....AND WE’RE OFF!
<table>
<thead>
<tr>
<th>Time</th>
<th>Session/Activity</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:15 to 9:45 a.m.</td>
<td>General Session</td>
<td></td>
</tr>
<tr>
<td>9:45 to 10 a.m.</td>
<td>Refreshment Break</td>
<td>Las Vegas Convention &amp; Visitors Authority</td>
</tr>
<tr>
<td>10 to 10:25 a.m.</td>
<td>Breakout Session #1</td>
<td></td>
</tr>
<tr>
<td>10:30 to 10:55 a.m.</td>
<td>Breakout Session #2</td>
<td></td>
</tr>
<tr>
<td>11 to 11:25 a.m.</td>
<td>Breakout Session #3</td>
<td></td>
</tr>
<tr>
<td>11:30 to 11:25 a.m.</td>
<td>Breakout Session #4</td>
<td></td>
</tr>
</tbody>
</table>
BID PROCESS OVERVIEW
BID PROCESS

• 86 of 90 Championships
• 2022-23 through 2025-26 academic years
• Includes preliminary and final sites
• More than 500 sites to award
• Excludes:
  • College World Series
  • Women’s College World Series
  • DIII Women’s Ice Hockey
  • FCS Football
BID PROCESS TIMELINE

• August 26, 2019
  • Bid portal opened

• February 3, 2020
  • Bid submissions due

• March – September 2020
  • Committee deliberations, recommendations, and approvals

• October 2020
  • Hosts and sites announced
BID OUTREACH

• NCAA Bid Symposium
  • September 18, 2019
  • NCAA national office - Indianapolis
  • Must preregister

• TEAMS Conference
  • November 11-14

• U.S. Sports Congress
  • December 9-11
RESOURCES

• Bid Specifications
  • www.ncaa.org/bids

• NCAA Bid & Profile System
  • championships.ncaa.org

• NCAA Championships Website
  • www.ncaa.org/championships
NCAA.org/BIDS

CHAMPION YOUR CITY

NCAA Site Selection Process
- Years: 2022-23 to 2025-26
- For More Information: ncaa.org/bids and championships.ncaa.org
- NCAA Host Bid Symposium
  Sept. 18, 2019
- Bids due Feb. 3, 2020

NCAA Championships Hosting Symposium
September 18, 2019
NCAA National Office, Indianapolis
Register for the symposium >

NCAA Bid Portal
For more information.
Log in >
BID PORTAL

championships.ncaa.org
SUBMITTING A BID

Once logged into the system, go to the Championships Available for Bidding section and click on the Start Bid link next to the championship/round for which you would like to submit a bid.

*Note: Use the Division/(Academic) Year sort functions or the Search option to help you find the desired championship more easily.
## BID PORTAL USER GUIDE

### Welcome, Russ Yurk

- **My Account**
- **User Guide**
- **Contact Us**
- **Logout**

### Search Field

- **Search:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Round</th>
<th>Available for Bidding</th>
<th>Start Bid</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019-20</td>
<td>Opening Round</td>
<td>06 Jun through 24 Nov</td>
<td></td>
</tr>
<tr>
<td>2019-20</td>
<td>Finals</td>
<td>06 Jun through 24 Nov</td>
<td></td>
</tr>
</tbody>
</table>
BID PORTAL

Home Screen

List of championships currently available for bidding, sortable by division and/or academic year.

Start your bid by clicking here.

List of bids started/submitted by institution/organization.

Bid Status

List of required bid elements.

Existing bids can be sorted by academic year.
SUBMITTING A BID

Once you select Start Bid, you will be prompted to confirm the following:

- Host institution – only required when the bidder is a non-NCAA member.
- Facility – you can choose an existing facility or select “Facility not listed,” which will prompt you to enter a new facility.
- Contact for the bid – defaults to the person who started the bid, but can be changed.
- Confirmation of having reviewed the facility profile – applicable to only facilities already in the system.

If facility already exists in the system, choose the appropriate facility and click Start.
Budgets may be added by making a selection in the Budget to Copy section of the Start Bid page. If your institution/organization never submitted a bid for this championship before, do not make a selection in the Budget to Copy section; just keep the default view. If you previously submitted a bid for this championship, you have the option to copy a previously entered budget by selecting it from the drop-down menu if you wish to do so.
BUDGETS

Once you click the Start button, a tab for the Budget site, as well as other required bid materials, will appear at the top of your screen. You can now click on the Budget – Saved tab to access your budget, or on any of the other the bid components to enter your information.

The various bid components also can be accessed from your Home Screen by clicking on the appropriate links (this view will slightly vary based on the needs for each championship).
SUBMITTING A BID

NCAA Championships Bid and Profile System

> Championship Bid Specifications

Please refer to the following General Bid Specifications when answering the questions below.

