., “Ladies and gentlemen let’s have a big round of applause for tonight’s performance from the United States Air Force Heartland of America Band… and for all of the American service men and women who they proudly represent.”).

- Some military organizations may request a booth or other small presence on-site in conjunction with the on-field performance. This may be permitted as long as the space is available, reasonably sized (e.g., 10’x10’ or 10’x20’), reasonably branded and any recruiting done out of the space is passive.

- Requests for larger spaces, interactive elements, inflatables, giveaway items or space within an NCAA fan festival is not permitted unless discussed with your NCAA point person who would in turn discuss with the NCAA corporate relationships team.
• Campus and venue rules must be considered when developing the presentation.

• All performing or volunteering military groups should be provided complimentary access to watch the championship before or after their presentation if possible. Please discuss this with your NCAA point person.

**Student-Athlete Banquet**

To celebrate and welcome all participating student-athletes and championship personnel, the host may provide a banquet (or other student-athlete recognition event) on the evening prior to the championship. The number of guests, financial assistance provided by the NCAA and total budget shall be determined after consultation with the NCAA staff. NCAA corporate champions, partners or official equipment suppliers may receive approval to sponsor the banquet, but no local sponsors are permitted. Officials should not be included in this or any social event including the participating coaches and student-athletes.

The NCAA may provide a video featuring the teams and student-athletes advancing to the final site depending on the amount of footage available and cost of obtaining. If practical, the NCAA staff will request the video from the NCAA Broadcasting group or Van Wagner Sports & Entertainment and inform the host.

The host will be responsible for coordinating all other details and logistics of the banquet including location, emcee, speakers, transportation, catering, A/V equipment, a printed program, etc. in consultation with the NCAA staff. The exact run of show and presentations included can be altered slightly to accommodate the number of student-athletes, teams and guests present as well as unique venue, sport or local elements. Please note, that a 60 minute event is ideal and the event should not last longer than 90 minutes.

Words of reflection or invocation are not required, but may be included at NCAA student-athlete banquets. The NCAA supports a flexible policy which allows each host to follow the traditions and protocols of their university. If included, any words of reflection or invocation should be respectful and inclusive of all.

**Run of show**

6:30 p.m. Greet teams and student-athletes, direct to tables or attractions (emcee or NCAA chair)

 Soft A/V presentation (e.g. music, slideshow of participating teams and student-athletes, NCAA anthem video, DII or DIII branding video – optional)

6:45 p.m. Welcome/comments to student-athletes and guests from NCAA committee chair

 Welcome/comments to student-athletes and guests from city/host institution

6:50 p.m. Dinner buffet lines open or plated dinner served

7:30 p.m. Guest Speaker (optional)

7:40 p.m. Comments by Head Coaches or Q&A with selected student-athletes (optional)*

  1. Team 1
  2. Team 2
  3. Team 3
  4. Team 4

7:50 p.m. Presentation of Elite 90 Award

 Championship Video (if available)
7:55 p.m.  Closing Comments (emcee with talking points from NCAA or NCAA chair)

* Comments by head coaches may not be practical at some championships, especially those with a large number of teams or individual qualifiers

**Best Practices**

While the guidelines above provide a standard framework for the student-athlete banquet, the event should be tailored to suit the needs, size and unique aspects of the championship. The purpose of the event is primarily to congratulate, celebrate and welcome all of the participating student-athletes to the NCAA championship and the host community.

The most successful NCAA student-athlete banquets have often been enhanced by unique venues, décor, interactive features, program enhancements or keepsake items that showcase the uniqueness of the host city or region and their excitement to host the NCAA championship. The NCAA will rely on the creativity of the host for development of these items. The formality of the event, attendee attire, appropriate number and type of speakers, level of interaction between student-athletes, etc. varies from sport to sport. The NCAA point person can help advise the host on sport specific nuances.

The host will assume the lead production role for the student-athlete banquet, but should seek the advice and approval of the NCAA point person on such items as location, budget, timing, final run of show, speaker, menu, giveaway items (some may be provided free of charge by NCAA official equipment suppliers) and additional enhancements. Some past student-athlete banquet enhancements that have been well received are listed below. Please note, however, that the potential impact of all possible banquet enhancements on student-athletes should be weighed against appropriateness, available budget and other needs of the overall championship.

**Sample Enhancements**

- **Unique venue** – a skybox club overlooking the host university’s football stadium; a historical or cultural center; an aquarium or museum where brief tours can be incorporated into the programming; an iconic restaurant, theater or arena in the area; a beach party setting; etc.

- **Slideshow** – before and/or after the formal presentation, a slideshow of participating team or student-athlete images is shown on video boards or mixed with NCAA branding messages (host would be responsible for collecting images from schools or preliminary round hosts).

- **Speakers** – relevance to the participating student-athletes is the most important factor. Former NCAA champions or graduating student-athletes who went on to professional or Olympic fame in the given sport are ideal, however other options available at no or little expense to the host should be explored as some speakers transcend their sport or profession. Examples of previous speakers include: Todd Martin – Tennis, Dot Richardson – Softball, President of the USGA – Golf, Bill Belichick – Lacrosse (Boston), ESPN personalities, comedians, motivational speakers, well-known football or basketball coaches at the host institution, etc.

- **Photo opportunities** – opportunities for teams or individuals to pose for a photo in front of a championship backdrop (possibly with the championship trophy) or in conjunction with unique or iconic elements of the area (e.g., with giant hanging shark in Florida, with longhorn steer in Texas, in winners circle at Churchill Downs, overlooking city skyline, football stadium, etc.).

- **Favors unique to the sport or area** – examples include: mini soccer balls, mini lacrosse sticks, baseball shaped cheese – Wisconsin, make-your-own beach flip flops – Florida; please check with your championship administrator regarding budget, appropriateness and possibility of items provided by official equipment suppliers before pursuing.
• Special entrances for student-athletes – red carpet into venue, spotlights, limos, local youth teams wearing team colors or with pom poms/signs to greet the student-athletes.

• Band/DJ/Interactive Games – are generally only appropriate in more informal settings with numerous teams of both genders, relaxed time constraints, fun atmosphere, etc.

• Event 1/Championship merchandise – sales booth or display area with order forms on-site.

• Special Olympics Component – speaker, athletes, etc. (recommended for all DIII championships).

Coaches’ association award guidelines

The primary purpose of NCAA student-athlete banquets is to honor, celebrate and welcome participating student-athletes in a concise and entertaining manner. Coaches’ association awards and other presentations not directly related to the championship itself may be considered for inclusion if they are in the best interest of the attending student-athletes:

• The presentation should be relevant and provide a significant enhancement to the banquet programming for the student-athletes (awards or speakers which have limited relation to the championship or significance to the student-athletes will detract from their enjoyment and the attention they pay to other programming).

• The presentation should be brief (in most cases it should be limited to 5-10 minutes, but should never exceed 30 minutes).

• Awards presented should be limited to those presented to participating student-athletes and coaches or those which have some special significance to the student-athletes in attendance.

• The presentation should be secondary in significance and placement in the programming to any official NCAA championship presentations.

• If these conditions are not met, other championship related platforms should be explored by the NCAA to assist the coaches’ association.

• All final decisions on inclusion of coaches’ association awards, other presentations, scripts and presenters should be made by the NCAA staff with the best interest and overall experience of the student-athlete in mind.

• NCAA staff may call on leadership team members to assist in delivering and explaining the specific decisions to the coaches association as needed.

Commercialism/Contributors

Space Requirements

Activation of Corporate Champion and Corporate Partner Program. The NCAA may request/require that certain areas of the competition site be made available for use by NCAA Corporate Champions or Corporate Partners (CC/Ps) for the purpose of marketing/promotional events/activities. If such requests are made, the host institution will provide requested space or similar accommodations.

Local Organizing Committee Hospitality. If approved by the NCAA, the Local Organizing Committee (LOC)
has the option to host specified events during the championship. Commercial identification of any kind at any
LOC function is prohibited unless specifically approved by the NCAA. The NCAA must approve all uses of
NCAA logos, names, or other graphics (including school logos). The LOC shall submit detailed proposals
(e.g. location, date, time, food and beverage, entertainment, budget), to the NCAA for review and approval
at least 60 days in advance of the event. Any such events conducted are conducted at the LOC’s expense.

Other Functions. To enhance the experience for participating institutions, fans, and alumni during NCAA
championships, the NCAA (in conjunction with a third-party agency) may facilitate an official hospitality
program in or outside of the competition site.

Premiums Guidelines

Competition Venue shall provide to the NCAA a set of guidelines, similar to those outlined below, that identify
items that are not permitted in the venue no fewer than 90 days prior to the first NCAA championship related
event. The NCAA will then utilize and share that information with its NCAA Corporate Champions and
Corporate Partners.

Laser Pointers. Laser pointers of any kind.

Noisemakers. Artificial noisemakers of any kind including but not limited to, air horns, electronic instruments,
inflatable noisemakers, etc. are not permissible. Facility personnel are responsible for confiscating prohibited
items at the entrance points or removing such items from the facility. Megaphones may be used for voice
amplification, but they shall not be used as a distraction.

Promotional Items. Promotional items (e.g., cups, shakers, flags, etc.) with commercial slogans or
identification are not allowed on the premises. Items such as newspapers, handbills, flyers, memorabilia, t-
shirts, caps, etc., except products sold by the NCAA or its agents, may not be distributed on the premises.

Signs, Flags, Banners. Large signs, flags or banners are not permissible. It is the facility personnel’s
responsibility to confiscate all prohibited articles. Items that can be held by one individual, reflect good
sportsmanship and do not block the view of other ticketed patrons may be permitted. In no case may a
sign, flag or banner be affixed to the facility.

Video Camera/Still Camera Policies. Ticketed patrons shall not bring video equipment into the facility on
game days. Video cameras are permitted on Final Four Friday for open practices. Still cameras with a lens
no longer than four inches are permissible on any day.

NCAA Corporate Champions/Partners

The NCAA Corporate Champions and Corporate Partners Program (i.e., corporate sponsors of the NCAA),
managed by the NCAA along with Turner and CBS Sports, authorizes the exclusive rights to license NCAA
trademarks, tickets and taglines in commercial promotions with respect to the NCAA championships.

The host shall not solicit or permit involvement by any corporations or entities whose products may be in
competition with any of the NCAA corporate champions or corporate partners. All proposed commercial
involvement must receive prior approval of the NCAA.

NCAA Corporate Champions and Corporate Partners are dedicated to emphasizing the role of athletics in
higher education, support all 90 NCAA Championships and are granted a wide variety of benefits, including
certain category exclusivity around use of NCAA logos, trademarks, designations and championship tickets.

For more information and a current list of corporate champions and partners, please click on the following
link:
NCAA Corporate Champions & Partners

Currently, local corporate entities are not permitted to utilize the NCAA’s registered marks, logos, tickets, name or references to the championship in a promotional/commercial manner. If a host institution/conference has an interest in using value-in-kind contributors, the contributor plan must be approved in advance by the NCAA Corporate Relationships staff. The LOC is permitted to involve a local contributor in the championship only as a sponsor of LOC activities or as a ticket package purchaser (pending NCAA approval of said local entities and approval of the arrangement).

Local contributors may only be referred to as “local contributors of the LOC”. Local contributors may not use the word “official”, “official sponsor of”, or “corporate champion/partner” in any manner. Local contributors will not receive any in-venue or on-site recognition/branding/exposure, with the exception of small signage in private hospitality locations; in the souvenir (print or digital) game program, and or additional digital advertisement space. In being recognized, these local contributors must be referenced as supporters of the local organizing committee, and not of the NCAA. Any recognition, branding and/or exposure creative must be submitted to the NCAA Corporate Relationships staff for review and approval.

Local contributors may be provided an opportunity to purchase an advertisement in the souvenir game program, provided the corporation is not a competitor of any NCAA Corporate Champion. All advertisements must be submitted to the NCAA Corporate Relationships staff for advance approval. As noted above, local contributors who purchase an NCAA-approved ticket package may not receive recognition of any kind without the advanced approval of the NCAA staff.

NCAA Local Contributor Program

Currently, local corporate entities are not permitted to utilize the NCAA’s registered marks, logos, tickets, name or references to the championship in a promotional/commercial manner. If a host institution/conference has an interest in using value-in-kind contributors, the contributor plan must be approved in advance by the NCAA Corporate Relationships staff. The LOC is permitted to involve a local contributor in the championship only as a sponsor of LOC activities or as a ticket package purchaser (pending NCAA approval of said local entities and approval of the arrangement).

Local contributors may only be referred to as “local contributors of the LOC”. Local contributors may not use the word “official”, “official sponsor of”, or “corporate champion/partner” in any manner. Local contributors will not receive any in-venue or on-site recognition/branding/exposure, with the exception of small signage in private hospitality locations; in the souvenir (print or digital) game program, and or additional digital advertisement space. In being recognized, these local contributors must be referenced as supporters of the local organizing committee, and not of the NCAA. Any recognition, branding and/or exposure creative must be submitted to the NCAA Corporate Relationships staff for review and approval.

Local contributors may be provided an opportunity to purchase an advertisement in the souvenir game program, provided the corporation is not a competitor of any NCAA Corporate Champion. All advertisements must be submitted to the NCAA Corporate Relationships staff for advance approval. As noted above, local contributors who purchase an NCAA-approved ticket package may not receive recognition of any kind without the advanced approval of the NCAA staff.

NCAA Trademarks
NOTE: These general guidelines do not include merchandise designs. All product designs must be submitted through the NCAA’s licensing program administered by the Collegiate Licensing Company. Inquiries should be directed to the NCAA licensing staff. Click here for more information about the NCAA licensing program.

1. ALL uses of NCAA trademarks or logos must be submitted to the NCAA for approval.

2. Click here for the most current list of NCAA licensed or owned trademarks.

3. Downloads of NCAA logos may be obtained through the NCAA Digital Library.

4. The NCAA’s position on inclusion of ® and ™ marks is first and most prominent use.

The location of the trademark and how it is used is the primary factor in determining if a trademark symbol should be included in text. If the protected logo location is prominent and the primary focus on the page or product design, an ® or ™ in the text is not necessary. However, if the logo location is placed lower on the page or is secondary to the message being delivered, an ® or ™ in the text or header (first use only) should be inserted.

In the case of NCAA Women’s Final Four, an ® is required after NCAA and after Women’s Final Four. The NCAA owns "NCAA" and "Women’s Final Four", but "NCAA Women’s Final Four" is not a registered mark in itself: NCAA® Women’s Final Four®.

