



NCAA SITE SELECTION PROCESS





2028 NCAA FCS CHAMPIONSHIP GAME
SPORT-SPECIFIC INFORMATION



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IN THE EVENT OF ANY CONFLICT OR INCONSISTENCY BETWEEN THE SPECIFICATIONS THAT FOLLOW AND ANY SUCH SPECIFICATIONS IN THE GENERAL BID SPECIFICATIONS DOCUMENT, THE FORMER SHALL PREVAIL AND GOVERN THE MATTER.



SECTION I: INTRODUCTION

The National Collegiate Athletic Association (“NCAA” and/or “Association”) is pleased to provide to member institutions/conferences the opportunity to submit a proposal to host one or more NCAA championships.

The information contained in this document and the accompanying attachments provides the minimum bid specifications for hosting any of these championships, as well as essential information that will provide assistance in the development of a creative, comprehensive and competitive bid proposal. The NCAA awards the privilege of hosting an NCAA championship to institutions/conferences several years in advance so those communities may work collaboratively with the NCAA to create positive experiences for its student-athletes, participating institutions, fans and the community.

A member institution or member conference of the NCAA must be designated as the host institution/conference for the championship. The administration of the championship is under the authority of the respective sport committee subject to final authority from the NCAA Division II Championships Committee. All activities and events associated with the championship are to be approved by the sport committee.



SECTION II: CHAMPIONSHIP STRUCTURE

DATE FORMULAS	
First Round (8):	Last Saturday in November
Second Round (8):	First Saturday in December
Quarterfinals (4):	Second Friday/Saturday in December
Semifinals (2):	Third Friday/Saturday in December
Championship Game (1):	Between Dec. 29 and the day before the College Football Playoff Championship Game

The championship provides for a field of 24 teams. All first-round, second-round, quarterfinal and semifinal games will be played at the site of participating institutions. The semifinal winners will advance to the national championship game site.

Future championship dates (subject to change):

December 29, 2027 – January 8, 2028

NOTE: Due the change in the College Football Playoff format, the NCAA Division I Football Committee is discussing a potential date formula change to between December 29 and the first full week of January.



SECTION III: GENERAL FACILITY REQUIREMENTS

1. The Americans with Disabilities Act, which went into effect January 26, 1992, requires that public establishments offer equal access and services to people who are physically and mentally disabled. The host must agree that the facility will be in compliance with all applicable city, state or federal regulations concerning access and seating for people with disabilities.
2. The host agrees that the facility and any practice facility shall be available for the exclusive use of the NCAA starting at 9 a.m. local time six days preceding the championship through the day following the conclusion of the championship contest for the purpose of preparing for, practicing for and conducting the competition. During that period of time, the facility will be clean and accessible, and playing conditions must be safe and of championship caliber. The host institution/conference/sponsoring agency must agree that throughout the championship, the facility will be lighted and heated in the standard manner, and that the scoreboards and public-address system will be in good working order.
3. The NCAA specifically disclaims any responsibility to investigate the safety or code compliance of the facility and parking lots or the component products, equipment, materials, design and construction.
4. The competition surface shall be arranged in accordance with the respective sports rules as far in advance as possible, but in no event later than the day prior to practice. Any permanent field markings must be neutral.
5. The facility must be modern, clean and accessible and have at least 12,000 permanent seats. Please also include a seating diagram and color-coded map of the stadium with designated seating sections, lockers, press box, suites (if applicable), etc. delineated.
6. The facility should be equipped with all necessary equipment (as specified by NCAA Football Playing Rules) including goal posts and field markings.
7. Two comparable practice fields, one for each team, must be provided. Each field should be marked for game day conditions. Teams will not practice on the game field unless approved by the Division I Football Committee. A practice schedule will be developed by the NCAA Division I Football Committee in consultation with the local organizing committee (LOC).

In case of inclement weather, an indoor football practice facility, must be reserved for use on practice days for both teams.

8. The host must have a comprehensive security and evacuation plan in case of emergencies at the facility (e.g., natural disaster, lightning, bomb threats, etc.).
9. All seats in the facility shall be under the control of the NCAA for its exclusive use during the championship.
10. At the discretion of the NCAA, practice sessions may be open to the public free of charge. Programs, merchandise and concessions may be sold.