General Bid Specifications

Yes ☐ No ☐ No, with exception ☐

Sport Specific Bid Specifications

Please refer to the following National Collegiate Men's Volleyball bid specifications when answering the questions below.

General Facility Requirements: Do you agree?
Yes ☐ No ☐ No, with exception ☐
Submitting a Bid

Once you have added/selected the facility, you will be directed to the following page (displayed in two partial screenshots):

---

### Edit Bid for 2020-21 DIII Men's Wrestling

- **Budget**: $123,456.78
- **Facility**: Test Facility (123 Main St.)
- **Does the facility serve Coke products?**: Yes
- **Bid Preparer**: Test User

Please review who should receive the following items

<table>
<thead>
<tr>
<th>Item</th>
<th>Person</th>
<th>Select a Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awards</td>
<td>Test Designer</td>
<td>Select a Person</td>
</tr>
<tr>
<td>Credentials</td>
<td>Select a Person</td>
<td></td>
</tr>
<tr>
<td>Equipment (e.g., balls, nets, etc.)</td>
<td>Select a Person</td>
<td></td>
</tr>
<tr>
<td>Hydration Product/Solute Equipment</td>
<td>Select a Person</td>
<td></td>
</tr>
<tr>
<td>Merchandise</td>
<td>Select a Person</td>
<td></td>
</tr>
<tr>
<td>Programs</td>
<td>Select a Person</td>
<td></td>
</tr>
<tr>
<td>Signage</td>
<td>Select a Person</td>
<td></td>
</tr>
</tbody>
</table>

Showing 1 to 7 of 7 entries
If you are bidding on a future predetermined site, you do not need to complete the information in the sections titled “Please review who should receive the following items” and “Please review the contact roles for this bid” with your initial bid. Instead, click on the Home tab at the top left of the screen.

If you are bidding on a postseason non-predetermined site, either confirm the individuals listed or select/create a new person where applicable. Once finished, click “Update,” then click on the Home tab at the top left of the screen.
SUBMITTING A BID

Once you return to your Home Screen, you will see that the bid has been added to the Bids for (Institution or Host Name) section.

<table>
<thead>
<tr>
<th>Championship</th>
<th>Division</th>
<th>Year</th>
<th>Round</th>
<th>Available for Bidding</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-16 Men's Basketball</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016-17 Men's Basketball</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017-18 Men's Basketball</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018-19 Men's Basketball</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019-20 Men's Basketball</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020-21 Men's Basketball</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2021-22 Men's Basketball</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2022-23 Men's Basketball</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Bids for TEST**

<table>
<thead>
<tr>
<th>Description</th>
<th>Year</th>
<th>Round</th>
<th>Result</th>
<th>Facility</th>
<th>Status</th>
<th>Decision</th>
<th>Information For Bids</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-16 DI Field Hockey</td>
<td>2015-16</td>
<td>Play-in-games</td>
<td>TEST, Academy at 9th University</td>
<td>Incomplete</td>
<td>Pending</td>
<td>[Edit Bid and Contacts] Budget: Costs Information: Selection: Requested:</td>
<td></td>
</tr>
</tbody>
</table>

You can now begin to complete the various bid components by clicking on the corresponding links in the Information for Bids column.
Returning users will notice that some of the bid components will automatically populate as either Complete or Incomplete (rather than Start). This indicates that information previously has been entered into the institution’s/organization’s profile. To review or edit the existing information, click on the appropriate link or go to the top of the screen and click on the Profile tab.
On the Profile tab, users can edit, delete (destroy) or add to their list of contacts for the key contacts form and add or edit facilities.

To add a contact, click on Add Person. Complete the information on the General Information tab. For NCAA members, the Shipping Address will populate from the membership database. Please confirm this information is correct or edit as necessary.

Once this information is complete, immediately move to the Roles by Sport or Facility tab. Do not click on Create Person at this point.
FACILITIES

Facilities

<table>
<thead>
<tr>
<th>Name</th>
<th>Address 1</th>
<th>Address 2</th>
<th>City</th>
<th>State</th>
<th>Postal Code</th>
<th>Capacity</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test Facility</td>
<td>123 Main</td>
<td></td>
<td>Test</td>
<td>AL</td>
<td>10293</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- To add a new facility, click on Add Facility.
FACILITIES

- Under each tab, you will enter specific venue information by topic. Save information on each tab by clicking on the Update Facility button before moving to the next tab.

- Due to its technical nature, the Video Boars/LED/Control Room tab may be shared with an external party. Please see instructions at the top of the screen for details.

Videoboards/LED/Control Room
FACILITIES

- Once all tabs have been completed and saved, your facility should display as “Complete” in the Information for Bids column. If it indicates “Incomplete,” go back into your facility profile and click on the See Problems link.