To further expand, if the NCAA primary logo, which displays the registered mark, is used in a prominent position; NCAA Women's Final Four would require an r-ball only after the Four because the NCAA has already been identified as a registered mark. NCAA Women’s Final Four®.

5. In radio and television advertising, NCAA should only be pronounced as N-C-A-A or N-C-double-A. It should not be referenced as “N-C-two-A” or in any other fashion.

6. Official names cannot be changed or abbreviated unless specifically trademarked (Final 4, F4).

7. There may be no registration of or use of NCAA marks within Internet domain names unless advance approval from the NCAA is secured and ownership of the URL is maintained by the NCAA. Such use of NCAA marks in Internet directories is prohibited; however, members may use an NCAA mark within a member URL, provided such NCAA mark does not appear in the domain name portion of the URL. By way of example, members may use the following URL: www.memberx.edu/ncaa.

**Identification of commercially-named venues on NCAA materials**

- For the purposes of providing information about and promoting the location of an NCAA championship, the venue/competition site of any round of NCAA championships can be printed, in text-only, on any and all pertinent materials bearing NCAA marks (subject to NCAA approval of the graphics).

- The logo of a commercially-named venue cannot be used on any materials bearing NCAA logos or trademarks.

- The venue’s name and information (without use of logos) will also be included on the dedicated website that the NCAA will provide to sell tickets.
**NCAA logo use by commercially-named venues**

For the purposes of providing information about and promoting the sale of NCAA tickets, the venue/competition site of any round of NCAA championships is permitted to display (subject to NCAA approval of the graphics) the championship site-specific logo as recognition of the event being held in its facility. The NCAA logo must be in the form of a link to a dedicated web page that will be established and/or assigned by the NCAA championship administrator to sell the NCAA tickets.

The following conditions apply to this NCAA logo use:

- The NCAA championship site-specific logo can be used by the venue to communicate the NCAA event as one of the variety of upcoming events at the facility. The NCAA logo must be used only once and only as a part of a group of other logos of events being held at the venue.

- The one-time logo use is limited to the site’s “home web page” or “event web page”.

- The NCAA logo must be placed in a location on the venue’s web page so that there is clear and defined separation between the NCAA logo and any other commercial logos (including that of the commercially-named venue). [This is because NCAA Corporate Champions/Corporate Partners and CBS/ESPN have graphic exclusivity in the use of NCAA logos and marks.] Logos of the venue's or the website's advertisers/sponsors may be used on the home/event web page even with the NCAA’s championship site-specific logo on the same page if those commercial entities are clearly separated from the NCAA logo (e.g., are on a different colored background and are located at the bottom of the website page.

- The venue is not permitted to claim to be “the home”, a host or co-host of any session of the NCAA championship.

- The logo provided by the NCAA championship staff cannot be modified in any way.

- ALL uses of NCAA logos must be submitted to the NCAA staff for approval.

**NCAA trademarked protection language:**

NCAA trademarks benefit from consistent “source identification” to the public through basic legal language attributing ownership.

The legal statement should be used on “printed” materials of all types for all NCAA trademarks, except where there is agreement by key staff stakeholders that aesthetic or space limitations prevent legal language. The legal statement is NOT required when the NCAA blue disk or the word NCAA is used alone and part of NCAA-produced materials without any of the conditions below.

- Printed items that display logos of other business entities/organizations (i.e., corporate champions/corporate partners, network partners, official suppliers, official licensees, local organizing committees and NCAA members).

- Printed items that are produced to be “used” by other business entities/organizations including NCAA members and host institutions.
Printed items produced for advertisement/promotional purposes (i.e., magazine and newspaper ads, NCAA souvenir publication ads, posters, newsletters.)

The NCAA requires protection language as outlined below. This does not have to be prominently displayed language and is expected to be included as some form of “mouse print”.

NCAA and Women’s Final Four are trademarks of the National Collegiate Athletic Association.

The examples below are written only to represent the most typical examples. If you are unsure of exact wording for a specific example, please contact Durenka Robie at drobie@ncaa.org or 317-917-6825.

**For blue disc and/or secondary (word) mark, please use:**

NCAA is a trademark of the National Collegiate Athletic Association.

**For blue disc/secondary marks plus another NCAA trademark, please use (for example):**

NCAA and March Madness are trademarks of the National Collegiate Athletic Association.

NCAA, NCAA Sweet Sixteen and Road to the Final Four are trademarks of the National Collegiate Athletic Association.

**For Blue Disc/Secondary marks plus another NCAA trademark used with other authorized business entities, please use (for example):**

The NCAA, March Madness, Men’s Final Four and Women’s Final Four are trademarks owned by the National Collegiate Athletic Association. All other licenses or trademarks are property of their respective holders.

**NCAA Licensed Trademarks:**

College World Series and Women’s College World Series: The NCAA is the exclusive licensee of these marks, registered by Major League Baseball, in connection with the NCAA Division I Men’s Baseball Championship and the Division I Women’s Softball Championship.

All other licenses or trademarks are property of their respective holders.

**Helpful Links:**

- The NCAA's Advertising and Promotional Standards
- NCAA Trademarks
- NCAA Trademark Protection Program
- NCAA Digital Library
- NCAA Corporate Champions and Corporate Partners

**Official Championships/Licensee Suppliers**

The NCAA licensing program is designed to ensure the quality and consistency of all of the NCAA’s Championship Event merchandise, protect the intellectual property of the NCAA and our member schools, and generate revenue to enhance programs that support NCAA student-athletes.

Any premiums and/or other merchandise that bear NCAA Marks, Brackets, Taglines or other NCAA references must be produced by an official NCAA Licensee or NCAA Official Equipment Supplier. There may
be royalties or other related costs associated with such items. If the NCAA is unable to identify a current NCAA Licensee or NCAA Official Equipment Supplier to provide a specific piece of merchandise, the NCAA will work to sublicense (on a short-term basis) a company that can provide the specific item.

For a list of NCAA licensees and official equipment suppliers, (http://www.ncaa.org/championships/marketing?division=d1).

Advertising/Signs/”Look and Décor”

a. Advertising/Banners/Signs/Displays. The host shall not permit advertising, marketing identification, banners, signs or displays of any kind to be hung, posted or displayed anywhere within the general public seating/viewing area of the competition, practice and/or ancillary event venue(s) (i.e., any place that can be seen from the playing surface or seats), including the scoreboard and the playing surface prior to or during the conduct of the championships, other than NCAA, media partner or NCAA corporate champion/partner branding/recognition (e.g., signage, banners, scoreboards, LED scorer’s table, video board, ribbon board, PA announcements) approved by the NCAA. For more information on the NCAA Corporate Champions and Partners program, please see page 30). Any permanently-affixed (or previously leased) advertising banners, signs, cup holders, select equipment bearing corporate marks (e.g. TV’s, computer monitors, stats monitors or displays), product/exhibit displays (e.g. car displays, branding exhibits/kiosks, etc.) shall be covered with décor elements or other NCAA directed elements by the competition, practice and/or ancillary event venue(s) and at the expense of the venue(s) as specified by the NCAA, including costs of production and installation and strike. Similarly, for any surrounding areas/facilities that are to be used by the NCAA for official events, no advertising, marketing, identification, banners, signs, decals, sampling, distribution or displays of any kind shall be hung, posted or displayed anywhere within those areas unless authorized by the NCAA. All professional signage/marks/pennants/banners/retired numbers/etc. may continue to be displayed. NCAA staff representatives have the discretion, during their site visit or when on-site in advance of the tournament, to have the building staff remove a sign/banner. Collegiate championship banners or those with retired numbers of collegiate performers can remain. All usage of marks must follow NCAA brand guidelines and must be approved by NCAA staff in advance.

b. Alcohol/Tobacco/Gambling. All alcohol, tobacco and gambling advertisements/corporate identification on the concourse level competition, practice and/or ancillary event venue(s) must be covered as specified by the NCAA. All other advertisements/corporate identification in the noted areas must, at a minimum, not be backlit unless otherwise authorized by the NCAA.

c. External Signs. All exterior venue corporate signage, other than professional franchise identification, must be covered as specified by the NCAA and must be covered with décor elements as specified by the NCAA at the expense of the competition, practice and/or ancillary event venue(s).

d. Commercially-Named Venues. Commercially-named competition, practice and/or ancillary event venue(s) may display no more than two pre-existing interior signs consisting only of the competition, practice and/or ancillary event venue(s)’ name at the top of the venue, with placement designated by the NCAA. The competition, practice and ancillary event venue(s) signage design and placement must be approved by the NCAA. If the commercially-named competition, practice and/or ancillary event venue(s) is an existing NCAA Corporate Champion or Corporate Partner, the NCAA, in its sole discretion, may allow additional branding of the commercially-named venue(s).

e. Covering existing signage/product branding. In regard to any signage that is to be covered in accordance with these bid specifications, the practice, competition and/or ancillary event venue(s) shall not limit or prohibit the ability of the NCAA to use signage or other elements of its own third-party designees in covering such existing signage/product branding.
f. **NCAA Corporate Champion and Partner Branding/Recognition.** The NCAA shall have the right to display branding/recognition (e.g., signage, banners, scorer’s table, video board, ribbon board, PA announcements, inflatables, projections, kiosks, decals, window clings, lighting, street teams, logos, etc.) for the Association, its corporate champions & partners and media partners inside and outside of the competition, practice and/or ancillary event venue(s). These locations, include but are not limited to the concourse, within the competition bowl and venue exterior without limitation.

g. The NCAA shall provide the competition venue with the appropriate stickers/field stencils for the approved playing surface markings for the championship.

h. If facility approves, patrons are permitted to bring in small signs (signs which can easily be held by one person and cannot block the view of anyone seated around them), as long as any writing or slogans on them are in good taste. In addition, it is permissible for patrons to bring in non-noise-making items (in compliance with NCAA and facility premium guidelines) as long as they do not include any (non-CCP) commercial identification.

i. At no charge, the NCAA will have full access to, and control of, any and all LED and other digital signage inventory, both internal and external to the competition venue. This includes TV monitors, video screens, video walls, LED fascia, and all external signage, digital or otherwise. This includes any and all digital inventory to be made available at the time of the championship, inclusive of any inventory that may be added by the venue after this bid document is signed.

## Community Engagement

We need your help to provide community engagement experiences for participating student-athletes, coaches in your communities. Community engagement represents a critical pillar in Division II’s strategic positioning and emphasizes the relationship of athletics in strengthening communities. Community engagement is at the core of the Division II championship experience.

Our ability to build and create successful community engagement events in your community around our National Championships depends largely on our successful partnerships with the Local Organizing Committee and/or Sports Commission.

Area youth and adults who interact with NCAA Division II teams during outreach events are then invited to attend championship events, often through complimentary admission. The objective of community engagement is to build relationships by bringing communities to experience Division II events, which also increases attendance and enhances the competitive experience for student-athletes. Those participating in outreach experiences are often invited into the championship as halftime performers, ball boys/girls and/or special guests in another capacity.

Division II governance funds a community engagement contractor to ensure a consistent community engagement philosophy and experience across each national championship. The contractor works with your local organizing committees and community groups on behalf of the championship sport manager, identifying shared experience opportunities and alleviating logistical burden from the sport manager. This contractor will communicate with your point person early and often in order to foster great community partnerships and events in held within our National Championships.
Drug Testing

The NCAA is dedicated to fair and equitable competition throughout each round of NCAA championships and strongly supports the drug-testing program established by its membership, to safeguard the health and safety of the participating student-athletes.

Drug-Testing Expenses

The proposed budget included in the site coordinator’s manual should be completed and submitted to the National Center for Drug Free Sport, Inc. (Drug Free Sport), before the start of competition, if drug testing will occur at the site. The host institution shall submit an Institutional/Host Drug-Testing Invoice upon completion of the championship for expenses related to drug testing. Receipts must accompany the invoice to receive reimbursement.

Facility Specifications

Team Championships. Hosts must identify two separate rooms (one for each team) where drug testing will be conducted. The area must have controlled access. Only those authorized by the drug-testing crew chief will be allowed in the area. Each room must accommodate the drug-testing crew, selected student-athletes and their institutional representative. Each testing room must have fully equipped restrooms adjacent to or in close proximity to the testing room. These restrooms must be secure and closed to the public.

Individual-Team Championships. Hosts must identify a room where drug testing will be conducted. The area must have controlled access. Only those authorized by the drug-testing crew chief will be allowed in the area. The room must accommodate the drug-testing crew and selected student-athletes. The testing room must have fully equipped restrooms adjacent to or in close proximity to the testing room. Separate restroom facilities are required if the championship includes both genders. These restrooms must be secure and closed to the public.

Host Notification

Drug-testing information must be kept confidential and provided only on a “need-to-know” basis. If testing is to be conducted at the site, the tournament manager and site coordinator will be contacted by Drug Free Sport.

Team Championships. The tournament manager and site coordinator will be notified no earlier than seven days before the start of the competition as to whether testing will be conducted.

Individual-Team Championships. The tournament manager and site coordinator will be notified no earlier than 30 days before the start of the competition as to whether testing will be conducted.

Media Obligations

Team Championships. Each team is provided a postgame cooling-off period. At the conclusion of the cooling-off period, a member of the drug-testing crew will notify the student-athletes who have been selected for testing. Notification may take place in the locker room (if applicable) or on the field of play. Any student-athlete selected to participate in any postgame news conference is required to attend the news conference prior to checking in at the drug-testing venue. The student-athlete will be escorted to the drug-testing area after all media obligations have been fulfilled.

Individual-Team Championships. At individual/team championships, student-athletes who are selected for
drug testing must fulfill all media obligations before reporting to the drug-testing venue.

**Next-Day Testing**

**Team Championships Only.** If competition begins at 10 p.m. or later (local time), both teams will be given the option to defer testing until the next morning. If a team decides to test the next morning, that determination must be confirmed by the institution no later than immediately following the contest. Once testing has begun, testing must be completed and cannot be deferred until the next morning. If deferred until the following day, the testing must begin no later than 10 a.m. (local time) at the original test site. The host must arrange necessary transportation for teams that elect to test the next morning, or for individuals being tested who need to remain at the facility after other team members have departed.

**Participant Notification**

Announcing in advance whether drug testing will be conducted at a championship is strictly prohibited. All coaches and student-athletes should presume that post-event NCAA drug testing will occur at the championship event.

**Team Championships.** The drug-testing crew chief or designee will notify the participating team’s representative no earlier than two hours before the start of competition that drug testing will be conducted at the site.