11. The facility must furnish the following locker room accommodations:
 - a. One locker room for each team to accommodate the entire squad size (currently 70 individuals), with a minimum of 70 lockers and working showers with hot water. Restrooms, marker boards or chalk boards, locker stalls, or dressing hooks, towels and chairs or benches to accommodate the entire squad size must also be provided. Game clocks should be present in all locker rooms as well. Additional restroom facilities are needed to accommodate the remainder of the official travel party (currently an additional 75 individuals). There are currently 145 members in the official travel party.
 - b. One coaches locker room for each team to accommodate a minimum of six people.
 - c. One locker room for the officials to accommodate nine individuals, with working showers and hot water. A second locker room should be made available in the instance both genders are represented on the championship crew.

12. The host must provide the following additional space in the facility, at its expense, with all areas subject to the approval of the NCAA:
 - a. An athletic training room(s) including a taping area, must be available on site for the teams. The host/local organizing committee shall supply personnel and equipment to assist the participating teams with their sports medicine needs. An adequate number of towels for the locker room and sidelines must be provided by the host/local organizing committee.
 - b. Press box media space to accommodate a minimum of 60 working media, including all requested space in the press box for the televising network.
 - c. Media workspace to accommodate up to 150 working media with appropriate lighting, heat, air conditioning and toilet facilities. In addition, monitors shall be available to carry the television broadcast and postgame interviews. The NCAA corporate champion/partner for beverages (e.g., Coca-Cola) should always be stocked with such beverages in the press box. In addition, snacks should always be available for the media and pre-game and halftime meals should be provided.
 - d. Photographer space. To accommodate up to 20 individuals in each end zone.
 - e. Interview area for 50 with dais, podium and audio equipment. In addition, television platforms should be available in the rear of the room. A mult box shall also be provided.
 - f. One area of private office space to accommodate up to 25 people, with a telephone, for the use of the NCAA.
 - g. A statistics/media work area containing one photocopy machine with capabilities for reproducing statistics and other material on bond paper with a minimum per copy speed of 75 per minute. The



facility shall be responsible for the installation, service costs and paper for this machine during the championship. This machine also shall include a collator and automatic stapler. The facility also shall arrange for on-site equipment operators and technicians to be available the entire game day.

- h. A space within the venue that can accommodate up to at least 800 people for the Fan Experience Hospitality product.
 - i. The host shall arrange with the official telecommunications provider for NCAA championships to install in the working press area internet hardlines and wifi.
 - j. Two separate rooms for drug testing, each with a waiting area, toilet facilities, and a minimum of 500-square feet of space. Please note that all aspects of the Drug Testing Site Coordinators Manual must also be satisfied if testing were to take place in conjunction with the championship game.
 - k. Enclosed radio booth in the press box for each team's radio broadcast team and also for the NCAA radio broadcast team (if applicable).
 - l. Enclosed booth in the press box for each team's coaching staff.
 - m. Enclosed booth in the press box for instant replay officials and equipment; with an unobstructed view of the playing field from the sideline that is secure; minimum 10-feet wide by 6-feet deep and able to hold a minimum of three chairs.
 - n. The facility shall provide at least one main scoreboard and two fully functional play clocks that may be set to both 40 and 25 seconds. A picture of the scoreboard should be provided with your completed bid.
13. The NCAA shall control all meeting rooms, private clubs, suites (if applicable) and restaurant space (if applicable) whose patrons have access into the stadium without passing a ticket- or credential-checking station during the term of this lease, and all such space shall be provided at no cost to the NCAA.
14. It is preferred that the stadium should be artificial turf. If the stadium is natural grass, a field maintenance plan for the month prior to the championship and a full field tarp will be required.
15. The host shall provide in the facility, at its expense, tables, chairs, skirting, bunting, pipe-and-drape, and platforms for all areas described herein as required by the NCAA.
16. The host shall provide 35 complimentary parking spaces in prime locations at the facility to be used at the sole discretion of the NCAA. In addition, complimentary parking for television production vehicles, media parking, team buses and other team vehicles (ten spaces per team) also must be provided.



