

NCAA[®] SITE SELECTION PROCESS





WELCOME

GENERAL BID SPECS

- Local Organizing Committee
- Venue guidelines
- Commercial identification
- Broadcast
- In-venue production
- Food and beverage concessions
- Merchandise concessions
- Insurance requirements
- Lodging
- Ticket operations
- Marketing Plan
- Financials
- Community engagement/Legacy program



LOCAL ORGANIZING COMMITTEE (LOC)

- Member institution or conference.
- Tournament manager.
 - Essential functional area personnel.
- Facility/venue manager.
- Government guarantees.
 - Public safety/security.
 - Emergency services.
 - Commercial-free zone.
 - Tax exemptions.
 - Grants/aide.



VENUE GUIDELINES

- Operational control.
- Exclusive use of space.
- ADA compliant.
- Equipment use.
 - Risers/temporary seating.
 - Video/ribbon boards.
 - Lighting/electrical.
 - Wi-Fi availability.
- Venue space conditions.
 - Practice and competition.
 - Meet playing rules and bid requirements.
- Construction/renovations.



COMMERCIAL IDENTIFICATION

- Venue naming rights.
- Branding.
- Alcohol/Tobacco/Gambling.
- NCAA Corporate Champion and Partner signage.
- Host and LOC signage responsibilities and recognition.



BROADCAST

- Linear expectations.
 - Two production trucks 65 ft. x 25 ft. wide,
 - One Uplink truck within 100 ft. of primary trucks.
- Digital expectations.
 - Symmetrical connection of at least 100 Mbps, dependable QoS, at least one dedicated wired internet connection.
 - Static IP address(es), free of any firewall restrictions.
- Announce booth/positions.
- Camera locations.
- Audio/Video distribution area.
- Interview room.
- Meal/catering area.
- Data and telecommunications services.



IN-VENUE PRODUCTION

- Access and use of Video/LED boards.
- Control room use.
 - Including equipment, video cameras, clear com/radio communication at no additional cost.
- Pre-production support.
- Staff support.
 - Any related expenses should be included in host budget.



FOOD AND BEVERAGE CONCESSIONS

- Venue shall operate and control all F&B concessions.
- Venue or its concessionaire shall provide F&B and related services to the NCAA and its designated agents at costs not greater than what is offered to other clients or customers.
- Compliance with alcohol sales terms.
 - ABV limits
 - 20% gross revenue share
 - Responsible drinking practices
- Allowance for partner products to be provided back of house and in private hospitality areas.
 - Coke products for participants, and in NCAA hospitality and VIP areas.



MERCHANDISE CONCESSIONS

- NCAA (or designee) retains the exclusive rights to sell souvenir products at all NCAA Championships.
- Venue shall provide NCAA (or designee) with rights to venue property (retail stands/stores, clubs, restaurants, hospitality areas, meeting rooms, etc.
- Host/venue or sponsoring agency commission rate.
 - 10% of net if NCAA event merchandiser operates the sale of merchandise.
 - 20% of gross sales, if NCAA event merchandiser does NOT operate the sale of merchandise, and the host/venue sales the merchandise.

➤ NOTE: Same models for program sales.



INSURANCE REQUIREMENTS

- Host institutions must maintain and provide proof of at least \$1M of Commercial General Liability (CGL) insurance.
- NCAA must be named as an additional insured.
- Increased CGL of \$5M for the following Division I Championships:
 - FCS Football
 - Men's Ice Hockey
 - Men's Lacrosse
 - Women's Volleyball
 - Men's Wrestling

NOTE: Additional insurance requirements for Division I Men's and Women's Basketball



LODGING

- On Location to manage NCAA Championship Housing Program.
- Housing for participating teams, staff, contractors, committee members, contest officials, and special guests.
- Host institution/LOC obligations.
- Contracting process.
 - Standard contract template.
 - No attrition.
 - Commissionable rates.
 - Comp room ratio expectations.



TICKET OPERATIONS

- Digital ticketing systems.
- Ticket Design/Printing.
- Ticket Pricing.
- Control of Ticket Sales.
- Control of Venue Seating.
 - Seating manifest (CAD drawing)
- Suites.
- LOC/Host Tickets.



MARKETING

- Development of marketing plan.
- Advertising/media buying.
 - Earned media
 - Internal assets
- Community awareness.
 - Public relations
- Grassroots efforts.
- Ticket database outreach.
- Creative.
- Promotions.
- Use of NCAA Marks.
- Championship website.
- LOC website.



FINANCIALS

- Guarantees.
- Championship receipts.
 - Tickets
 - Other revenue (F&B, Alcohol, Parking, Grants)
- Championship expenditures.
 - Equipment
 - Facility rental
 - Personnel
 - Entertainment
- Revenue sharing.
- Settlement.
- Taxes.
- Facility fees.



COMMUNITY ENGAGEMENT

- Readers Become Leaders.
- Team Impact.
- High School Student-Athlete Symposium.
- Make-A-Wish. (Division II)
- Special Olympics. (Division III)