**Individual-Team Championships.** Couriers will notify student-athletes of their selection for drug testing.

**Seating**

At team championships, escorts and the drug-testing crew may sit in the non-playing participant or overflow media seating areas on the days when testing occurs.

**Site Coordinator’s Responsibilities (Host)**

The tournament manager is responsible for designating an individual, who has no other responsibilities in conjunction with the championship, to serve as the site coordinator for drug testing. This individual will work closely with Drug Free Sport and the drug-testing crew chief. The site coordinator’s responsibilities are outlined completely in the site coordinator’s manual.

- Confidentiality. Keep testing information confidential at all times.
- Contact Information (team championships). The site coordinator will provide official travel party and the team drug-testing representative’s contact information to the drug-testing crew chief.
- Couriers (individual-team championship). The host will provide couriers to notify student-athletes of selection for drug testing immediately after the event for which they were selected. The courier must stay with and escort the student-athlete to the drug-testing area within 60 minutes of notification, unless directed otherwise by the drug-testing crew chief.
- Championships Drug-Testing Site Coordinator Manual. The championships drug-testing site coordinator’s manual, provided by Drug Free Sport, and is available on the NCAA website at www.ncaa.org/drugtesting.
• Escorts (team championships). Two individuals (one per team) shall be assigned to serve as escorts for each game in which drug testing will occur. These individuals shall escort selected student-athletes and an institutional representative from the locker room to the drug-testing area.

• Fluids. A sufficient supply of individual cans or bottles of non-alcoholic and non-caffeinated fluids (e.g., bottled water, fluid replacement drinks) shall be available for distribution in the drug-testing area to student-athletes, as designated in the site coordinator’s manual. These supplies should be obtained from the supply of beverages provided by the NCAA.

• Meeting with Tournament Manager. The site coordinator will meet with the tournament manager to discuss duties and budget development.

• Second Meeting. A second meeting shall be scheduled with the tournament manager after the host receives confirmation that testing will take place at a site. If testing will be conducted at the site, the coordinator shall:
  o Assistance. Assist the drug-testing crew chief during testing as directed.
  o Confirmation. Review the site coordinator’s copy of the NCAA drug-testing confirmation memorandum.
  o Credentials. Ensure that the host issues All Access credentials and parking passes for the drug-testing crew and other necessary drug-testing personnel. Credentials should not reference drug-testing, doping control, etc. If an affiliation must be listed on the credential, “Games Management” is preferred.
  o Crew Chief. Contact the drug-testing crew chief assigned to the site to discuss logistics.
  o Meet with Crew Chief. Meet with the drug-testing crew chief the day prior to the scheduled testing date.
  o Plans. Meet with the tournament manager to finalize plans.
  o Invoice. Submit drug-testing invoice (with receipts) to Drug Free Sport after the championship.
  o Transportation. Pre-arrange for transportation for student-athletes to and from the competition venue to the drug-testing area and back to the sports venue or team hotel, should transportation become necessary.

• Transportation/Lodging (drug-testing crew). The drug-testing crew chief will make arrangements for the crew’s transportation and lodging, but may request the assistance of the site coordinator.

**Equipment**

The NCAA will provide certain championships equipment (sidelines hydration, competition playing equipment, etc.) on a sport-by-sport basis that must be used in all championship activity. Each championship will receive information from the NCAA pertaining to any equipment that will be provided.

**Cups, Coolers and Water Bottles**

Drinking cups, water coolers, ice chests, cooler carts and water bottles should be provided at team benches (if applicable) for each scheduled practice or competition of any round of an NCAA championship. Participating teams shall place any premix fluid replacement in the NCAA-issued coolers and water bottles when applicable. No other cups, cans, coolers or water bottles may be used courtside or in the media areas during championships in which such equipment is provided by the NCAA. If applicable, the host institution/conference may retain the coolers, cooler carts and ice chests after the competition. Participating
teams may retain the water bottles and bottle carriers after the competition.

Competitors of NCAA Corporate Champion Coca-Cola may not provide product (beverages, water, isotonic) for any NCAA championship, even if the competition offers product for free or at a reduced cost. The championship budget will cover the purchase of Coca-Cola beverage products.

**Sideline Equipment Hydration Program**

Depending on the championship site, the NCAA and Coca-Cola – a Corporate Champion supporting all NCAA championships – will provide POWERADE branded drinking cups, water coolers, ice chests and, when applicable (depending on the sport), water (squeeze) bottles and cooler carts for the championship. Please note that towels are not part of the equipment provided; any towels used on the sidelines must not contain any corporate logos/marks. Please review the information below as it pertains to the different scenarios that may exist.

**Championship Final Sites and Selected Preliminary Round Sites**

All final and selected preliminary round sites will receive POWERADE branded equipment and product. Exact items and quantities will be provided to championship hosts by the NCAA.

If a championship also receives POWERADE branded squeeze bottles, they should be provided to all student-athletes. Non-POWERADE branded squeeze bottles branded with logos and graphics of a Coca-Cola competitor (e.g., Gatorade) brought by teams/student-athletes will not be allowed.

Coca-Cola will provide a bottled water product (e.g., Dasani), POWERADE powder, and when applicable, POWERADE in bottles. Participating teams and student-athletes in NCAA championships continue to be free to use/consume permissible hydration beverage(s) of their own choice in the NCAA-provided equipment. Equipment carrying any branding other than POWERADE, however, will not be permitted on the sidelines during NCAA championships.

The POWERADE branded equipment must be used and should be positioned in all areas – specifically on or near the team benches/sidelines and in practice areas, locker rooms, student-athlete hospitality areas and media areas (when applicable). The POWERADE and water products must be made available in any/all areas as referenced above.

On the sidelines and within the competition area, all products should be consumed from the NCAA-provided POWERADE branded water cups or water (squeeze) bottles only.

The host institution/conference may retain the coolers, ice chests and any remaining product after the competition.

**Preliminary-Round Sites NOT Receiving POWERADE Branded Equipment and Product**

The host institution may use other items. These items, however, must not display any commercial marks (e.g., logos and graphics of commercial products such as Gatorade), or such marks must be covered completely (this requirement applies on the sidelines and in competition areas, media areas or any other back-of-house areas).

If the host has to provide and/or purchase product for any NCAA championship use (e.g., student-athlete banquet, committee tent/suite), the host must purchase and provide only Coca-Cola products (e.g., Dasani, POWERADE, Coca-Cola, Sprite). Participating teams and student-athletes in NCAA championships continue to be free to use/consume permissible hydration beverage(s) of their own choice; however, equipment carrying any branding other than POWERADE, as referenced above, must be absent of any commercial marks.
Use of NCAA-Provided Coolers from Previous Years

The host may use previously supplied equipment from the NCAA, specifically red POWERADE, vitamin water revive and Dasani branded equipment; however, they must be used in areas not within television or photographer view [they may not be used on the sidelines or within the competition area(s)].

Financial Administration

Audit

Sites will be randomly selected for financial and box office audits following the championship. The NCAA will make best efforts to notify sites selected for audits within 30 days after the submission of financial reports, but reserves the right to audit a site up to one year after the championship. Facility settlements, expense reimbursements and honorariums are subject to change until the audits are reviewed and accepted by the NCAA. If selected for audit, the following documentation will be requested: box office audit reports or sales summaries; ticket purchase invoices or statements; unsold tickets; invoices, contracts or timesheets supporting all expenses; general ledger; bank statements; check copies and reconciliations; and competition venue rental agreement. The documentation should support all information on the host financial report.

Approval of the Budget

As part of the site-selection process, each prospective host must submit a proposed budget for approval by the NCAA. All receipts and expenses associated with the conduct of the championship competition shall be included in the proposed budget. This includes lodging expenses for officials and site representatives, if applicable. The proposed budget must be submitted and approved by the NCAA prior to the first date of competition of the championship. Additionally, best efforts should be made by the host to reasonably forecast expected ticket sales from the given championship.

The host institution is responsible for adhering to championship expenses as approved by the NCAA, including (but not limited to) competition site rental, maintenance, insurance, printing of tickets, ushers, maintenance personnel, ticket sellers, ticket takers, minor officials, police and security, promotion, publicity, advertising, meetings, banquets, medical staff. Other expenses not included in the original proposed budget must be approved in advance by the NCAA.

Specific expense for preliminary rounds include:
- Participant Refreshements (not to exceed $75 a day)

It is also incumbent upon the host to understand and remit all necessary taxes related to the sale of tickets to the given championship for sales made by both the NCAA and the host at their given state and locality. All consideration must be given by the host for certain relief of taxes with respect to the NCAA’s not for profit status under 501©3 of the Internal Revenue Code. Additionally, certain championships may be required to provide an outside letter of attestation speaking to their tax status provided by an outside CPA/accounting firm.

Financial Report

Host institutions must complete the online financial report, including payment of the amount due to the NCAA, within 60 days after the final date of competition at the site. If requested, the host may be required to provide all supporting documentation to validate the revenues and expenses of their site. As a best practice, hosts are encouraged to upload all appropriate receipts, ticket audits and other supporting documentation to their host report on the “documents” tab as documentation supporting their revenue and expense
Financial reports showing net receipts are not considered complete until payment is received at the national office. Institutions that fail to meet the 60-day reporting period will be assessed the following penalties: 60-90 days past due (25 percent reduction in honorarium), 91-120 days (50 percent reduction in honorarium) and 121 days or more (100 percent reduction in honorarium). If there is a shortfall in the funds available to reimburse approved expenses and honorariums, the NCAA will make best efforts to reimburse the host within 5 business days of the report being approved by the NCAA finance and accounting department.

**Drug Testing Expenses**

The budget should be completed only if you have been notified that there is drug testing and returned to The Center. The drug-testing budget and expenses are separate from the financial report form. The drug-testing budget form is an appendix in the drug testing manual (NCAA.org/Student-Athlete Programs/Health and Safety).

**Participants**

The NCAA will reimburse the competing institutions for transportation and per diem expenses in accordance with the appropriate NCAA formula. The competing teams shall be responsible for their local transportation. Once the championship is completed, participating institutions should submit online expense forms to the travel group at the NCAA national office within 30 days of the competition.

**Officials**

The officials will need to submit travel/per diem expenses online through the NCAA Travel Expense System (an email will be sent with the link following the round of competition). The officials hotel room and tax shall be paid (via direct bill) by the host institution and submitted on the financial report.

**Site Representatives**

The site representative will need to submit travel/per diem expenses online through the NCAA Travel Expense System (an email will be sent with the link following the round of competition). The NCAA representative’s hotel room and tax shall be paid (via direct bill) by the host institution and submitted on the financial report.

**Transportation**

Transportation for committee representatives and officials. The NCAA shall pay for the rental of cars for a predetermined number of game officials and the NCAA committee representative(s). The championships staff will make all arrangements directly through Short’s Travel and communicate arrangements to the individuals who have been approved to rent cars.

Local Transportation for Teams. The host institution is urged to assist each team in arranging for local transportation (i.e., reserve team buses in advance or provide name and telephone numbers of companies that could be contacted).

**Insurance**

**On Campus Event**

Host institution must maintain and provide proof of at least $1 million of general liability insurance on an
occurrence form for Bodily Injury and Property Damage, including Products Liability (including completed-operations coverage), coverage for contractual liability, independent contractors, and personal and advertising injury. Coverage cannot exclude liability arising from athletic participation, spectators, alcohol, or food-borne illness. Certificate must be submitted to NCAA prior to competition. State institutions subject to state governing tort laws are permitted to provide proof of limited liability under state laws instead of GL coverage. (This is the minimum requirement per NCAA bylaws).

**Off Campus Event**

Host institution must maintain and provide proof of at least $1 million of general liability insurance on an occurrence form for Bodily Injury and Property Damage, including Products Liability (including completed-operations coverage), coverage for contractual liability, independent contractors, and personal and advertising injury. Coverage cannot exclude liability arising from athletic participation, spectators, alcohol, or food-borne illness. Certificate must be submitted to NCAA prior to competition. State institutions subject to state governing tort laws are permitted to provide proof of limited liability under state laws instead of GL coverage. (This is the minimum requirement per NCAA bylaws).

Venue must maintain and provide a minimum of $1 million in general liability insurance on an occurrence form for Bodily Injury and Property Damage, including Products Liability (including completed-operations coverage), coverage for contractual liability, independent contractors, and personal and advertising injury. Coverage cannot exclude liability arising from athletic participation, spectators, alcohol, or food-borne illness. NCAA must be named as an additional insured.

Note - All insurance must be provided by an insurance company with an A.M. Best Rating of A-, VII or higher.

**Lodging**

For all NCAA preliminary round competition, unless otherwise stated, the host institution/agency or the NCAA (see sport specific section for details) shall make reservations for the participating institutions/student-athlete(s) and advise them of the arrangements. The selected hotel properties shall be within no more than 30 miles (30 minutes) of the competition site and be priced at a fair and reasonable market room rate. The selection of a competition site may be dependent on availability and quality of rooms for participating institutions/student-athletes. Each participating institution/student-athlete is obligated to confirm or cancel the accommodations.

The participating institution may use the rooms for person accompanying the official traveling party if relocating the team only. If a team chooses to relocate to a different hotel, the team is not permitted to move to a hotel (if applicable) where another team or the game officials and designated headquarters hotel.

Additionally, if an institution fails to make satisfactory arrangements for use of assigned rooms with the hotel, full charges for the rooms will be billed to the institution.

**Merchandising**

The hotel understands that the NCAA exclusively will have first right of refusal to sell products licensed by the NCAA for merchandising at the selected hotels. If the NCAA executes this right, the hotel agrees to provide space in its lobby, tables, electricity, dedicated phone line and a secure storage location for such sales at no charge to the NCAA merchandising agent. The NCAA guarantees that the merchandise will be
displayed in a neat, professional manner.

In return, the NCAA merchandising agent will pay to the hotel a percentage of the net sales from the hotel location. Net sales are defined as gross sales minus sales tax and credit card fees. The percentage rate will be a pre-determined, non-negotiable rate included in the contract between the two parties, except as specified in the following sections.

**Media Services**

**Broadcasting/Internet**

Please log on to [http://www.ncaa.com/media](http://www.ncaa.com/media) for information regarding broadcast/Internet rights.

**Championship Records**

NCAA championship records are available in PDF format at NCAA.org. Once you are logged onto the site, hover over the “Championships” link at the top of the page. A drop-down menu will appear. Click on “Stats and Records.” Scroll down the page to the Championship Records section and click on the appropriate sport.