17. The NCAA owns the exclusive rights to broadcast the game on television and radio, to record the game and broadcasts thereof and to photograph the game by means of still, videotape or other motion-picture cameras. The NCAA shall have the sole right and authority to designate usage of all broadcast, telecast and press locations, tables, and work areas.
18. If broadcast rights are obtained in the future, the NCAA will work with future hosts on the details of the requirements. For broadcast specific details please reference the General Section, Broadcast, Media and Internet. Please complete the power verification form and attach it with your bid (available in the bid portal).
19. The host agrees that the NCAA will be paid the predetermined ticket admission rate for each suite admission (if applicable), not to exceed the cost of tickets in the general seating area. The host agrees championship receipts shall include the predetermined ticket admission rate for each suite admission and that all users of the suites shall purchase tickets to access suites for attendance at the championship game. Children two years of age and under may be admitted without a ticket, provided the child sits on the lap of a person with a valid admission ticket.
20. The host agrees that the NCAA will have the complimentary use of a large suite overlooking the field. Additionally, the host agrees to provide two suites, one for each participating team, overlooking the field.
21. The host facility must agree to NCAA markings at midfield and at each end zone and other areas of the playing field as necessary.
22. 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 at the time of the championship and is inclusive of any new inventory that may be added by the venue after this bid document is signed.
23. The competition venue, at its expense, shall provide access to video boards, LED boards, video camera equipment, green screens, lighting equipment (gobos, spotlights, lighting kits, etc.), audio equipment (to include wireless microphones, boom mics, IFB's, etc.), clear com/radio communications, closed captioning, etc. for NCAA use. The NCAA shall provide and control all content displayed on the boards. The competition venue, at its expense, shall provide a full in-venue production / control room staff for all NCAA load-in and event days (e.g. game days, open practice days, ancillary event days). In addition, the host shall provide access to and use of control room equipment & staff prior to the Division I Football Championship for any pre-production needs. Any new technologies or additional staffing resources that the competition venue possesses that are not listed in the aforementioned production requirements should also be incorporated into the in-venue production.



The prospective host that is bidding on this championship agrees to all terms and conditions as outlined above in this Championship Bid Specifications Agreement. We agree to comply with all the requirements listed in this document and to administer the designated championship in accordance with the policies of the NCAA and the applicable NCAA sport committee. Prospective hosts that agree with all the requirements listed in this document for the designated championship shall signify agreement by selecting “Yes” below.

YES NO NO with Exception

Prospective hosts who do not agree with all requirements in this document shall select either “No” or “No with Exception” and declare any issues and/or exceptions regarding the aforementioned terms. Please note: any proposed revisions to the language in this document must be specified in the bidding portal to be considered.



SECTION IV: EVENT HISTORY

1. **Past/Future Hosts.** The NCAA Division I Football Championship has been conducted annually since 1978. The following provides the championship history of past and future championship game hosts:

<u>Years Hosted:</u>	<u>Championship Game Site Location:</u>
1978	Wichita Falls, Texas
1979	Orlando, Florida
1980	Sacramento, California
1981-1982	Wichita Falls, Texas
1983-1984	Charleston, South Carolina
1985-1986	Tacoma, Washington
1987-1988	Pocatello, Idaho
1989-1991	Statesboro, Georgia
1992-1996	Huntington, West Virginia
1997-2009	Chattanooga, Tennessee
2010-2027	Frisco, Texas

The chart below contains information on previous hosts, attendance and ticket price history since the 2017-18 season.

Year	Host	Attendance	Ticket Prices
2018	Team Frisco, Southland Conference	19,087	Adult: \$65 - \$150 Team: \$65 - \$75 Suite: \$125 - \$150
2019	Team Frisco, Southland Conference	17,817	Adult: \$65 - \$200 Team: \$75 - \$85 Suite: \$150
2020	Team Frisco, Southland Conference	17,858	Adult: \$65 - \$99 Group: \$200- \$250 Team: \$85 Suite: \$150
2021	Team Frisco, Southland Conference	7,834 *Note: Pandemic restrictions affected ticket sales plans.	Adult: \$99 - \$105 Team: \$85 Suite: \$99 - \$150
2022	Team Frisco, Southland Conference	18,942	Adult: \$75 - \$250 Team: \$75 - \$150 Suite: \$150
2023	Team Frisco, Southland Conference	18,053	Adult: \$75 - \$250 Team: \$75 - \$85 Suite: \$150



2. **Ticket Price Points.** The 2023 NCAA FCS Championship Game had price points for advance ticket sales of \$75-\$250. Day-of-game ticket prices were only available through secondary markets as original ticket inventory sold out.
3. **Media Attendance and Points of Origin.** There typically have been 175+ media in attendance at the NCAA Division I Football Championship Game. The majority of the media cover the involved institutions throughout the season along with national and local media.



SECTION V: LODGING

General Guidelines:

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, can deliver the appropriate mix of amenities, location and price for hundreds of thousands of room nights each year. Utilizing their expertise, On Location will be responsible for managing the selection and contracting process for all championship housing accommodations.

