



# ***NCAA SITE SELECTION PROCESS***



**NCAA Site Selection Process  
2026-27 through 2027-28  
HOST GUIDE**



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## INTRODUCTION

Congratulations on being selected as a host for an NCAA championship! With more than 1,200 bids received, we want to acknowledge the time, energy and vision it took to prepare a bid. We are excited to work with you and your team to create an unforgettable experience for our student-athletes, fans and you as a host. This guide will help you prepare for the next steps in hosting an NCAA championship. Your championship manager will supplement this information with additional details.

Again, congratulations and best wishes for a rewarding hosting experience and championship!

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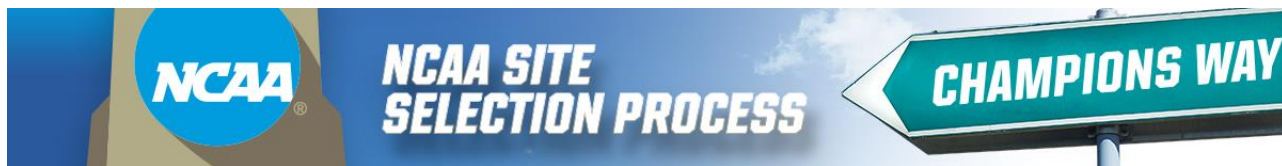
## CONTRACTING PROCESS

As a newly selected host of an NCAA championship, your hosting agreement will include the following:

1. Response to bid specifications with mutually agreed on exceptions, if noted, within your bid response.
2. Submitted and approved championship budget.
3. Executed cover agreement, which includes the above two points as supplements. This will be sent to you via DocuSign and executed electronically unless the host is not able to sign in that fashion, in which case the document should be printed and returned to the NCAA championship manager.

Your championship manager will facilitate the review and execution of these elements. In certain instances, a more detailed agreement may be developed and executed.

All the elements will be prepared and sent to you to execute, return to the NCAA and have countersigned before filing with our general counsel's office.



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## LODGING PROGRAM

The NCAA has partnered with On Location to manage the NCAA Championship Housing Program and all championship housing needs. On Location serves as the housing partner for hundreds of events annually and, through strong relationships with various hotel brands, is able to deliver the appropriate mix of amenities, location and price for hundreds of thousands of room nights each year. Using their expertise, On Location will be responsible for the sourcing, negotiating and contracting process for all championship housing accommodations.

Housing will be required for all participating teams, NCAA staff, committee members, media, game officials and other special guests as designated by the NCAA. Separate hotels are needed for the NCAA, officials, participating teams and media (as applicable), unless specified otherwise by the NCAA. It may be permissible for the media or game officials to be assigned to the same property as the NCAA headquarters hotel; however, game officials and teams may not stay in the same hotel, unless specified otherwise by NCAA. Efforts will be made to provide some deference to the official corporate champion/partner in the hotel category (should one exist at the time of contracting) of the NCAA. While hotels are the primary housing offerings that will be contracted, alternative options may be considered in certain situations.

Bids will be awarded contingent on the successful negotiation of housing needs at reasonable rates. Failure to secure such reasonable rates and properties may result in rescinding of the bid award.

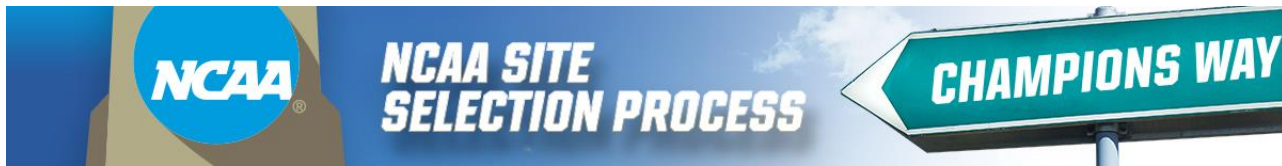
### **Host Institution/Conference/Sponsoring Agency Obligations**

The host institution/conference or sponsoring agency must guarantee sufficient housing is available to meet the room block needs identified in the Sport Specific Bid Specification. Rooms should not be secured or contracted nor should rates be discussed with specific properties, unless requested to do so by the NCAA.

### **The Contracting Process**

On Location will manage a request for proposal process to evaluate, secure and contract all hotels for the necessary room blocks and sports specific housing needs. Housing recommendations provided in the bid specifications will be taken into consideration; however, there is no guarantee that these properties will be contracted. Before being finalized, housing recommendations will be presented to the NCAA to obtain feedback and selections. All hotel contracts will be drafted using a standard contract template and signed by the NCAA. Information related to the room blocks and housing will be communicated in a timely manner to the host institution/conference or sponsoring agency and the participating teams. Each team will be responsible for making their housing reservations and providing final rooming lists. In making housing arrangements, NCAA rules state once the teams/qualifiers have been determined and assigned to their hotel, the reservations should be reconfirmed in the names of the institutions; and, thereafter, the institutions shall be responsible for the reservations. Participating institutions are ultimately responsible for the rooms reserved by the NCAA.