**Credentials**

All media credentials are authorized and issued by the host or NCAA media coordinator. The NCAA provides credentials for all final championship sites and selected preliminary rounds sites. Hosts should contact the NCAA media coordinator or championship administrator to confirm who will produce credentials for preliminary sites. **Please contact Sahar Abdur-Rashid ([srashid@ncaa.org](mailto:srashid@ncaa.org)) or Jenn Rodgers ([jrodgers@ncaa.org](mailto:jrodgers@ncaa.org)) for more information.** If you are producing your own credentials, the “Conditions Placed on Use of Credentials” should be placed on the back of all credentials. That text, located at NCAA.com/credential terms, should also be visible at credential pickup.

The following is a sample of the types of credentials that can be produced, if applicable:

- **All Access** – For event management-type people who need access to every area, including game surface.

- **Event Management** – For event management staff who does not need all access (based on space and demand, it may not be necessary to produce a staff and an all access pass).

- **Media** – For members of the media to provide them access to press areas (press box, media room, interview room, locker rooms (postgame only)).

- **Participant** – For student-athletes, coaches, equipment managers (essentially anyone in the official travel party).

- **Photo** – For still photographers and television camera operators (if the contest is not going to be televised) to allow them access to appropriate areas [playing surface, locker rooms (postgame only), press box and media room].

- **SID** – For sports information directors of the participating teams (may allow access to media areas and locker rooms as needed).

- **Television Network** – If the game is going to be televised by ESPN, Turner Sports, etc., those entities should have their own credential to allow them to specific places such as the truck compound.

It is up to the tournament director to determine which areas may be accessed with each credential type.
**Credential Qualification and Acceptance**

Final-Round Site - Approximately one month before the start of final site competition, the site media coordinator should send credential application information to media representatives who regularly cover intercollegiate athletics in their markets. The information should direct media to [NCAA.com/media](http://NCAA.com/media), which includes credential application instructions, credential criteria and links to the NCAA media policies. The site media coordinator will approve or deny all credential requests in the online credentialing system. The system will notify via email all media members who apply for credentials whether their request has been granted or denied. If a media member is granted a credential, the site media coordinator is responsible for sending that member of the media information regarding game times, press conference schedules, credential pickup times and location, information on media parking, and how to order a phone line if they need to secure their own (whom to contact, price, etc.).

Preliminary-Round Site – Preliminary-round/site media coordinators should send a credential request form to members of the local media to determine who will be covering the event.

** Working credentials will not be mailed. The media coordinator should issue credentials individually at an appropriate site at the venue or at the designated headquarters hotel. A government-issued photo ID is required to pick up credentials. Credentials are non-transferable and will only be issued to the person whose name appears on the credential. Credential pickup for others is not allowed.

**Credential Boards**

The NCAA will provide credential boards at all final sites. These are to advise security personnel at the competition venue which credentials are allowed into which parts of the venue. For credentials that are not allowed into a specific area, use a black marker to cross out the credentials not permitted.

**Final Results Books and Statistics**

The final results book for team championships should include, at a minimum, final statistics and results as well as a quote sheet from at least the two head coaches (inclusion of at least one student-athlete per team is preferred). For individual/team championships, the media coordinator should include quotes from at least any individual champion(s) as well as from the head coach of the team champion, if applicable. It is preferred to also include quotes from a student-athlete of the team champion and the head coach of the second-place team. The final book also may include a cover sheet, recap, postgame notes, and/or a play-by-play summary.

The host institution shall provide complete statistics of all NCAA championships competition.

**Flip Cards**

Flip cards should be provided to all media members for easy reference to participating team information. The flip cards should include all players on the roster and a minimum of their uniform numbers along with the head coach and any assistants. The flip card should include team results as well as standard information regarding the game, such as date, location and opponent.

**Internet Policy**

The NCAA website, NCAA.com, serves as the official online resource for NCAA championships.

The NCAA and its partners own the Internet rights to all of its 90 championship events. Rights include live statistics, video and audio streaming, electronic commerce, and post-event footage use. The NCAA and its
partners own all game action, practice footage, press conferences, one-on-one interviews or any other content on the NCAA website.

**Internet Live Statistics**

The NCAA reserves the right to deny permission to produce live statistics for NCAA championship play. In the event the NCAA takes on the responsibility of producing a live statistical representation from an NCAA championship event, no other entity will be permitted to do so. Live statistics are considered a protected right as part of a bundled rights agreement, referenced above. For clarification purposes, a live statistical representation includes play-by-play, score updates, shot charts, updated box scores, photos with captions, etc.

In the event the NCAA does not produce live statistics for a specific championship, the host institution is given priority to produce exclusive live statistics. The host institution will be given the same exclusivities the NCAA would reserve for its rights holder in such an instance.

Once it is determined that neither the NCAA or the host institution plan to exercise their exclusive rights, the ability to produce live statistics will be granted – on a non-exclusive basis – to each participating school. A “participating school” is defined as a school playing in the same event at a specific site.

In each case, no commercial advertising is permitted within the live statistics window, unless permission is specifically granted by the NCAA. Any questions pertaining to live statistics should be sent to Nate Flannery, NCAA Director of Digital and Social Media (nflannery@ncaa.org).

**Championship Website Guidelines**

NCAA Championships hosts/LOC’s have the opportunity to build their own championship micro-site to house information about local events, restaurants, volunteer info, etc. The URL for this site should not be promoted and will be linked directly through NCAA.com. For complete guidelines, please visit NCAA.com/media and click on Championship Host Website Guidelines.

**Media Guides and Postseason Guides**

The NCAA or host media coordinator should notify each school that qualifies for the championship how many media guides and/or postseason guides should be sent to the championship site. The media coordinator should provide an overnight address where the schools can send the information (their office or the facility) and a deadline as to when it should arrive. Consider security when selecting the location where these materials will be shipped.

**Media Accommodations**

**Hotel.** If necessary, the media coordinator should arrange for a block of rooms to be set aside for media, preferably at the headquarters hotel. Media members should be given a contact at the hotel that they can call to make reservations; this can be listed on the credential application form along with the room rate and deadline for making reservations.

**Meals.** Media meals are not required at all championships. Disbursements should be guided by the budget which was originally submitted by the tournament manager and approved by the NCAA national office.

**Parking.** Media parking is desired at each site, and required at most. The media coordinator should determine if it would be more effective to use parking passes or a parking list. If passes are used, the host institution must generate them. Media shuttle systems may also be used provided any costs are approved in advance by the specific sport committee and NCAA championships staff liaison.

**Work Room.** If necessary, a media work room should be designated at each site, where media members
can file stories following competition. The work room should be equipped with telephones, high speed internet lines and/or wireless internet access. In addition, the room should have an adequate amount of seating and electrical outlets.

Each school’s media guides and/or postseason guides, along with any materials the host institution distributes (statistics, game notes, quotes, etc.), should be located in this area.

**NCAA Microsite Guidelines**

NCAA Championship hosts and LOC’s are welcome to build a city specific microsite to house local information regarding things-to-do, travel tips, restaurants, volunteer info, etc. The primary purpose of the microsite should enhance the fan experience in preparation for traveling to your city. The following information should assist you with the creation of a local microsite.

Please note: the URL for your microsite should not be promoted and will be linked directly through NCAA.com. It should be clean of all corporate marks. Additionally, the information provided on your localized site should not duplicate any information available on NCAA.com.

**Dining, Shopping and Attractions**
The following topics are permissible to house within your microsite:
- Local Fan Gathering and Entertainment Locations
- Shopping and Dining
- Special Attractions

**Local News**
The microsite can contain story modules to promote local press releases or additional information pertaining to hosting the event. This should not include information about the competition.

**Venue and Transportation Information**
City transportation and host venue details should be included within the microsite; the following are topic suggestions for this section:
- Venue Address
- Venue Parking Map and Details, Google Map
- Venue Security Information
- Public Transportation Options

**Volunteer Information**
The microsite can contain additional details to recruit and register volunteers. A general overview, schedule and registration information are commonly found details within this section.

**Travel Information**
Hotel, car rental and other travel accommodations should link to: www.NCAA.com/Travel.

**Selections, Preliminary Rounds and Broadcast Schedule**
All information regarding the details of selections, all preliminary rounds and broadcast schedules should be linked to NCAA.com with the use of the NCAA.com logo.

**Email Sign Up**
Fans who would like to receive more information can sign up to receive newsletters from the NCAA. The following link should be included for email sign up: http://www.ncaa.com/newsletter-signup/sports
Logo Usage
For championship logos, please submit a request to access the NCAA Digital Library at https://sportgraphics.widencollective.com/t5/login.

Copyrights, Licensing, Trademarks and Corporate Marks
The following are guidelines for use of NCAA trademarks and the process for requesting licensing for photos:

Host cannot promote or click thru to any URL other than NCAA.com.
- Host corporate partner marks or any commercial advertising are prohibited from being displayed on the micro-site.
- The NCAA primary logo must be displayed more prominently than any other logo and must precede or be placed above any other identification marks. If the micro-site is built within an existing site’s framework, exceptions will be made at the NCAA’s discretion.
- Photos from previous years’ championships can be accessed by submitting a request form here: http://commerce.wazeedigital.com/license/home/ncaa.do
- The micro-site must adhere to fair and equitable treatment for ALL participating student-athletes and schools.
- Trademark script must be included on the homepage of the site. This text can be in a mouse print format at the bottom of the page as follows: NCAA is a trademark of the National Collegiate Athletic Association.

A complete list of NCAA trademarks and trademark protection can be found by clicking here.

Social Media
All social media icons should like to the appropriate NCAA-hosted platforms for the championship. The official list of NCAA social media pages and hashtags may be found at NCAA.com/Social

Mobile Version
The NCAA championship information pages will be mobile friendly. In order for the micro-site to convert to mobile devices, pages will need to be created for use on a mobile site.

Metrics
Host institutions should provide analytics to Nate Flannery (nflannery@ncaa.org) and Anne Clendenin (aclendenin@ncaa.org). At a minimum, analytics should include the following five categories:
- Referral Pages
- Page Views
- Time spent on site
- Click thru information
- Unique Visits/Traffic Numbers

Local Contributor Recognition
The LOC/host institution is able to recognize their local contributors under the following guidelines:
- In text form only.
- The NCAA’s logos need to be removed from that specific page.
- The link to this page is not in main or sidebar navigation (bottom navigation only).
- This page is entitled “Local Contributors”.
- Include text at the bottom of the page indicating the local contributors are not sponsors of the
Microsite Examples
If you would like to review an approved championship microsite please reference one of the following pages:

- Phoenix Men’s Final Four Microsite
- Dallas Women’s Final Four Microsite
- St. Louis DI Wrestling Championship Microsite
- Oklahoma City Women’s College World Series Microsite

Once your site has been developed, please send the URL to Anne Clendenin (aclendenin@ncaa.org) for review and approval.

Should you have any questions, please contact:
Anne Clendenin
Assistant Director, Championships & Alliances
317-917-6643
aclendenin@ncaa.org

News Film and Mini-Cams
Please visit http://www.ncaa.com/broadcast for updated information related to television, video and ENG policies.

Officiating Questions
If it is deemed necessary to get an interpretation from an official regarding a specific play or occurrence during a contest, a “pool reporter” shall be named by the NCAA media coordinator or championships staff member, or in the absence of one, the host media coordinator. Interpretations are not given if the situation in question is a judgment call.

The pool reporter shall accompany a member of the sport committee to the official’s locker room to receive an interpretation in order to enhance the public’s understanding of activities that occurred during the contest.

In most cases, the head official will provide the interpretation on behalf of the officiating crew. In the instances in which a playing-rules liaison, secretary-rules editor or the coordinator of officials is onsite, they are able to answer the questions instead.

The host or NCAA media coordinator will be responsible for disseminating the information to the rest of the media present. In most cases, the media coordinator should designate either the reporter from the Associated Press or the local newspaper as the pool reporter.

Personnel
Each media coordinator is responsible for organizing workers to assist in the media operations of the championship. It is important to remind volunteers that they may see very little of the championship competition because of their responsibilities and the NCAA cannot pay any expenses. All volunteers should be a minimum of 16 years or older and may not be employees of professional sports organizations. It is preferred that all media coordination volunteers have experience with media relations or championships.

The number of workers will depend upon the media demand for the games at the site. Communication with the participating SID's and the media coordinator’s knowledge of the area media will help with advance planning.
The following is a basic list of duties for volunteers (if applicable):

- Copy Machine Personnel – Photocopies materials (stats, notes, quotes, etc.).
- Credential Distribution – Pass out credentials to the media; check government-issued photo ID.
- External PA – Announcer for fans.
- Internal PA – Announcer for the media.
- Locker Room Attendant – Person to identify when the locker room is open and closed to the media.
- Mixed Zone Coordinator – Coordinates interviews in the mixed zone in events such as track and field and swimming and diving. Depending on the number of participants, this individual may need several assistants.
- Note Takers – Compiles worthy notes during and after the game or day.
- Photo Marshall - Makes sure photographers stay in appropriate places. Hands out photo armbands, if necessary.
- Press Conference Moderator - Introduces players and coach; directs questions from media.
- Quote Takers – Records postgame quotes from the press conference. A minimum of one person should be designated to take quotes for each team. They should get quotes from the head coaches and student-athletes.
- Results Disseminator – Transmits stats, notes, quotes, through appropriate delivery means (e-mail, fax, etc.).
- Runner(s) – Distributes photocopied materials (stats, notes, quotes, etc.).
- Spotter - Helps the official scorer identify assists and any other assistance for official scorer.
- Stat Crew – Records the official stats.
- Team Escorts – People to escort the coaches and student-athletes to the postgame press conference.

**News Conferences**

The media coordinator, or a member of the coordinator’s staff, shall attend all press conferences, including any conducted before the start of championship play. A media coordinator can decide to have a pre-championship news conference if the number of media or interest in the championship warrants it. If a formal press conference will be held, the media coordinator should produce name (table) tents to place on the dais/riser to identify coaches and student-athletes.

ALL STUDENT-ATHLETES AND COACHES MUST BE MADE AVAILABLE FOR INTERVIEWS. The open locker room policy applies to all formal press conferences and to any interview requests for coaches and/or student-athletes not involved in the press conferences. Failure to do so may result in a misconduct finding, as determined by the respective sport committee.

(Note: In the event that a student-athlete has been selected for drug testing, all media obligations must be fulfilled before going to the drug-testing center.)