![Facility update message]

Facility was successfully updated.

1 - DI CA Test > Test Facility II

Facility was successfully updated.

This facility is incomplete for bids. See Problems.
ALCOHOL/INSURANCE

• Alcoholic beverage sales
  • Division I championships and ancillary events only.
  • Alcohol sales must be regularly sold at venue.

• Insurance
  • Certificate of insurance will be required at a later date. Specific insurance information is available in the general bid specs.
BID SUBMISSION STRATEGY

• Member institution/conference requirement and involvement

• Guarantees

• Flexibility and latitude

• What’s a successful bid…
IF AWARDED

If awarded a bid…

• Hosting agreement
• Marketing plan
• Key contacts
• Hotel information (additional detail)
• Response to bid specifications
• Budget finalized
• Emergency/security plan
• Insurance
• Lighting information
CORPORATE RELATIONSHIPS
CORPORATE RELATIONSHIPS

- Managed by NCAA with Turner Sports and CBS Sports
- CC/Ps have exclusive rights to license NCAA trademarks, tickets & taglines
- Support all 90 championships
- Existing corporate advertising, banners, signs and displays must be covered and/or removed (anywhere within the general public seating/viewing area of the competition, practice and/or ancillary event venues).
- Commercially-named venue exception
  - Two (2) mentions inside the seating/viewing area
TICKETING AND MARKETING
TICKETING

- Ticket Pricing
- Control of Ticket Sales
- Control of Venue Seating
- Suites
- LOC Allocation
- Seat Allocations
- Sales Report
- Final Ticket Database
MARKETING
MARKETING

Bids should include:

- Outline of Key Assets
- Timelines
- Marketing Partnerships
- Comprehensive Marketing Plan (upon award) including:
  - Advertising
  - Grassroots
  - Digital, Emarketing
  - Database Outreach
  - Public Relations

Creative: The NCAA will provide all collateral including TV and radio commercials, print pieces, digital banners, etc.
Successful Bid:

• In most cases includes a 14-month sales cycle encompassing the following phases:
  • On-sale
  • Sustain Campaign- supported with grassroots efforts and event marketing
  • Special Offers and Group Strategies
  • Backend Campaign- last chance
CHAMPIONSHIP HOUSING PROGRAM GOALS

• Create memorable championship experiences
• Implement best practices
• Reduce risk
• Save time and money
• Consolidate and maximize volume to create benefits
CHAMPIONSHIP HOUSING PROGRAM NOTES

• Bids are contingent on successful hotel contracting

• Anthony Travel manages hotel RFP and contracting processes sourcing, negotiating and contracting housing on the NCAA’s behalf for participating teams, NCAA staff, committee members, media and game officials. (Blocks may require separate hotels)

• Full and limited service hotels considered, depending on championship

• NCAA makes final decisions and signs hotel contracts
CRITERIA FOR SUCCESSFUL LODGING BID

• Commitment to NCAA values and philosophies
• Proximity to playing venue, meals, entertainment
• Familiarity with team housing and ability to meet sport specific needs
• Willingness to partner with the NCAA
• Alignment with NCAA contractual terms
RESPONSIBILITIES OF HOST SITES

• Verify housing market is sufficient to meet room block requirements
• Recommend properties for consideration
• Disclose special relationships/arrangements
• Do not secure/contract lodging or discuss rates
LODGING BID PROCESS

1. Bid Response Research
2. Lodging RFP Process
3. Properties Selected & Contracted
4. Event Preparation & Execution
5. Post-Event Reconciliation & Reporting
DIVISION II NATIONAL CHAMPIONSHIPS

FESTIVALS
DII NATIONAL CHAMPIONSHIPS FESTIVALS

Olympic-model championship events

• Fall 12/2022  MW Cross Country, Field Hockey, MW Soccer, W Volleyball
• Spring 05/2024  MW Golf, W Lacrosse, Softball, MW Tennis
• Winter 03/2025  MW Indoor Track & Field, MW Swimming & Diving, Wrestling
• Basketball 03/2026  MW Basketball

• 1,000 to 1,500 official travel party members per Festival
• ~5,000 hotel nights per Festival

• Enhancements include:
  • Opening Ceremonies
  • Closing Celebration
  • Student-Athlete Lounges
QUESTIONS?
BREAKOUT SESSIONS
BREAKOUT SESSIONS

- L015-L019 Division I Men’s Basketball
- L017 Division I Equity
- L018 Division I/National Collegiate
- L020 Division I Women’s Basketball
- L027 Division II/Festival
- L028 Division III
FOR MORE INFORMATION

Russ Yurk
129 Sports LLC
russ.yurk@att.net
317-373-4900
THANK YOU!

NCAA.ORG/BIDS