Housing will be required for both participating teams, NCAA staff, committee members, game officials, and other special guests as designated by the NCAA. Separate hotels are needed for the NCAA, officials, and participating teams unless specified otherwise by the NCAA. Efforts will be made to provide some deference to the NCAA official corporate champion/partner in the hotel category (should one exist at the time of contracting). While hotels are the primary housing offerings that will be contracted, alternative options may be considered in certain situations.

Bids will be awarded contingent upon 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.

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 specifications. Properties must meet the required service levels and be in reasonable proximity to the event venues. Rooms should not be secured or contracted nor should rates be discussed with specific properties, unless requested to do so by the NCAA.

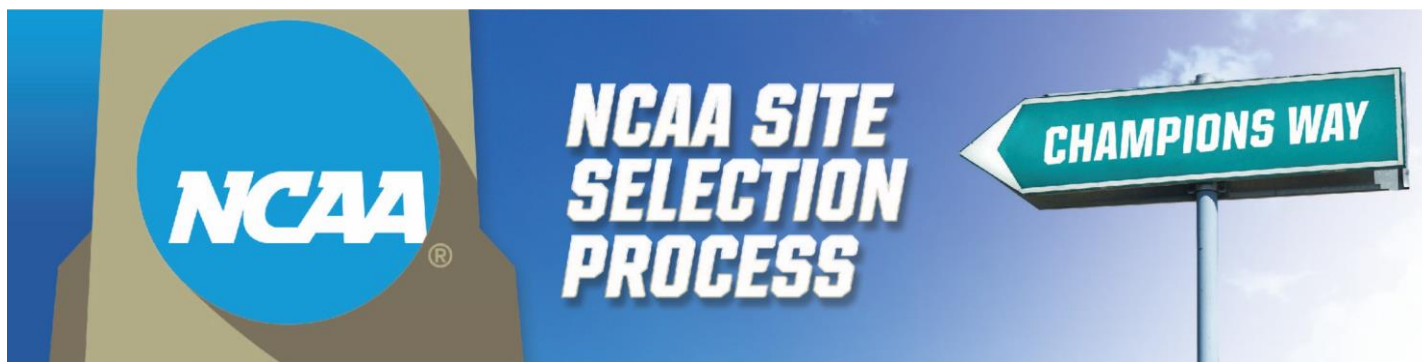
Bid responses may highlight any recommended properties On Location should consider when contracting. Specifications should also disclose any special relationships, agreements and/or financial arrangements a prospective host may have in place with the recommended properties. On Location will take into consideration all recommendations when selecting hotels; however, guarantees cannot be made that contracts will be secured with these properties.

All hotels contracted must have experience with and understand the needs of large groups. For certain championship events, additional room blocks may be required for fan travel.

The NCAA or its designees shall have the exclusive right to sell products licensed by the Association for merchandising at the selected hotels (inside and outside the premises controlled by the hotels). The hotel will provide adequate space in its lobby for such sales.

Contracted properties will be responsible for complying will all requirements in the contract terms as presented in the sample contract.

Each team hotel must be a full-service hotel (on-site catering and team meeting space) for each team.



Specific Guidelines:

1. **Hotel Room Block.** The following is the hotel room block required for this championship. Please note Championship dates will be confirmed by the NCAA 9 months prior to the championship. The host/institution/conference will communicate the dates to the Hotel. Following this, Anthony Travel will extend addendums with confirmed block dates. Stay pattern will either be Tuesday – Saturday or Wednesday – Sunday. Hotel should ensure the maximum number of rooms are available Tuesday –Sunday.
 - a. **Team Hotels.** Each participating team should be housed in a separate hotel property of comparable quality. Each team hotel should have 90 double/double rooms, 20 king rooms, 3 complimentary suites and 20 run of house rooms. All hotel rooms must be non-smoking rooms. The rooms must be reserved beginning with a possible check-in four days prior to the championship game and with a possible check-out as late as the day following the championship game. All hotels shall be in close proximity from the event venue (ideally no more than 10 minutes). The team hotels must be of comparable quality and distance from the playing venue.

	Number of Hotels	Service Level	Room Type	Tue*	Wed	Thu	Fri	Sat*	Notes
Teams	2	Full-Service	Run of House	20	20	20	20	20	Number of rooms listed is per team
			Kings	20	20	20	20	20	
			D/D	90	90	90	90	90	
			Suites	3	3	3	3	3	
Total				133	133	133	133	133	

- b. **Headquarters Hotel.** It is preferred that the headquarters hotel is housed in a separate hotel property of comparable quality to the participating team hotels, however this block can also be included in one of the two participating team hotel blocks. The headquarters hotel should have at least 35 king rooms, 10 double/double rooms and four complimentary suites. The rooms must be reserved beginning with a possible check-in four days prior to the championship game and with a possible check-out as late as a day following the championship game.