1. **Individual Championships with no Post-Event News Conference.** Student-athletes are allowed a
maximum 10-minute cooling-off period following an event before meeting with the media. If ready before 10 minutes, the student-athlete can participate in interviews sooner. However, student-athletes are not allowed to leave the competition area before conducting media interviews. Interviews will be conducted in the mixed zone or interview room. A student-athlete who is competing in more than one event on a given day may ask the media coordinator to delay the interview period until after the student-athlete’s final event of the day. The only exception to this is if a record is set, and then the student-athlete should be made available to the media shortly after that event. If time prohibits this, the media coordinator should get a quote from the student-athlete and distribute it to the media.

2. **Individual Championships with a Formal News Conference.** Student-athletes are allowed a maximum of a 10-minute cooling-off period following an event before meeting with the media. If ready before 10 minutes, the student-athlete can participate in interviews sooner. In individual championships, typically only the winner(s) needs to report to the press conference. If media requests warrant having the runner-up participate in the news conference, that person should answer questions before the champion.

3. **Team Championships with a Formal News Conference.** The losing team shall have a 10-minute cooling-off period before reporting to the interview room. The cooling-off period starts once the head coach and all of the student-athletes have reached the locker room area. The winning team will report to the interview room immediately following the completion of the losing team’s press conference. (Note: For some championships, the governing sport committee has determined that the winning or visiting team should go first to the press conferences, before the losing team. Please refer to championship manual for the sport.)

It is mandatory for the head coach and at least one student-athlete to report to the press conference following the cooling-off period. However, media coordinators should request a minimum of two student-athletes. A coach can shorten the cooling-off period but cannot extend it.

As soon as one media member enters a locker room, it will be open to all media members. Locker rooms are open to the media for a minimum of 30 minutes, provided media are present the entire time.

The head coach must complete all NCAA championship media obligations before honoring any in-season radio or television contracts. Coaches or student-athletes may only conduct interviews with rights-holding television or radio networks (including ESPN or Westwood One, but not school radio stations) before the press conference following the conclusion of a game. These interviews are permitted during a period totaling no more than four minutes for all interviews, immediately after the game. The media coordinator or designee has the responsibility to terminate the four-minute interview period, NOT the network/station that has purchased rights. (Assistant coaches are not obligated to the entire media staffing the championship and may grant postgame radio interviews at any time after the conclusion of the game.)

**Moderator Duties**

1. The moderator should give pertinent game statistics (i.e., leading rushers, passers, tacklers, game records) to media while they wait for the first team to arrive. Statistics should be distributed to the media, coaches and student-athletes as soon as they arrive.

2. Sports information representatives should obtain the names of the student-athletes who will be attending the press conference and give them to the host or NCAA media coordinator, who then will provide them to the moderator so that they can be announced in advance.

3. The moderator should open the press conference by asking the head coach for his/her opening statement.

4. After the coach’s comments, the moderator should invite questions from media.

5. If necessary, the moderator should direct a question to student-athletes to get them involved, if the
media do not do so.

6. Limit the losing team to 10 minutes and the winning team to 20 minutes.

7. The moderator should keep the flow of the press conference moving. If there is a gap of time between questions, limit questions to one more and then thank the head coach and student-athlete(s).

**Press Conference Setup.** Each host media coordinator should designate an interview room or area at the facility, and an individual to coordinate the activities in it. The interview area should have a public address system and an elevated head table.

Media coordinators should use an audio mixer (mix down unit) in the interview area to permit individuals using microphones to attach their equipment to it, eliminating the presence of audio equipment and/or operators in front of, or adjacent to, the speakers at the dais.

The following is a checklist of suggested minimum requirements for the interview room:

- Seating for a minimum number of media or VIPs (check with the previous host for an approximate number).
- Risers or an area with an unobstructed view for television cameras.
- Table for a minimum of 4-6 interviewees.
- Sufficient electrical outlets.
- Sufficient lighting for dais and work spaces.
- Mult box.
- Wireless microphones.

For selected NCAA championships, press conference backdrops will be sent to the institution, and microphone flags will be provided by the NCAA. Quotes shall be distributed to the media immediately following each press conference.

**Photography Area Policies**

The media coordinator shall be prepared to designate “photographer positions,” should media requests warrant it. “Prime” positions should be rotated among members of the media. All special requests (i.e., placing a remote camera on the backboard) must be approved by NCAA staff or site representatives.

**Programs**

This championship will feature a digital game program that can be viewed online or downloaded at no charge. This program will be available online generally no later than two days prior to the first day of the event.

All digital programs available can be found at [http://www.ncaa.com/gameprograms](http://www.ncaa.com/gameprograms).

**Content/Editorial**

**IMG College Responsibilities**

Responsible for all program production, including editorial content, layout and design, advertising, and printing.
**Host Responsibilities**
Media contact should provide IMG College with text and photos for editorial pages about host institution/venue/city, if requested by IMG College.

Any pages promoting the host institution/venue/city will not be display advertisements; those interested in purchasing ad space for sponsors, etc., should contact Doug Iler (doug.iler@img.com).

**Promotion**
The NCAA will provide a PDF including a QR code that links to the digital program, a URL where the digital program can be accessed and imagery of the NCAA’s Corporate Champions and Partners. This PDF, or digital handout, is also shared with participating schools for their promotional use.

If you would like this information ahead of time, please contact your NCAA administrator.

**Best Practices**
Below are a few best practices for promoting the championship digital program:

- Distribute the digital handout to fans.
- Create signage to direct fans to the digital program by using elements on the digital handout.
- Post the link on athletics and school-affiliated websites.
- Share the link on athletics and school-affiliated social media outlets.
- Share the link with student-athletes, faculty, alumni organizations and local media outlets, and any other group that may have interest.

**Supplemental Handouts**
At championships sites where a digital program is available, IMG College allow the host institution/venue to distribute supplemental handouts (i.e., updated statistics and notes) provided any such materials:

- Do not include any advertisements, local sponsor logos, etc.
- Include the QR code and URL to the digital program.
- Include the NCAA Corporate Champions and Partners imagery.

Printed supplements may be distributed free or sold, with all proceeds retained by the host. The host should not include expenses for such supplements in the championship budget and/or financial report.

All supplemental content is subject to NCAA and IMG College approval.

**Questions**
If you have any questions, please feel free to contact your NCAA administrator or Michelle Forkner (mforkner@ncaa.org) or Bonnie Johnson (bjohnson@ncaa.org) at the NCAA.

---

**Radio/Internet Audio Coverage**
Radio broadcast rights are made for Internet audio at any NCAA championship may take place only through advance written request and permission of the NCAA media services group. (Refer to http://www.ncaa.com/media.)
All stations broadcasting any round of an NCAA championship shall be required to fill out the NCAA Championship Radio/Internet Streaming form online. To access the form, log onto NCAA.com/media then click “2015-16 Audio Policy.”

**Scout Video Coordinator**

A scout video coordinator is permitted to film the game from an upper video position. (A credential also may be issued to a team videographer; see Section 14.24.) The scout video coordinator will receive a media credential, and may only film the game of the team represented by the video coordinator. Representatives of participating institutions may record the network telecast of any game at the site, using a video distribution outlet in the video distribution area. The institution must provide its own recording equipment.

**Seat Assignments**

Media coordinators should provide preferred seat locations for media agencies that regularly staff games played by the participating and host institutions.

**Security**

Security personnel should be instructed to protect the working media areas and interview area, especially before and after each game, and to limit access in all restricted areas to individuals wearing credentials.

**Statistics Reporting to the NCAA**

Each host should email the NCAA media coordination and statistics staff (ncaastats@ncaa.org), the Stat Crew packed file from each NCAA championship game/match upon completion of each day of competition. On the final day, the email should include the all-tournament and Most Outstanding Player selections.

The host sports information director, media coordinator or designee is responsible for reporting official championship results to the Association’s website, www.NCAA.com. At the conclusion of each championship contest or session (preliminary rounds and finals), please forward information that specifies the division, sport, round, date and official results and provide a brief game/event summary.

Institutions should send all information as follows:

- Email the information to ncaa-content@turner.com.
- Specify the division, sport, round and region in the subject area.
- Paste the text (official results, including date of competition, round, etc.) directly into the message box.
- Attach HTML box score, if available.

**Strobe Lights**

Strobe lights for photography are administered and pooled at the discretion of the NCAA or host media coordinator.

A maximum of three sets of strobe lights may be installed at an arena for media agencies requiring immediate news coverage. Strobe lights for a conventional arena must not exceed 2,400 watt-seconds for each power pack, and the flash duration should be less than 1/1,000-second. A typical approved installation consists of
four power packs with tube heads on each pack.

All hanging or installed strobes must be as close to the playing surface as possible, depending upon the physical structure of the arena, near the corners of the playing surface. All strobes must be installed and tested, if necessary, at the site 24 hours before the start of the event during which the strobes will be used. The committee representative or NCAA championships staff liaison will grant final approval relative to the installation of strobes.

If the physical structure of an arena prevents a media agency from meeting these specifications, the agency may petition the specific sport committee for an exception.

No other strobes, including hand-carried units, are permitted in the arena, and no strobe or any other photography equipment may be placed on or attached to a goal standard.

**Team Videographer**

Institutions are permitted to videotape championships competition by their teams or their individual student-athletes for archival, coaching or instructional purposes. Each institution is permitted to use one camera and may videotape only that portion of the competition in which it participates. The videotapes may not be used for any commercial purposes. An institutional representative shall contact the event coordinator at the host site to arrange for camera space at that site.

**Telephones/Internet**

A minimal number of telephones should be installed in a designated media work room as a tournament expense if approved in advance. These phones should be limited to credit card, 800-, or incoming calls. The media coordinator should determine the number of telephones (if any) required by evaluating the number of media credentials.

Wireless Internet access must be available at all championship rounds for media use. The host institution may NOT assess an additional “hookup fee” to any media agency. Any wireless charges should be charged to the host or reflected in the proposed budget.

Phones also may be installed in the press box as determined by the media coordinator. The media coordinator can either coordinate all phone line orders or provide the media with a telephone company contact for the site. If a media entity wants its own phone line, it shall be charged the exact cost of the installation. The host institution may NOT assess an additional “hookup fee” to any press agency. Any telephone line charges to the host or NCAA shall be reflected in the proposed budget.

**Television**

If an NCAA championship is to be televised, the media coordinator will be notified by the NCAA championships liaison or NCAA media coordinator. This person will relay any needs specific to television, such as power, press row space, etc., to the host media coordinator. Information about NCAA broadcasts can be found online at http://www.ncaa.com/broadcast.

**Webcasting**

The NCAA encourages all hosting institutions to provide live statistics/webcasting capabilities through NCAA.com. The host SID will be contacted by NCAA.com personnel to verify connections and feeds prior to each round to be hosted. A host planning to do either live stats or webcasting must do all games at the site and not just the host team’s games.

(Note: The NCAA strongly encourages hosts that webcast during the regular season to webcast all rounds
hosted at the site.

Apply for NCAA Internet streaming rights online at www.ncaa.com/rights-request.

**Micro-Site Guidelines**

NCAA Championships hosts/LOC’s have the opportunity to build their own championship micro-site to house information about local events, restaurants, volunteer info, etc. The URL for this site should not be promoted and will be linked directly through NCAA.com. The following are guidelines on creation of a micro-site. Additionally, the information on this site should not duplicate any information that is available on NCAA.com. Once the site has been developed, please send the URL to your NCAA marketing point person for approval.

**Local Events, Dining, Shopping and Attractions**
The following are items that can be included on the micro-site to assist in increasing the fan experience during the championship:
- Local Fan Gathering and Entertainment locations
- Shopping and Dining
- Attractions

**Local News**
The micro-site can contain story modules to promote local press releases or other information pertaining to hosting the event. This should not include information about the competition.

**Venue and Transportation Information**
City transportation and host venue details should be included on the micro-site, the following are suggestions for this section:
- Venue – Parking map and details
- Google Map
- Directions
- Public Transportation options

**Travel Information**
Hotel, car rental and other travel accommodations should link to www.NCAA.com/Travel.

**Event Schedule and Youth Clinics**
All information about NCAA sponsored events and youth clinics should be linked directly to the respective sport’s championship info home page on NCAA.com.

**Selections, Preliminary Rounds and Broadcast Schedule**
All information regarding the details of selections, all preliminary rounds and broadcast schedules should be linked to NCAA.com with the use of the NCAA.com logo.

**Email Sign Up**
Fans who would like to receive more information can sign up to receive newsletters through NCAA.com. The following link should be included for email sign up: http://www.ncaa.com/newsletter-signup.

**Creative Needs**
For the following championships, please submit all creative requests to your NCAA marketing lead:
<table>
<thead>
<tr>
<th>Championship</th>
<th>Marketing Lead</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Division I Women’s Basketball Preliminary Rounds</td>
<td>Tori Alston</td>
<td><a href="mailto:talston@ncaa.org">talston@ncaa.org</a></td>
</tr>
<tr>
<td>Women’s Final Four</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FCS</td>
<td>Cecilia Click</td>
<td><a href="mailto:cclick@ncaa.org">cclick@ncaa.org</a></td>
</tr>
<tr>
<td>Men’s College World Series</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Division I Wrestling</td>
<td>Anne Clendenin</td>
<td><a href="mailto:aclendenin@ncaa.org">aclendenin@ncaa.org</a></td>
</tr>
<tr>
<td>Division I/II/III Men’s Lacrosse</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Men’s Frozen Four</td>
<td>Sean Ward</td>
<td><a href="mailto:sward@ncaa.org">sward@ncaa.org</a></td>
</tr>
<tr>
<td>Division I Women’s Volleyball</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If your championship is not listed above, please submit the creative request through the NCAA Online Marketing system at www.ncaachamps promotions.com.

**Logo Usage**

For championship logos, please submit a request to access the NCAA Digital Library at https://sportgraphics.widencollective.com/t5/login.

**Copyrights, Licensing, Trademarks and Corporate Marks**

The following are guidelines for use of NCAA trademarks and the process for requesting licensing for photos:

Host cannot promote any URL other than NCAA.com.

- Host corporate partner marks or any commercial advertising are prohibited from being displayed on the micro-site.
- The NCAA primary logo must be displayed more prominently than any other logo and must precede or be placed above any other identification marks. If the micro-site is built within an existing site’s framework, exceptions will be made at the NCAA’s discretion.
- Photos from previous years’ championships can be accessed by submitting a request form here: http://www.t3licensing.com/video/home/ncaa.do
- The micro-site must adhere to fair and equitable treatment for ALL participating student-athletes and schools.
- Trademark script must be included on the homepage of the site. This text can be in a mouse print format at the bottom of the page as follows: "NCAA® is a trademark of the National Collegiate Athletic Association."