Your championship manager will confirm what role On Location will serve in the organization of the championship. As an example, On Location will NOT secure housing in select preliminary rounds.



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## MARKETING

Included within this guide is the template we ask you complete denoting your marketing plan for the championship event, if applicable. Your championship manager and/or marketing team member will work with you on completing the plan, as well as the timing.

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## MEDIA

A sample press release is available for your use along with graphics, hashtags (#NCAAHost) and other information.

We encourage you to use these elements to further celebrate the announcement of this award.

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## FINANCIAL INFORMATION

Your championship manager will work with you in the coming months to further review your proposed budget.

You should not expect to materially change the budget unless directed by NCAA staff to do so.



NCAA® SITE SELECTION PROCESS AND INFORMATION



## Host Information

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

**Host Marketing Team Members** Names, titles, contact information and role of all key contributors to your marketing efforts, including internal and external

[illegible]



**Championship Information**

Division: I      II      III      National Collegiate

Gender: Men's      Women's      Mixed      Sport

Championship Date(s): \_\_\_\_\_

Venue Name: \_\_\_\_\_ Event Capacity: \_\_\_\_\_

**Proposed Ticket Sales Information**

Date tickets on sale: \_\_\_\_\_ Total tickets sold to date: \_\_\_\_\_

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

	All-Session	Single Session
Adult:		
Youth:		
Student:		
Senior:		
Group:		
Family:		
Other:		

**Point of Sale Opportunities** Please describe all ways fans can purchase tickets, e.g., online, telephone, box office.





**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 tournament. Specifically, how do you plan to meet the ticket sales goal above and key dates to meet those objectives?

**Host/LOC Resources:**

<b>Resources:</b>	<b>Host</b>	<b>LOC</b>	<b>Community (CVB, Chamber of Commerce, Sports Commission, etc.)</b>	<b>Venue</b>	<b>Other</b>
<b>Database Name &amp; Size:</b>					
<b>Website Address:</b>					





<b>Video/LED Board:</b>					
<b>Print Publications:</b>					
<b>Facebook Fans:</b>					
<b>Twitter Followers:</b>					
<b>Local Event Calendar Listings:</b>					
<b>Other:</b>					

**Marketing Plan** Below, please outline your specific marketing plan, including all traditional and non-traditional marketing efforts focusing on local and regional efforts.

<b>Marketing Activation</b>	<b>Details (describe activation)</b>	<b>Timeline/Dates</b>
<b>Grassroots Efforts:</b>		
<b>E-mail Blasts:</b>		
<b>Social Media:</b>		
<b>Cross Promotions During Events:</b>		
<b>Group Sales:</b>		
<b>Online:</b>		
<b>Radio:</b>		
<b>Print Publications:</b>		
<b>Outdoor:</b>		
<b>TV:</b>		
<b>Other:</b>		



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**Marketing Budget**

Host Marketing Budget from Bid Specs:     \$

Indicate specific dollar amounts and how funds will be spent below

Host Marketing Budget from Bid Specs Allocation:	Budgeted	Actual Cost
<b>Trade</b> (List all trade and value below):		
<b>TOTALS</b>	<b>\$</b>	<b>\$</b>



Wednesday, October 2, 2024

(LOC CONTACT)

**(CITY) AWARDED X (OR SPORT SPECIFIC) NCAA CHAMPIONSHIP(S) FOR 2026-28**

CITY OF WINNING SCHOOL---The NCAA has awarded X (or sport specific) championships to the city of X for the 20XX-XX seasons.

(City and school/conference/sport commission) will host the following championships:

Championship / year

Championship / year

Championship / year

This is the fourth time for this specific NCAA championship bid process, spanning 87 championships across a two-year cycle. Previously, selection announcements varied by sport. This process gives the NCAA and host sites more time to plan each championship experience.

Bidding for 87 of 90 NCAA championships began in September 2023 and more than 1,200 bid applications were ultimately submitted. Each sport committee, per division, selected the host sites it believed would provide the ultimate experience for the respective student-athletes, resulting in more than 240 total championship event sites being awarded. More than 54,000 student-athletes compete in NCAA championships each year. The championships not included in the process are Division I baseball, Division I football and Division I softball.



**CHAMPION YOUR CITY.**

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## RESOURCES

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NCAA Championships Host and Bid Portal

[championships.ncaa.org](https://championships.ncaa.org)

NCAA Logo Library

<https://ncaa-logo.pd.dmh.veritone.com/>  
[Social Media Templates](#)

NCAA

[ncaa.org](https://ncaa.org)  
[ncaa.com](https://ncaa.com)  
[ncaatickets.com](https://ncaatickets.com)