

# CHAMPION YOUR CITY

NCAA® SITE SELECTION PROCESS



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# **DIVISION I WRESTLING**

**Anthony Holman**

**Managing Director of Championships & Alliances**



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# THE WHY...



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# OPPORTUNITY

- **2023-26 Division I Wrestling Championships**
  - 20,000+ Fans
  - 330 Wrestlers
  - 200+ Coaches
  - 76 Division I Institutions
  - 10 Weight Classes
  - 6 Sessions
  - 3 Days
  - #1 Wrestling event in the world



# SET-UP



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# OPPORTUNITY

- Avid fan base
- Repeat attendees
- Out of town travelers
- National media coverage
- Large social media following



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# THE STRATEGY

- Grow casual fan base
- Maximize coverage and access
- Enhance the student-athlete and fan experience
- Engaged LOC to assist with volunteer recruitment and local promotion
- Supportive local government
- Expanded hospitality opportunities
- Destination packaging



# THE BID

## Site selection guiding principles:

- **Venue capacity:** Ideal capacity 18,000+
- **Positive financial outcome:** \$2.5M guarantee
- **Venue amenities:** Competition floor space, warm-up area, video boards, suites & clubs
- **Geographic location:** Access to traditional wrestling fan base, transportation options
- **Student-athlete experience:** Proximity to team hotels, double/double rooms, student-athlete lounge, participant seating, multiple locker rooms, Wi-Fi
- **Fan Fest:** Location in close proximity to competition venue, local programming and support

**NATIONAL CHAMPION**



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# BENEFITS

- National television exposure across ESPN platforms
- 3,500+ room nights from participants alone
- Hosting the premiere wrestling event in the world

**NATIONAL CHAMPION**



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# KEY REMINDERS IN BIDDING

- Review availability and dates in bid specifications
- Note any exceptions that are required
- Focus on student-athlete experience
- Financial guarantee is \$2.5M
- Typical Expense budget is \$1M - \$1.2M
- Facility rental vs. Facility Fee
- Inflationary increases
- Added Championship enhancements for the student-athletes and fans





# WHO WANTS TO BE NEXT...



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# QUESTIONS

[www.ncaa.org/bids](http://www.ncaa.org/bids)



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