	Number of Hotels	Service Level	Room Type	Sun	Mon	Tue*	Wed	Thu	Fri	Sat*	Sun	Mon	Notes
Headquarters	1	Full-Service	Kings			21	35	44	44	26			
			D/D	2	10	10	10	12	12	10	2	2	
			Suites			4	4	4	4	4			
Total				2	10	35	49	60	60	40	2	2	



- c. **Officials' Hotel.** The officials' hotel can be housed in the same property as the headquarters hotel if it is of comparable quality to the participating team hotels. This block can also be included as a separate hotel block. The officials' hotel cannot be in the same hotel as either of the two participating teams. The officials' hotel should have 14 king-size non-smoking rooms reserved beginning with a possible check-in on two days prior to the championship game and with a possible check-out as late as the day following the championship game. The host is financially responsible for the officials' accommodations to be reimbursed by the NCAA.

	Number of Hotels	Service Level	Room Type	Tue*	Wed	Thu	Fri	Sat*	Notes
Officials	1	Full-Service	Kings			14	14	14	
Total						14	14	14	

- d. **Band and Cheer Hotel.** The band and cheer hotels can be housed in a separate hotel property than the participating team hotels, or this block can also be included in the corresponding participating team hotel blocks. Each band and cheer hotel block should have 60 double/double rooms, reserved beginning with a possible check-in two days prior to the championship game and with a possible check-out as late as the day of the championship game.

	Number of Hotels	Service Level	Room Type	Thu	Fri	Notes
Band & Cheer	2	Full-Service	D/D	60	60	Number of rooms listed is per team
Total				60	60	

- e. **Media Hotel.** The media hotel should be at a separate property from the headquarters, officials, and participating teams' hotels. The media hotel block should consist of 20 king rooms and 20 double/double rooms reserved beginning with a possible check-in four days prior to the championship game and with a possible check-out as late as the day following the championship game.

	Number of Hotels	Service Level	Room Type	Tue*	Wed	Thu	Fri	Sat*	Notes
Media	1	Full-Service	D/D	20	20	20	20	20	
			Kings	20	20	20	20	20	
Total				40	40	40	40	40	



2. **Hotel Room Block Concessions – Participating Team Hotels.** Each participating team should be offered the following concessions at no additional charge to the NCAA or the participating team assigned to the given hotel property:
 - a. Wireless – complimentary wireless internet access for all guests in their rooms, in the meeting rooms and the lobby area for the duration of the event.
 - b. Parking – complimentary self-parking for the duration of the event
 - c. Bus Parking – complimentary bus parking for the duration of the event.
 - d. Food & Beverage Discount – 20% discount on banquet menu pricing for the duration of the event.
 - e. Audio Visual Discount – 20% A/V discount in all meeting spaces extended for duration of the event. There should be no additional charge should a participating institutions bring in their own A/V equipment.
3. **Hotel Room Block Concessions – Headquarters Hotel.** The following concessions should be offered at no additional charge to the NCAA representatives and/or guests assigned to the given hotel property:
 - a. Breakfast – a complimentary hot breakfast, for up to 2 guests per room, will be provided for the duration of the event.
 - b. Wireless – complimentary wireless internet access for all guests in their rooms, in the meeting rooms and the lobby area for the duration of the event.
 - c. Parking – complimentary self-parking for the duration of the event.
4. **Hotel Room Block Concessions – Officials’ Hotel.** The following concessions should be offered at no additional charge to the NCAA representatives and/or guests assigned to the given hotel property:
 - a. Breakfast – a complimentary hot breakfast, for up to 2 guests per room, will be provided for the duration of the event.
 - b. Wireless – complimentary wireless internet access for all guests in their rooms, in the meeting rooms and the lobby area for the duration of the event.
 - c. Parking – complimentary self-parking for the duration of the event.
5. **Hotel Room Block Concessions – Band and Cheer Hotel.** The following concessions should be offered at no additional charge to the NCAA representatives and/or guests assigned to the given hotel property:
 - a. Breakfast – a complimentary hot breakfast will be provided for the duration of the event.
 - b. Wireless – wireless internet access for all guests in their rooms, in the meeting rooms and the lobby area will be provided complimentary.
 - c. Parking – street parking for bus or self-parking will be complimentary and based on availability during the event.



