

CHAMPION YOUR CITY

NCAA® SITE SELECTION PROCESS



CHAMPION YOUR CITY

NCAA® SITE SELECTION PROCESS

DIVISION I MEN'S ICE HOCKEY

Kristin W. Fasbender
Director of Championships and Alliances

Chad Tolliver
Associate Director of Championships and Alliances

OPPORTUNITY

- **2023-26 Division I Men's Frozen Four**
- **2022-26 Division I Men's Ice Hockey Regionals**

What it's all about...



CHAMPION YOUR CITY

NCAA® SITE SELECTION PROCESS

THE STRATEGY

- **Ice Hockey Regionals**
 - Looking for increased attendance with innovative marketing ideas to attract fans and youth to the event.
 - Communities with a good hockey fan base, and quality neutral facilities to provide the best experience for our student-athletes.
- **Men's Frozen Four**
 - Opportunity to bring college hockey to different markets.
 - Selection of sites through 2026 to allow for cities to promote and involve their communities.
 - Identify key leaders in the community – Local Organizing Committee



CHAMPION YOUR CITY

NCAA® SITE SELECTION PROCESS

THE BID

Regionals –

What we look for/Considerations:

- **Facility capacity minimum of 5,000.**
- **Regular Season attendance and ticket sales (college team, minor league hockey teams.)**
- **Committee prefers neutral buildings with NHL size ice sheets.**
- **Four to six high quality, full service hotel properties.**
- **Minimum financial guarantee of \$100,000.**

NATIONAL CHAMPION



CHAMPION YOUR CITY

NCAA* SITE SELECTION PROCESS

THE BID

Frozen Four:

What we look for/Considerations:

- Facility capacity minimum of 18,000
- Four to six high quality, full service properties
- Ancillary Events: Frozen Fest, Red Carpet welcomes, Friday night at the Frozen Four award presentations. (Hobey Baker etc.)
- NHL size ice and high quality venue operations
- Community, sports commissions and CVB support in addition to local institutions
- Minimum financial guarantee of \$2.7 million.
- “Destination” city for fans. Fan base includes many long time fans that go annually to the Frozen Four.
- Great partnership and involvement from local building tenant. (i.e. NHL, AHL, etc.)

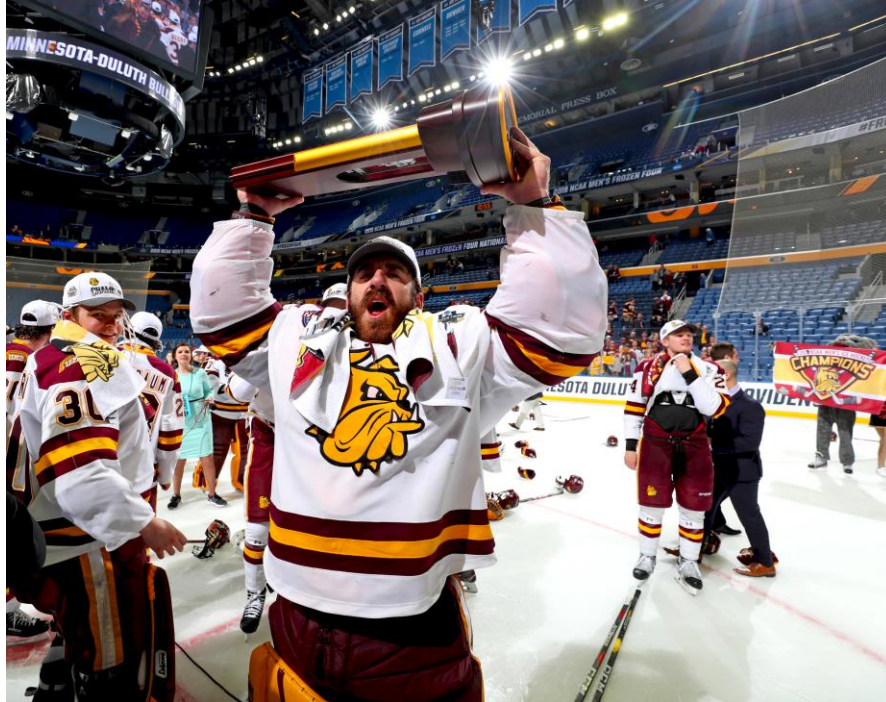
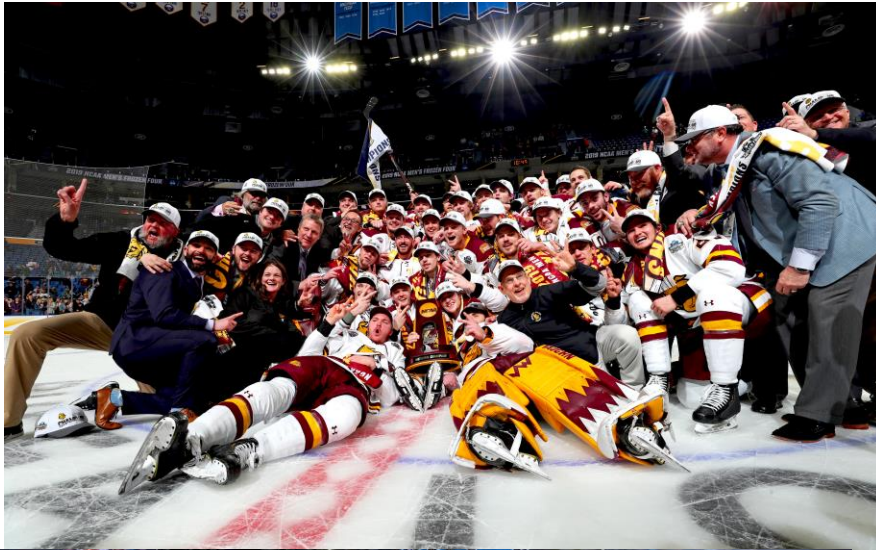
NATIONAL CHAMPION



CHAMPION YOUR CITY

NCAA® SITE SELECTION PROCESS

THE WHY...





THE BID - BENEFITS

- National television exposure across our ESPN platforms.
- Hosting the premiere collegiate hockey event of the year.
- On average for Frozen Four, 50% of our fans are repeat attendees that come to the championship each year.
- Community Impact:
 - Opportunity for local contributions from our corporate sponsors.
 - Local youth teams exposure to the top collegiate competition.

NATIONAL CHAMPION



CHAMPION YOUR CITY

NCAA® SITE SELECTION PROCESS

KEY REMINDERS IN BIDDING

Key Reminders in Bidding for the Frozen Four:

- **Championships facilities.**
- **Hosts and local organizing committee.**
- **Added Championship enhancements for the student-athletes and fans.**
- **Local support and cultural/city flare.**
- **Budget template included in the bid specifications.**
- **Typical budget is \$700,000-\$1 million.**
- **Minimum financial guarantee of \$2.7 million**



QUESTIONS

www.ncaa.org/bids



CHAMPION YOUR CITY

NCAA® SITE SELECTION PROCESS