A complete list of NCAA trademarks and trademark protection can be found at: http://www.ncaa.org/championships/marketing/ncaa-trademarks?division=d1

**Social Media**

All social media should link to the appropriate NCAA-hosted platforms for the championship. Hosts may also promote the championship via already established social media accounts, but may not create any new social media pages associated with the championship.

The official NCAA social media pages and official hashtags can be found here: http://www.ncaa.com/social

For additional questions or guidelines on posting content about the championship on host social media platforms, please contact Chris Dion (cdion@ncaa.org) for more information.

**Mobile Version**

The NCAA championship information pages will be mobile friendly. In order for the micro-site to convert...
to mobile devices, pages will need to be created for use on a mobile site.

**Metrics**
Host institutions should provide analytics to Nate Flannery (nflannery@ncaa.org). At a minimum, analytics should include the following five categories:

- Referral Pages
- Page Views
- Time spent on site
- Click thru information
- Unique Visits/Traffic Numbers

**Local Contributor Recognition**
The LOC/host institution is able to recognize their local contributors under the following guidelines:

- In text form only.
- The NCAA's logos need to be removed from that specific page.
- The link to this page is not in main or sidebar navigation (bottom navigation only).
- The page is entitled "Local Contributors".
- Include text at the bottom of the page indicating the local contributors are not sponsors of the NCAA and all of the CC/Ps are listed within that text.

**Photography**
For questions regarding championship photography, please contact Levida Maxwell by email (lmaxwell@ncaa.org) or phone 317-917-6356.

**Social Media Guidelines**

The official NCAA social media pages and official hashtags can be found here: http://www.ncaa.org/socialmedia

**Host Promotion of Championships**

A lot of hosts already have an established presence in social media. Examples are school, LOC, Sports Corporation, venue or city pages/accounts. These pages/accounts are all acceptable places to promote hosting of an NCAA championship through the use of marketing messages and products supplied from the NCAA (links, web banners, flyers, etc.). The NCAA also promotes the championships (and the host involvement) on the appropriate NCAA social media pages/accounts. If the championship does not have an official NCAA page on a social media site, a host is still not permitted to create a page for it. The NCAA will make efforts to promote this championship on the other established pages/accounts, as necessary. Collaboration is encouraged through the use of cross-posting on Facebook (@ linking within text to drive fans to each other’s pages) and mentions on Twitter (@ links to show coordination in posts). In addition to collaboration, idea-sharing is also encouraged and can be coordinated through the championships Assistant Director of Social Media, cdion@ncaa.org.

A host should not create a social media account or page (Facebook page, Twitter feed, Instagram, Snapchat, Tumblr account, etc.) solely devoted to promoting an NCAA championship. These pages become outdated, distract fans from established pages and fracture the NCAA message.
Top 10 considerations when planning for social media event marketing:

1. **Know your social media audience.** Utilize account analytics to learn about your fan demographics and monitor the engagement levels on your posts. Figure out what engages your fans.

2. **Encourage community.** Ask for feedback and opinion. This helps engage the user and may provide you with some good input. Also, reply to user questions with correct and helpful answers.

3. **Cross-post.** Cross-posting or mentioning others will help increase your visibility and spread credit throughout social media platforms.

4. **Use images.** Pictures are necessary to grab attention and interest. Users are more likely to engage versus text only.

5. **Be concise.** This is required on Twitter (140 characters) but should also be used on Facebook and other platforms without this limit. Get to the point within two sentences. Less than that, if possible.

6. **Lead your video.** You have mere seconds to garner a user’s attention on social media. Make sure your videos have an immediate point of interest to keep users engaged.

7. **Like or Follow people to help you.** Networking with members of the media, partner organizations and constituents on Twitter and Facebook is just as beneficial as in real life. On Facebook, like their pages, cross-post to them when you mention them or make them one of your favorites. On Twitter, retweet, join in on hashtags (#NCAA) and mention feeds in your posts.

8. **Keep it light.** While it is important to stay on message and deliver the facts, this is social media, after all. Have fun with it.

9. **If you hesitate about posting something, you probably shouldn’t.** There are no re-dos in social media. A “delete” doesn’t mean you can delete someone seeing it.

Please send direct questions to Chris Dion, cdion@ncaa.org, or send ideas or news to the general box, socialmedia@ncaa.org.

**Medical Procedures**

**Ambulance Service**

At the NCAA’s expense, an ambulance shall be provided for event participants on game days. The ambulance should be equipped with advanced life-support equipment (e.g., AED with EKG capabilities, cardio-conversion drugs, and emergency respiratory equipment).

**Biohazard Cleanup**

The athletic training staff shall prepare a biohazard kit to clean and manage all blood situations. Assemble and maintain supplies for cleaning and disinfection of hard surfaces contaminated by blood or POIM. Items include personal protective equipment (PPE) (gloves, goggles, mask, fluid resistant gown if chance of splash or splatter); supply of absorbent paper towels or disposable cloths; red plastic bag with the biohazard symbol on it or other waste receptacle according to facility protocol; and properly diluted tuberculocidal disinfectant or freshly prepared bleach solution diluted (1:100 bleach/water ratio). These kits
should be placed on each team’s cooler cart positioned at the end of the team benches.

**General Public**

The facility, at its expense, must provide certified medical personnel (independent of the competition medical staff) and a first-aid room for spectators on game days.

**Hospital**

The host athletic trainer shall identify a hospital, in close proximity, that will be available to participating teams and shall ensure that championship participants will be provided priority care and assistance.

**Participants**

Athletic training facilities should adhere to local, state and federal regulations pertaining to health care facilities. An athletic training room shall be open and a certified athletic (the host institution’s athletic trainer) must be present for all practices and games at the facility. The training room must open a minimum of two hours before all practices and games, and remain open one hour after the conclusion of all practices and games. Two physicians (general practitioner and orthopedic surgeon) must be accessible by cell phone or pager during all practices and must be on-site during all games.

**Supplies**

All necessary emergency equipment should be at the site or quickly accessible. Equipment should be in good operating condition, and personnel must be trained in advance to use it properly. This equipment should include, but is not limited to:

- Automated external defibrillator (AED)
- A bag-valve mask, advanced airway tools
- A spine board and other stabilization supplies for the head and neck
- Splints
  - Immobilization splints
  - Immobilizer/knee stabilizer
  - Crutches
- Bleeding control materials, such as a tourniquet and large sterile dressings.
- Ice
- Blood-borne pathogen kit
- Moist hot packs
- Muscle stimulator
- Sharps kit/biohazard trash can
- Ultrasound unit
- Gurney
- First-aid equipment/athletic training supplies
- Suture materials
- Emergency eye care and dental equipment
Sports medicine providers should be trained to use emergency supplies.

**Locker Rooms**

The team locker rooms shall be equipped with hot hydroulators, biohazard trash cans and sharps containers. The sports medicine staff should be prepared to assist teams with cold baths, whirlpool tubs and exercise bikes. Each locker room or team bench should be equipped with similar equipment.

**Communication**

The athletic trainer and physicians should be equipped with a means of radio communication.

**Teams’ Physicians**

Participating institutions may include team physicians on their gate list. If the physicians are not seated on the bench, the host athletic trainer should ascertain their seat locations, in case of emergency, and be prepared to escort the physician to the team locker room, if necessary. If the team physician has not been provided a credential from the team allotment, they will be provided a credential and escorted to the team locker room or athletic training room. (Refer to Section No. 15-3)

**X-Ray Technicians**

X-Ray equipment and technicians shall be on-site during the championship. Should the institution have equipment in close proximity to the facility (e.g., building next door), this equipment may be used with NCAA approval.

**Concussions**

The NCAA has adopted legislation that requires each active member institution to have a concussion management plan for its student-athletes. Participating institutions shall follow their concussion management plan while participating in NCAA championships. If a participating team lacks appropriate medical staff to activate its concussion management plan, the host championship concussion management plan will be activated.

The legislation notes, in part, that a student-athlete who exhibits signs, symptoms or behaviors consistent with a concussion shall be removed from athletics activities (e.g., competition, practice, conditioning sessions) and evaluated by a medical staff member (e.g., sports medicine staff, team physician) with experience in the evaluation and management of concussions. A student-athlete diagnosed with a concussion is precluded from returning to athletics activity for at least the remainder of that calendar day; and medical clearance for return to athletics activity shall be determined by the team physician or the physician’s designee from the student-athlete’s institution. In the absence of a team physician or designee, the NCAA tournament physician will examine the student-athlete and will determine medical clearance.

**Medical Staffing**

**Host Medical Staff.** It is the responsibility of the host institution/conference to provide medical coverage and care for participating student-athletes. In limited-access venues, the host medical staff will assess and remove from play student-athletes with injuries. Once removed, traveling medical staffs will have access to their student-athletes.

**Travel Party.** Medical personnel receive credentials for the championship as part of the normal institutional travel party. It is the responsibility of the participating institution to include medical personnel in their normal credential numbers. However, institutions may elect to pay for medical staff to travel in addition to the travel party limits though institutional funds. Competition site access can be secured by acquiring session
tickets though purchase or an institutional pass list.

**Access.** Medical staff traveling with teams will have access to their team participants through the host medical staff, should an injury occur.

**Communication.** Contacting the host medical staff before arriving to the championship site is recommended. On arriving, understanding competition site access during the event will help coordinate access to injured student-athletes. Typically, an access point from the stands supervised by security will allow access to student-athletes.

**Portable Baths**

Portable baths (hot or cold) must be used under the direction of the host sports medicine staff, athletic trainer or physician within the venue of the championship. If the host sports medicine staff permits the communal use of the baths, they must be properly disinfected between individual use, filtered and with proper circulation or otherwise maintained in a manner consistent with local public health codes. The NCAA permits ice baths in designated areas as directed by an athletic trainer or team physician when the bath is used as a component of the emergency care plan in the event of an exertional heat injury.

**Safety and Security**

**Best Practices**

The NCAA has established a Safety and Security Advisory Group (SSAG) to develop Best Practices for all NCAA championships. The SSAG developed these Best Practices based on a review of current and future championships competition venues, discussions with safety and security experts, and their own experience and knowledge. All hosts and competition venues are strongly encouraged to refer to the Best Practices located at when developing a safety and security program found here:


The suggestions outlined in Best Practices for Venue Safety and Security is based on practices that are employed by competition venues across the nation. The need and ability to implement them at each facility and event will vary. Properly trained and equipped personnel constitute the primary element of implementing a successful safety and security program.

Best Practices for championships competition venue safety are intended for guidance purposes only; they are not a requirement under NCAA or other regulations or legislation. In addition, because of the wide variety of designs and sizes of competition venues; and composition and profile of particular events, not all Best Practices will be reasonable or applicable.

The Best Practices should not be viewed as a complete or primary source of information for developing or implementing the safety program for the competition venue hosting an NCAA championship. Rather, facility managers and local public safety personnel should consider the current national threat level, nature of specific threats and the full range of resources available when responding to changes in the threat condition levels.

Please submit your final safety and security plan, which would be inclusive of the NCAA Championships Safety and Security Team Contact Information form. Items must be submitted once the opportunity to host
has been awarded.

Unless otherwise expressly authorized by applicable law, no firearms or weapons are permitted on these premises for NCAA championships and events, excluding authorized law enforcement officers. Failure to abide may subject you to ejections as well as other applicable discipline or action. The foregoing shall not limit the applicable equipment used in and for fencing and rifle competitions in accordance with NCAA rules, at the venues for such competitions.

**Weather**

If weather conditions could alter the approved schedule, the tournament director and/or site representative must contact the NCAA championship administrator before any decisions to change the schedule are finalized and communicated to participants. Be prepared to summarize the weather situation and have a recommendation for an alternate schedule.

**Lightning and Weather Detection Service**

The NCAA has made arrangements through Schneider Electric (WeatherSentry) to provide a lightning detection and weather monitoring system to all rounds of competition for outdoor championships. This system will assist the event management staff and the NCAA site representatives in case of inclement weather during the championship. A tournament staff member should be dedicated to weather monitoring. This service is provided so that all sites will have the resources available to ensure the safety of our student-athletes, spectators and event management staff. Both the site representative and host tournament director should request to include his/her emails and/or phone numbers via text to the Weather Sentry system so he/she can receive the weather updates. The site representative and tournament director should also ensure that the address identified in the monitoring system is the actual physical location of where the event is taking place. It is also recommended that the site representative and the tournament director monitor the national storm center forecast using weather.gov or weatherbug.com. It is also recommended that the tournament director make contact with a local meteorologist.

**Ticketing**

1. **Ticket Design/Printing.** The NCAA will manage the design and printing for championship tickets, assigning specific duties to the LOC/host and competition venue as needed. The NCAA will forward artwork of the proposed ticket design to the LOC/host and competition venue for review and input. The NCAA logo shall be the only logo used on the front or back of the tickets unless specifically authorized by the NCAA. The name of the host institution/conference may be printed on the front of the ticket(s) or on the cover of the ticket booklet. The NCAA will coordinate the printing of the tickets unless the NCAA directs the LOC/host or competition venue to coordinate the printing. The LOC/host shall incur all expenses associated with ticket printing, unless directed otherwise by the NCAA.

2. **Ticket Pricing.** With input and a recommendation from the LOC/host, the NCAA shall establish all ticket prices, including tickets for suites and standing room only. One hundred percent (100%) of the revenues from ticket sales shall be included in the championships receipts to help offset the NCAA guarantee (if applicable), championship expenses, and further revenue sharing opportunities. Revenue from the sale of championship tickets and championship-related event tickets will be exempt from sales, amusement, entertainment taxes and other surcharge obligations to the extent possible. The NCAA is a 501c(3) tax exempt organization. If a tax exemption is not applicable, then all applicable taxes and rates shall be
disclosed (disclose in the sport-specific facility questionnaire) and any increases in the tax rates from the
time the bid was submitted shall be absorbed by the bid respondent or rebated back to the NCAA.

The NCAA does not allow complimentary tickets to its championships. However, the NCAA will permit
the purchase of tickets to use for championship promotional efforts. All ticket promotions must be
approved in advance by the NCAA

Control of Ticket Sales. The NCAA shall control all ticket sales for the championship, assigning
specific duties to the LOC/host and competition venue as needed. The LOC/host and competition venue
shall cooperate fully with the NCAA’s official ticketing vendors and/or ticketing partners (e.g., primary
ticket sales system provider, official ticket and hospitality package provider, official ticket exchange).
The NCAA shall not be responsible for securing an exemption to any exclusive contracts the LOC/host,
competition venue or surrounding areas/facilities might have, nor will the NCAA be responsible for any
buyout or other means necessary to secure such an exemption.