6. **Hotel Room Block Concessions – Media Hotel.** The following concessions should be offered at no additional charge to the NCAA representatives and/or guests assigned to the given hotel property:

- a. Breakfast – a complimentary hot breakfast will be provided for the duration of the event.
- b. Wireless – wireless internet access for all guests in their rooms, in the meeting rooms and the lobby area will be provided complimentary.
- c. Parking – complimentary self-parking for the duration of the event.

7. **Meeting Space.** All meeting rooms should have a 24 hour hold.

a. HQ/Officials Hotel

- One (1) meeting room for NCAA Officials that is able to accommodate 20 people for the duration of the championship.
- One (1) meeting room for the Committee Meeting that can accommodate 20 people for the duration of the championship

b. Team Hotels - Each Team will need four (4) separate meeting spaces:

- One (1) Team Meal Room set in rounds that can accommodate 90 people for the duration of the championship*
- One (1) Team Family Room
- One (1) Ballroom that can accommodate 90 people for the duration of the championship
- One (1) Student Athlete-Hospitality Lounge that can accommodate 90 people for the duration of the championship

**Typically, rooms are set in rounds, but Teams can opt to change their set-up depending on student-athlete needs and team requirements.*

***Teams are permitted to visit team hotels in advance to designate team meeting space.*

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YES NO NO with Exception

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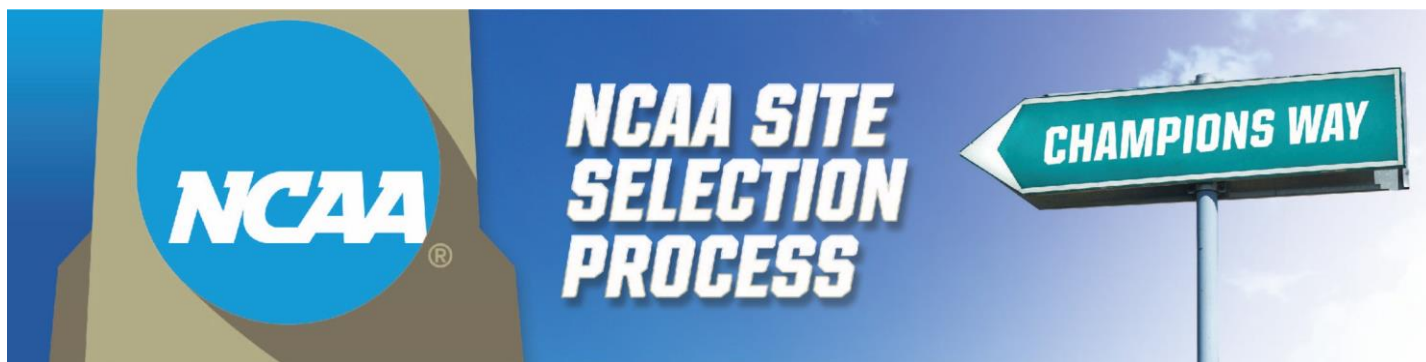
SECTION VI: NCAA/HOST RESPONSIBILITY

NCAA PROVIDES:

1. Transportation and per diem reimbursement for the participating teams.
2. Transportation, lodging, per diem, and game fee for all officials.
3. Transportation, lodging and per diem for the NCAA Division I Football Committee.
4. Awards for the participating teams.
5. Official souvenir program.
6. Credentials.
7. Laminated credential boards (30; or as minimum as needed by the championship host venue).
8. Mementos to the official traveling parties of the participating teams.
9. Volunteer apparel.
10. Funding for promotional efforts.
11. Footballs to be used for practice and game competition.
12. Instant replay personnel.

HOST INSTITUTION/CONFERENCE AND/OR SPONSORING AGENCY PROVIDES:

1. Facilities.
2. Volunteers.
3. Public relations coordination.
4. First aid/medical services/AED on-site/ambulance on-site.
5. Championship hospitality.
6. Food/beverage concessions.



7. Public address system.
8. Support personnel – ushers, ticket takers, media runners, etc.
9. Security. The development and implementation of a security plan is the responsibility of the host/LOC in consultation with the Division I Football Committee. Protection must be provided for each team's bench area and locker room, and for the officials' dressing room. Escorts shall be provided for the officials to the dressing room at half time and immediately after the conclusion of the game. In addition, security personnel must be available to protect the working press areas and interview area, especially before and after the game, and to limit access in all restricted areas to individuals wearing appropriate credentials. It is incumbent upon the host media coordinator to emphasize the necessity to protect the working press areas from the fans, and to encourage the security supervisor to designate additional personnel to staff this area before and after each game. All stadium entrances and the press box must be staffed at all times.
10. Media room (fully equipped).
11. Media seating/work area with constant refreshments.
12. Host institution/conference media coordinator.
13. Tickets.
14. All computers, printers, video equipment, photocopy machines, telephone lines, DSL lines, etc. necessary to administer the championship, and as may be required by the NCAA.
15. Appropriate directional signage within and outside the venue.
16. Key personnel [e.g., public address announcer, official scorer(s), timekeeper, play clock operator, video board operators (if applicable), chain crew, ball personnel, instant replay sideline assistants (two), officials' liaison, host institution/conference media coordinator, team hosts, etc.].
17. Police escorts are required for both teams from the airport to their respective hotel and from the hotel to and from the stadium on game day. It would be ideal if police escorts would also be provided on a complimentary basis for the duration of championship week.
18. Adequate and experienced grounds crew personnel and equipment to handle all field preparations (e.g., placement and painting of logos, yard markers, hash marks, etc.).
19. All necessary equipment for the conduct of the championship game.
20. Inclement weather practice facilities (two locations).



21. An adequate number of two-way radios to be used by the host/local organizing committee, games committee and NCAA staff during the conduct of the game must be made available upon request (minimum of five two-way radios may be requested).
22. Other items as later requested by the NCAA.

The prospective host that is bidding on this championship agrees to all terms and conditions as outlined above in this Championship Bid Specifications Agreement. We agree to comply with all the requirements listed in this document and to administer the designated championship in accordance with the policies of the NCAA and the applicable NCAA sport committee. Prospective hosts that agree with all the requirements listed in this document for the designated championship shall signify agreement by selecting “Yes” below.

YES NO NO with Exception

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SECTION VII: TRANSPORTATION

Local transportation for the participating teams shall be the responsibility of the participating institutions.

The host/local organizing committee will provide three courtesy cars to each of the participating teams. The NCAA will pay for the rental of cars and parking (if necessary) for a predetermined number of NCAA representatives.

The officials shall also be provided a van by the host/local organizing committee to share throughout the championship. The host shall assign a volunteer to serve as the officials' liaison to assist with the needs of the officials throughout the championship, beginning with their arrival and ending with their departure.

The prospective host that is bidding on this championship agrees to all terms and conditions as outlined above in this Championship Bid Specifications Agreement. We agree to comply with all the requirements listed in this document and to administer the designated championship in accordance with the policies of the NCAA and the applicable NCAA sport committee. Prospective hosts that agree with all the requirements listed in this document for the designated championship shall signify agreement by selecting "Yes" below.

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SECTION VIII: MARKETING & TICKETING POLICY/OPERATIONS

1. **Marketing Plans.** Upon selection, the host is required to submit a marketing plan for review and approval prior to activation by the NCAA marketing staff. Please refer to the appropriate marketing plan template as a guideline when submitting your plan for review.
2. **Budgets.** When the proposed budget is submitted, a minimum of \$10,000 should be allocated for these purposes. The marketing budget should only include items needed for: marketing, advertising, printing costs, grassroots opportunities, and promotions.
3. **Creative Process.** A creative marketing assistance website is available to the host for their marketing needs. This marketing website, NCAACHampsPromotion.com, is a comprehensive tool designed to help hosts create marketing pieces which will generate awareness and promote ticket sales and/or attendance for the championship.

Hosts should customize and download all necessary artwork to promote the championship. Every effort should be made to use the online marketing templates, produce the items locally and obtain reimbursement for production costs, up to the reimbursable allocation provided.

All requests, for both artwork and reimbursement, must be approved by the NCAA prior to proceeding with production. Artwork requests and approvals will be managed through the website. Should you not have a local vendor, a list of preferred NCAA vendors is available on the website.

4. **Radio/TV.** The NCAA will provide the following television and radio elements to assist in promoting and selling tickets to the championship. Several formats will be provided in order to allow for use over a variety of platforms (e.g., websites, television commercials, video boards, etc.). All spots will be made available for download via the online marketing website NCAACHampsPromotion.com as previously referenced.
5. **Support Documents.** Hosts should refer to the following support documents when developing marketing plans and budgets: NCAA Ticket Promotional Use Guidelines, NCAA Sales Commission Guidelines, and NCAA Micro-Site Guidelines.