Admittance to the competition venue on game days will be by ticket or NCAA-issued credential only.
Every individual, regardless of age, must have a game ticket for admission, unless specified by the
NCAA or venue policy. Unless specifically granted an exception, the NCAA requires that the
competition venue utilize a ticket scanning system at all general public access points into the
competition venue. The host venue system will be used for access control, box office walk up sales and
day of event issue resolution in the box office.

3. Control of Venue Seating. The NCAA shall control all seating assignments within the competition venue,
including club seating, press boxes, hospitality clubs and restaurants.

The NCAA shall be responsible for determining the allocation and the location of all ticket allotments.

The LOC/host or competition venue may not re-sell allotted championship game tickets at any price, nor
may enter into a sponsorship agreement or hospitality/travel package agreement with any ticket broker,
tour packager or other secondary ticket marketer to provide championship tickets in return for other
considerations unless specifically authorized by the NCAA.

4. Suites.

a. The competition venue shall stipulate a quantity of private viewing suites available for the sole use
of the NCAA or its designees at the time of the bid. All revenue from such suites will belong to the
NCAA.

b. The NCAA will provide tickets, as necessary to the LOC/host and/or competition venue for those
suite holders displaced to fulfill the NCAA suite seat requirements.

c. Subject to NCAA approval, suites not made available to the NCAA or its designees shall remain
under the control of the competition venue, but the face value ticket revenue for such suite seats will
belong to the NCAA.

d. Suite holders will have the opportunity to purchase tickets for the suite to which they have purchased
tenant rights. The venue’s box office staff if assigned by the NCAA, shall solicit and confirm suite
purchases by suite holders. At that time, suites not purchased by suite holders will be made
available to the NCAA for additional use/sales opportunities in accordance with the agreed upon
financial parameters.

5. LOC/Host Ticket Policies.
a. **Allocation.** For all championships other than Division I men’s basketball, the NCAA shall allocate to the LOC/host a maximum of 10% of the saleable competition venue seats. These tickets shall be used to accommodate LOC/host guests, including but not limited to local contributors.

b. **Budget Relief.** At its sole option, the NCAA shall notify the LOC/host of certain budget relief that may be provided in exchange for a reduction in the LOC/host ticket allotment.

c. **Ticket Allocation Limitation.** No more than 20 tickets shall be made available from the LOC/host or competition venue to any one entity without NCAA approval.

c. **Assignment Information.** The LOC/host shall provide the NCAA with the names of those individuals assigned to each seat within the LOC/host’s ticket allocation.

6. **Competition Venue Responsibilities.**

a. **Seating Manifest.** The competition venue shall forward the NCAA a complete ticket manifest with a PDF or CAD drawing of the venue’s configuration and cooperate fully with any NCAA ticketing partners.

b. **Broadcast Partner Site Survey.** The NCAA’s broadcast partner, in conjunction with the NCAA and the competition venue, may conduct a site survey approximately nine months in advance of the championship to determine the host set location, camera locations and determine the need for “seat kills.” [only include if applicable]

c. **Final Manifest.** Upon completion of the site survey and determination of “kill” seats, the competition venue shall provide the NCAA with a final seating manifest, reflecting all saleable seats, available suites and available hospitality/party suites.

d. **General Public Assignments.** Subject to NCAA approval, the assignment of general public seats is the competition venue box office’s responsibility, unless directed otherwise by the NCAA. The seat locations shall be designated by the NCAA. The competition venue must be in compliance with all applicable city, state or federal laws and regulations including those concerning access and seating for the disabled and assist with inquiries from ticket holders in need of disabled tickets. Additionally, the box office shall assist with all lost, stolen, or misdirected ticket issues. The competition venue shall be responsible for the labor necessary, as well as costs incurred, to process and distribute lost, stolen, or misdirected tickets.

e. **Participating Institutions’ Shipments.** The competition venue’s box office shall send the tickets allocated to the participating institutions to the host tournament managers by a date designated by the NCAA, unless directed otherwise by the NCAA. An invoice, manifest, seating diagram, instructions and payment deadline information shall be sent with the participating institution’s tickets. The competition venue shall be responsible for the labor necessary, as well as costs incurred, to ship these tickets.

f. **Sales Reports.** The competition venue’s box office shall be responsible for providing the NCAA with timely and accurate sales reports. Reports should be provided on a monthly basis, unless directed otherwise by the NCAA. The competition venue’s box office shall cooperate fully with the NCAA’s official ticketing vendors and/or ticketing partners in providing the reports.

g. **Final Ticket Database.** The competition venue’s box office shall send the final ticket database of purchasers to the NCAA at the completion of the event. Please provide both customer and purchase
information in an excel file, be sure to include at minimum: First/Last Name, Street Address, Email Address, and phone number. If easier, please pull an event audit report with corresponding customer and purchase tables, as this would also suffice.

2016-17 STANDARD TICKET BACK DISCLAIMER LANGUAGE

The ticket back language should be placed on the back of the ticket stub, but if it cannot be done (e.g., no new ticket stock is produced), this language must at a minimum be posted at all ticket windows for patrons to see, be included as an insert with the ticket mailing, etc. Patrons must be put on notice regarding the restrictions.

If you receive a request for a variance in the standard ticket back language or if there is anything sport or facility specific that should be included, please consult with Josh Logan (jlogan@ncaa.org) and Chris Termini (ctermini@ncaa.org) on any correspondence. In addition, if the championships event uses an official, authorized secondary ticket seller (e.g., PrimeSport), please also consult Josh and Chris on any correspondence.

• NOTE: Child admission policy - choose either the red or green statement from the yellow highlighted language below and delete the verbiage you choose not to use.

• NOTE: Re-entry policy - if patrons are allowed to re-enter the facility, please edit the green highlighted “No re-admittance” language as needed.

THIS TICKET IS A REVOCABLE LICENSE

USER ACCEPTS RISK OF INJURY

The ticket purchaser/holder, on behalf of the holder and any minor accompanying the purchaser/holder (individually and collectively, the “Holder”) voluntarily assumes all risk of property loss and personal injury arising during its use and/or during the event for which the ticket is issued. Management may revoke the license and eject or refuse entry to the Holder for violation of these terms and conditions, facility rules, illegal activity or misconduct. Holder may not go into the competition area or other restricted area, or interfere in any way with the play of the contest. Any Holder interfering with the play of the contest may be subject to ejection from the facility. Holder consents to all searches of person or property as a condition of entry and confiscation of prohibited items. Tickets reported as lost or stolen may not be honored and may not be replaced nor the price refunded. This ticket may not be duplicated. Holder may not solicit contributions or distribute literature on the premises. Every person, two years of age and older, must have a ticket to enter the facility. Entry will be at the facility’s discretion, unless proof of age is provided. Those under two must be accompanied by a person with a valid admission ticket. Every person, regardless of age, must have a ticket to enter the facility. Unless specifically authorized in advance by the NCAA, this ticket may not be offered in a commercial promotion or as a prize in a sweepstakes or contest. This ticket may not be sold or resold above face value except in approved instances authorized by the NCAA. Persons selling or reselling tickets in violation of any applicable city, county or state regulations, ordinances or laws may be subject to arrest and prosecution. Persons violating NCAA ticket resale policies may face sanctions including but not limited to loss of future ticket privileges. The NCAA reserves the right to limit or restrict the number of tickets that Holder may purchase or possess. Access to the facility (or substitute facility) by any person other than the original purchaser of this ticket may be denied. If access is denied, no refund of the ticket price will be due. No refunds or exchanges will be permitted.
re-admittance. No firearms or weapons are permitted on these premises for NCAA championships and events, excluding authorized law enforcement officers. Failure to abide may subject you to ejection as well as other applicable discipline or action. The foregoing shall not limit the applicable equipment used in and for fencing and rifle competitions in accordance with NCAA rules, at the venues for such competitions. Holder may not bring alcoholic beverages, bottles, cans or containers, laser pointers, irritants (e.g., artificial noisemakers), video recording devices or strobe lights onto the premises. Promotional items (e.g., shakers, cups, flags, etc.) with commercial slogans or identification also are prohibited. Noncommercial signs, flags or banners that, in the opinion of the NCAA, reflect good sportsmanship, can be held by one individual and do not block the view of other ticket patrons, are permitted. No signs, flags or banners of any size may be affixed to the facility. Holder shall not sell, transmit or aid in transmitting any description, account, picture, recorded transmission, video recording or other reproduction of the contest to which this ticket is issued. Holder expressly grants the NCAA and its licensees the right to use Holder’s image or likeness in connection with any live or recorded transmission or reproduction of such event, for any purpose, including promotional purposes, without further authorization or consideration. The NCAA may choose to relocate the event to another facility, with or without notice, and without liability, to Holder. The NCAA shall not be responsible for punitive, incidental, consequential, or special damages. The Holder of this ticket agrees not to take any action, or cause others to take any action, which would infringe upon the NCAA’s rights. Purchase or use of this ticket constitutes acceptance of these terms and conditions. DATES AND TIMES ARE SUBJECT TO CHANGE

**Transportation**

**Participating Institutions**

The NCAA has contracted with GO Ground to provide ground transportation management for all 90 championships. GO Ground will be responsible for securing buses and equipment within each local market. Participating institutions should be instructed to call GO Ground at 866/386-4951 to make arrangements for ground transportation needs. GO Ground will be responsible for communicating the arrangements to each participating institution.

**Parking**

The host institution is responsible for securing complimentary parking at team hotels for team buses and any courtesy vehicles provided, if possible. The competition venue shall provide a designated complimentary parking area for team buses and courtesy cars at the competition venue.

**Volunteers**

**Goal and Recruitment**

A volunteer program for the championship should be implemented to accomplish the following goals:

- Provide and enthusiastic and warm welcome to participants and guests.
- Answer questions and provide information to visitors.
- Contribute to the general excitement surrounding the championship.
• To assist the LOC with championship operations.

Volunteers must be 18 years of age or older and must sign a volunteer release waiver. Individuals with driving responsibilities MUST be 25 years of age or older.

Student-athletes or prospect-aged individuals MAY NOT be recruited in any way different than general public volunteers. The Local Organizing Committee (LOC) cannot make a specific volunteer presentation to student-athletes of the host institution/conference. Student-athletes and prospect-aged individuals may apply to volunteer in the same manner as individuals from the general public. Student-athletes and prospect-aged individuals must be selected by the same criteria as the general public applicants.

The NCAA may request additional volunteers from the LOC as necessary.

**Apparel**

The NCAA will coordinate ordering and production of the apparel through the NCAA volunteer apparel program. Main Gate has been selected as the official NCAA volunteer apparel providers for all 2016-17 championships. The NCAA will offer its Corporate Champions/Partners the opportunity to help offset the cost. The champion/partner would be permitted to place one logo on each apparel item, if a separate apparel item is provided for these volunteers.

The championship logo and the licensee’s mark shall be embroidered on the apparel. The licensee’s logo may appear on the right chest or sleeve. The licensee’s logo may be no larger than 2 ¼ inches square.

The LOC will distribute uniforms during the required volunteer training sessions to ensure each volunteer’s commitment. When ordering uniforms, the LOC shall ensure that apparel includes women’s styles and sizes.

The games management staff, media coordination staff and host media operations staff should be included in overall volunteer numbers and should receive volunteer apparel.

*Note: Hosts shall work in collaboration with the championship administrator on the selection and distribution of volunteer apparel.*

**Waivers**

Each volunteer must sign a waiver of liability before the start of the championship. If there is a written agreement governing volunteer service, a release component must be added if one does not already exist. After the championship, all waivers shall be collected and kept on file, in case requested.
Checklist for Finals Tournament Director.

__ Participant Manual. Be sure the participant manual includes the information outlined in the
   template that will be provided. The manual should be sent to the Division II Men’s and Women’s
   Tennis Committee and the NCAA championship manager for approval.

__ Awards.
   1. When awards arrive check to ensure that they are not damaged and ensure that everything has
      arrived.
   2. Plan an awards ceremony in accordance with the instructions outlined in this manual.
   3. No awards other than the NCAA awards may be presented at the site of the championships.
      Please advise the NCAA national office if you are contacted by any group wishing to do so in
      conjunction with the tournament.
   4. Any welcome packets, mementos, etc., must be approved by the NCAA national office in
      advance of the championships.

__ Facilities.
   1. Obtain liability insurance as outlined in this manual.
   2. Court Maintenance.
      a. Arrange for proper cleaning and drying in case of inclement weather.
      b. Provide for an adequate number of rollers and squeegees.
      c. Provide proper wind screening on all competitive courts.
      d. Have officials do a daily check of net height, center straps, etc.
   3. Drug Testing. If the championships are selected for drug testing, be sure to follow all the
      instructions sent from the National Center for Drug Free Sport Inc.
   4. Equipment Finals.
      a. Umpire chairs (12 total).
      b. Score indicators at each court.
      c. Team name cards for each match.
      d. Chairs or benches at each court for players and coaches.
      e. Ample water and coolers at each court (provided by NCAA).
      f. Spare nets and other equipment.
      g. NCAA will provide Wilson tennis balls for the championship, and a limited number for
         practice.
      h. Racquet stringing with pick-up and delivery service.
5. Tournament Room.
   a. Adequate seating and desk space for committee and a separate space for officials.
   b. Ball storage.
   c. Posted draw sheets.
   d. Leader board.
   e. Award storage.
   f. Table and chairs for working committee members, officials and media.
   g. Internet capabilities.
   h. Printer.

6. Hospitality Areas.
   a. Officials, tournament personnel and media.

7. Indoor Competition Site.
   a. Arrange for short-notice of nearby competition site or facilities.
   b. Post directions to indoor courts and provide transportation, if possible.
   c. Transport all necessary equipment.

8. Practice Courts. Provide names of available facilities for practice if requested.

__ Finances.

1. Should you desire to administer a local contributor or donor program for the championships, you must procure NCAA approval at least 90 days prior to the event. A written proposal, including financial arrangements, should be submitted to the NCAA championship manager.

2. Review your approved budget to ensure that it has not been exceeded. If approved expenditures are exceeded without advance permission from the NCAA national office, the host institution will be responsible for the overage.

3. If drug testing is confirmed, complete the drug testing budget and return it to The National Center for Drug Free Sport.

4. Provide food and beverage concessions (host institution retains revenues).

5. File the online final financial report within 60 days of the conclusion of the championships.

__ Housing.

1. Reserve an adequate number of hotel rooms for teams (6 rooms for each team). Also, reserve rooms for the officials in a separate hotel from the participants.

2. Secure rooms for the committee (finals only). Rooms will be billed directly to the host.

__ Sports Information

1. Arrange for pre-championships publicity.

2. Set up an area for the working press.
Provide an area that will not interfere with the competition for those wishing to videotape.

3. Produce live results for posting to the championships website.

   Arrange for news conference to be held the day prior to the competition and immediately after the competition, and/or for interviews with selected coaches and student-athletes.

4. Provide a press kit containing pertinent information on each team.

5. Provide each member of an institution's official traveling party.

6. Have draw sheets available for coaches not involved in the tournament.

   ___ Athletic Trainers.

   1. Arrange for 2 certified athletic trainers to be on hand at all practice sessions and two hours prior to the start of each day's competition. An athletic trainer and taping facility should be provided at each site.

   2. Oversee water and cup supply at courtside.

   3. Oversee towel supply.

   4. Establish treatment schedule.

   5. Arrange for immediate access to a physician and emergency transportation.

   6. Provide each participating institution with directions and telephone number to the nearest hospital.
<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
<th>LOCATION</th>
<th>ATTENDEES</th>
<th>ATTIRE</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Day</td>
<td>NCAA Committee and NCAA Championship Manager Arrive</td>
<td>NCAA Committee; Roberta Page</td>
<td>Casual</td>
<td></td>
</tr>
<tr>
<td>TBD</td>
<td>Facility Walk Through</td>
<td>Host/Committee</td>
<td>Casual</td>
<td></td>
</tr>
<tr>
<td>All Day</td>
<td>Teams Arrive</td>
<td>Teams</td>
<td>Casual</td>
<td></td>
</tr>
<tr>
<td>TBD</td>
<td>Head Chief Umpire Arrives/Assigned Officials</td>
<td></td>
<td>Casual</td>
<td></td>
</tr>
<tr>
<td>All Day</td>
<td>Teams Arrive</td>
<td>Teams</td>
<td>Casual</td>
<td></td>
</tr>
<tr>
<td>Noon and 1:30 p.m.</td>
<td>Men’s Teams Practice(to be assigned)</td>
<td>Teams</td>
<td>Casual</td>
<td></td>
</tr>
<tr>
<td>TBD</td>
<td>NCAA Committee Meeting</td>
<td>NCAA Committee</td>
<td>Business Casual</td>
<td></td>
</tr>
<tr>
<td>TBD</td>
<td>Mandatory Coaches Meeting/ITA Updates</td>
<td>NCAA Committee/Coaches/Chief Umpire</td>
<td>Business Casual</td>
<td></td>
</tr>
<tr>
<td>TBD</td>
<td>Championship Banquet/ITA Awards Ceremony</td>
<td>NCAA Committee/Teams</td>
<td>Business Casual</td>
<td></td>
</tr>
<tr>
<td>TBD</td>
<td>Officials Meeting (Closed meeting)</td>
<td>Officials</td>
<td>Casual</td>
<td></td>
</tr>
<tr>
<td>TUESDAY, MAY 9</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Day</td>
<td>Officials Arrive</td>
<td></td>
<td>Casual</td>
<td></td>
</tr>
<tr>
<td>TBD</td>
<td>National Anthem</td>
<td></td>
<td>Casual</td>
<td></td>
</tr>
<tr>
<td>8 and 9:30 a.m.</td>
<td>Women’s Teams Practice</td>
<td>Teams</td>
<td>Team Attire</td>
<td></td>
</tr>
<tr>
<td>Noon and 4 p.m.</td>
<td>First Rounds – Men</td>
<td>Teams</td>
<td>Team Attire</td>
<td></td>
</tr>
<tr>
<td>WEDNESDAY, MAY 10</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Anthem</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 a.m and Noon</td>
<td>First Rounds – Women’s</td>
<td>Teams</td>
<td>Team Attire</td>
<td></td>
</tr>
<tr>
<td>4 p.m.</td>
<td>Quarterfinals - Men</td>
<td>Teams</td>
<td>Team Attire</td>
<td></td>
</tr>
<tr>
<td>THURSDAY, MAY 11</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Anthem</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 a.m.</td>
<td>Quarterfinals - Women</td>
<td>Teams</td>
<td>Team Attire</td>
<td></td>
</tr>
<tr>
<td>1 p.m.</td>
<td>Semifinals - Men</td>
<td>Teams</td>
<td>Team Attire</td>
<td></td>
</tr>
</tbody>
</table>
### FRIDAY, MAY 12

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Teams</th>
<th>Team Attire</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 a.m.</td>
<td>Semifinals - Women</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 p.m.</td>
<td>Finals - Men</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Awards Ceremony</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### FRIDAY, MAY 12

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Teams</th>
<th>Team Attire</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 a.m.</td>
<td>Finals – Women</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Awards Ceremony</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### SUNDAY, MAY 14

Times listed are local.
AGENDA

2017 NCAA Division II Men’s and Women’s Tennis Organizational Meeting

1. Welcome.

2. Schedule of events for the championships.


4. Tournament scoring.

5. Inclement weather policy.

6. Practice and competition coverage during the tournament.

7. Dress code and demeanor.

8. Committee replacements.

9. Committee protocol.

10. Other items.

11. Adjournment.
AGENDA

NCAA DIVISION II MEN'S AND WOMEN'S TENNIS CHAMPIONSHIPS

ADMINISTRATIVE MEETING

1. Games committee chair agenda items [NCAA championship manager will cover misconduct, logo and alcohol policies in addition to making drug testing announcement.]
   ____a. Congratulate teams and introduce games committee.
   ____b. Review official squad size (eight players plus one coach only eight get reimbursed).
   ____c. Review misconduct statement. Read key points of misconduct statement.
   ____d. Review protest procedure in the NCAA Division II Men’s and Women’s Tennis Pre-Championship Manual.
   ____e. Review rain delay procedures. Also, review Sunday competition adjustment, if necessary.
   ____f. Review pre-match format.
   ____g. Team lineups.
   ____h. Crowd control.
   ____i. Review uniform policy according to Bylaw 12.5.4 in NCAA Division II Manual. Applies to practice shirts and all interview sessions.
   ____j. Review drug-testing information.
   ____k. Review tobacco policy and penalty.
   ____l. Awards ceremony.

2. Tournament director's agenda items:
   ____a. Review schedule of events.
   ____b. Review diagram of facility including warm-up areas.
   ____c. Review parking arrangements.
   ____d. Contact phone numbers for inclement weather updates.

3. Host sports information director's agenda items:
   ____a. Review the statistics that will be available after each match.
   ____b. Award form.
4. Host athletic trainer's agenda item:
   _____a. Availability of trainers and facilities.
   _____b. Review medical procedures
AGENDA

2017 NCAA Division II Men’s and Women’s Tennis Championships
Officials Meeting

1. Welcome and introductions.


3. Materials:
   a. Roster.
   b. Procedures.
   c. Shirts.

4. Discuss schedule.

5. Review procedures for the tournament.

6. Inclement weather plan.

7. Stress need for consistency in decisions made by each official on each court.
   a. Pre-match introductions.
   b. Code violations (uniforms and warm-ups).
   c. Enforcing the rules of tennis.

8. Discuss committee members' roles. Meet and work with them.

9. Distribute assignments.
   a. Directions to site.
   b. Note where tennis balls are kept.
   c. Note where athletic trainer will be located.

10. Adjournment.
ASSUMPTION OF RISK, RELEASE AND WAIVER OF LIABILITY AND INDEMNITY AGREEMENT

Event: ___________________________________________________ (the “Event”)

Participant’s Name (Please print): ________________________________ (the “Participant”)

Participant’s Age: __________

In consideration for permitting Participant to participate as a volunteer in the Event as directed by the relevant staff, the undersigned, for themselves, and for their respective heirs, personal representatives and assigns, agree as follows:

Assumption of Risk: The undersigned hereby acknowledge and agree that they understand the nature of the Event; that Participant is qualified, in good health, and in proper physical condition to participate therein; that there are certain inherent risks and dangers associated with the Event; and that, except as expressly set forth herein, they, knowingly and voluntarily, accept, and assume responsibility for, each of these risks and dangers, and all other risks and dangers that could arise out of, or occur during, Participant’s participation in the Event.

Release and Waiver: The undersigned hereby RELEASE, WAIVE, DISCHARGE AND COVENANT NOT TO SUE the National Collegiate Athletic Association and its member institutions, or any subdivision thereof, and each of them, their officers and employees, (collectively, the “Releasees”), from and for any liability resulting from any personal injury, accident or illness (including death), and/or property loss, however caused, arising from, or in any way related to, Participant’s participation in the Event, except for those caused by the willful misconduct, gross negligence or intentional torts of the above parties, as applicable.

Indemnification and Hold Harmless: The undersigned also hereby agree to INDEMNIFY, DEFEND AND HOLD the Releasees HARMLESS from any and all claims, actions, suits, procedures, costs, expenses, damages and liabilities including, but not limited to, attorney’s fees, arising from, or in any way related to, Participant’s participation in the Event, except for those arising out of the willful misconduct, gross negligence or intentional torts of the above parties, as applicable.

Permission to Use Likeness/Name: The undersigned further agree to allow, without compensation, Participant’s likeness and/or name to appear, and to otherwise be used, in material, regardless of media form, promoting the National Collegiate Athletic Association, and/or its championships, events and activities, including those of its representatives and licensees.

Severability: The undersigned expressly agree that the foregoing assumption of risk, release and waiver of liability and indemnity agreement is intended to be as broad and inclusive as is permitted by the law of the State of __________ and that if any portion thereof is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect.
Acknowledgment of Understanding: The undersigned have read this assumption of risk, release and waiver of liability and indemnity agreement, and have had the opportunity to ask questions about the same. The undersigned fully understand this assumption of risk, release and waiver of liability and indemnity agreement, that the undersigned are giving up substantial rights in connection therewith, and that its terms are contractual, and not a mere recital. The undersigned acknowledge that they are signing this agreement freely and voluntarily.

_____________________________________________________
Signature of Participant  Date

_____________________________________________________
Signature of Parent/Guardian of Minor  Date
(if Participant is under the age of 18)

_____________________________________________________
Signature of Parent/Guardian of Minor  Date
(if Participant is under the age of 18)
Host Marketing Team.

Host Institution, Venue and Other (Sports Commission, CVB, etc.) Marketing Team Members (names, titles and contact information for all key contributors to your marketing efforts, including internal and external).

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Entity</th>
<th>Email Address</th>
<th>Telephone Number</th>
</tr>
</thead>
</table>

Venue Information.

Venue Name: _____________________________ Event Capacity: _____________________________

Ticket Telephone Number: _____________________________ Ticket Provider: _____________________________

Box Office Hours: ____________________________________________

Ticket Sales Information.

List all ticket package options – adult, youth, student, senior, group, family, etc. - and pricing including all-session, and single session, etc.

<table>
<thead>
<tr>
<th>Ticket Type</th>
<th>All-Session Price</th>
<th>Single-Session Price</th>
<th>Other Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Youth</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Ticket Sales Phases.

Determine the sales phases and corresponding start and end dates. Also, please list all collateral items needed for each sales phase.

<table>
<thead>
<tr>
<th>Phase</th>
<th>Start Date</th>
<th>End Date</th>
<th>Collateral Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phase I – Private Constituent Presale</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phase II – Exclusive Presale</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phase III – General Public On Sale</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phase IV – Special Promotions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phase IV – Final Push</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Target Markets. Define your target market based on the dates and times of the championship games you are hosting. Your target market should be specific to your site and identified demographic target. Additionally, you should identify other target markets. Please list in priority order.

General demographics of your target market:

1.

2.

Specific target markets:

1.

2.
**Marketing Plan Objectives.** Outline your goals and objectives for the championship. Specifically, how do you plan to meet the ticket sales goal and key dates to meet those objectives as it relates to marketing, advertising, grass roots, social media and public relations strategy?

<table>
<thead>
<tr>
<th>Marketing Objectives:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Objectives:</td>
</tr>
<tr>
<td>Grassroots Objectives:</td>
</tr>
<tr>
<td>Social Media Objectives:</td>
</tr>
<tr>
<td>Public Relations Objectives:</td>
</tr>
</tbody>
</table>

**Host Institution, Venue and LOC/Community Marketing Assets.** Please provide creative spec sheets if available. Please indicate all marketing assets available to promote the championship and ticket sales.

**Host Institution Resources:**

- List all database names and sizes:
- Website address:
- Facebook URL & Number of Fans:
- Twitter Handle & Number of Followers:
- Local Event Calendar Name & URL:
- Website banner dimensions and file format:
- Interior and Exterior Video Board dimensions and file format for stills and videos:
- Interior and Exterior LED boards
available and text capacity:

Print Publications (list publication names and provide file spec sheet or dimensions and file format):

Other:

**Venue Resources:**

List all database names and sizes:

Website address:

Facebook URL & Number of Fans:

Twitter Handle & Number of Followers:

Local Event Calendar Name & URL:

Website banner dimensions and file format:

Interior and Exterior Video Board dimensions and file format for stills and videos:

Interior and Exterior LED boards available and text capacity:

Print Publications (list publication names and provide file spec sheet or dimensions and file format):

Other:

**LOC/Community Resources:**

List all database names and sizes:
Website address:

Facebook URL & Number of Fans:

Twitter Handle & Number of Followers:

Local Event Calendar Name & URL:

Website banner dimensions and file format:

Interior and Exterior Video Board dimensions and file format for stills and videos:

Interior and Exterior LED boards available and text capacity:

Print Publications (list publication names and provide file spec sheet or dimensions and file format):

Other:

**Marketing Plan.** Please outline your specific marketing plan activations, including all traditional and non-traditional marketing efforts focusing on local, regional and national (if applicable) efforts.

<table>
<thead>
<tr>
<th>Marketing Activation</th>
<th>Details (describe activation)</th>
<th>Anticipated Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grassroots Efforts:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-mail Blasts:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cross Promotions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>During Events:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group Sales:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Print Publications:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Outdoor:

TV:

Other:

**Host Marketing Timeline.** Please identify specific marketing activations, key milestones and target dates below.

<table>
<thead>
<tr>
<th>Month</th>
<th>Marketing Activation</th>
<th>Milestone/Goal</th>
<th>Target Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3.
4.
5.
1.
2.
3.
4.
5.
1.
2.
3.
4.
5.