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YES NO NO with Exception

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SECTION X: TENTATIVE SCHEDULE OF EVENTS

Wednesday

All Day NCAA Staff Arrivals (selected)

Thursday

All Day NCAA Staff Arrivals

Evening Team Arrivals

Friday

All Day NCAA Division I Football Championship

Committee Arrivals

8 a.m.-1:30 p.m. Credential Pickup

9-10 a.m. Home Team Photo/Media Interviews
Stadium Walkthrough

10:30 a.m.-12 p.m. Media Lunch

12 p.m.-1:30 p.m. Media Snacks/Drinks

10:15 a.m.-12:15 p.m. Home Team Closed Practice

12:15-1:15 p.m. Away Team Photo/Media Interviews
Stadium Walkthrough

1:30-3:30 p.m. Away Team Closed Practice

4:30-5:30 p.m. VIP Event

5:30-6:30 p.m. Miracle League

Saturday

8 a.m. - 12:30 p.m. Video Board Rehearsal

1-2 p.m. Away Team Closed Walkthrough



2:30-3:30 p.m.	Home Team Closed Walkthrough
1-3 p.m.	In-Venue Volunteer Training Meeting
2:30-3 p.m.	Game Production Meeting
TBD	Band Rehearsal – Team A
30min	Joint Band Rehearsal
TBD	Band Rehearsal – Team B
4 p.m.	NCAA Security Meeting
4:30-5:30 p.m.	Administrative Meeting
5 p.m.	NCAA Division I Football Championship Committee – STATS Awards Reception

Sunday

8 a.m.	Parking Lots Open
9-11 a.m.	NCAA Committee Meeting and Photo
9:30 a.m.-2 p.m.	Credential Pickup
10:00-10:15 a.m.	Band and Spirit Squad Arrival – Team A
10:15-10:25 a.m.	Team Walk – Team A
10:20-10:35 a.m.	Band and Spirit Squad Arrival – Team B
10:35-10:45 a.m.	Team Walk – Team B
10:30 a.m.	NCAA Experience Volunteer Check-In
9:30 a.m. -11:00 a.m.	Media Breakfast



11 a.m. – 1 p.m.	NCAA Experience – Brunch
11 a.m. – End of Game	Media Snacks/Drinks
11 a.m.	Gates Open to Public
11:30 a.m.	Photographers meeting
Noon-12:30 pm.	NCAA Staff Meeting
1 p.m.	CHAMPIONSHIP GAME
Evening	Participating Team Departures



SECTION XI: ANCILLARY EVENTS

The following are ancillary events in conjunction with the NCAA FCS Championship Game and similar events would be expected in the future.

VIP Reception. Cocktail reception and short program for approximately 100 people, including local dignitaries.

Miracle League. Community service event with participating teams engaging in a youth football scrimmage.

STATS Awards Reception. Banquet dinner to present several national awards.

Tailgate Town. Fan festival outside of the stadium on gameday.

NCAA Experience. The NCAA reserves the exclusive right to create and sell “NCAA Experience” hospitality packages (which may include tickets) for the championships and any ancillary events. The competition venue shall hold all space for possible hospitality use at no cost and subject to no food and beverage minimums. This space, preferably, shall be within the ticketed area. If no appropriate space exists within the ticketed area, the host shall offer alternate off-site options for hospitality in close proximity to the competition venue. The distribution of alcohol may be permitted only if logistics of security are reviewed and approved in advance by NCAA staff. Any hospitality packages contemplated by the LOC/host must be approved in advance by the NCAA. Space is needed to accommodate approximately 800 people.



SECTION XII: VOLUNTEER NEEDS

Approximately 150 volunteers and/or staff will be needed for assignments, including scoreboard operations, scoring control, spotters, hospitality, media and merchandise sales. Volunteer needs include participating team hosts, game officials' liaison, assisting the media, assisting with bands/cheerleaders, game management/promotions and other roles as deemed necessary by the NCAA.

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YES NO NO with Exception

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SECTION XIII: BUDGET HISTORY

The following is the recent budget history for the NCAA FCS Championship Game.

<u>Year:</u>	<u>Expense History:</u>
2019	\$426,880
2020	\$428,462
2021	\$226,877*
2022	\$430,927
2023	\$450,975

*Full attendance/participation restricted due to Covid-19 pandemic.

The chart below contains the three-year average of expenditures for the championship in years in which the event was held as full capacity.

Expenditures Three-Year Average (excluding 2021)	
Total Expenses	\$436,261.00
Promotion	\$89,406.00
Tickets	\$15,614.00
Facility	\$93,898.00
Personnel	\$75,774.00
Entertainment	\$98,586.00
Equipment	\$62,984.00
Officiating Expenses	\$0.00