

HOST OPERATIONS 2024-25 MANUAL

Division III Cross Country

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INTRODUCTION

This manual outlines the responsibilities of an institution/conference hosting this round of an NCAA championship. It is essential that each host institution/conference staff become familiar with the information and policies included in this manual.

The NCAA considers this hosting opportunity a partnership between the host institution/conference, competition site, committee and the NCAA. The primary objective of each individual involved in the administration of the championship shall be to provide a memorable championship experience for each participating student-athlete, coach, institutional staff member and championship attendee.

DEFINITIONS

Championship: Postseason competition conducted by the NCAA in a particular sport, in which eligible student-athletes and teams of active member institutions compete to determine the division champion (or National Collegiate champion in sports that do not have a separate division championship) in that sport.

Governing Sports Committee: The NCAA membership committee responsible for developing policies and procedures governing the administration and conduct of the championship under its jurisdiction, subject to the approval of the applicable division's governance structure and the requirements, standards and conditions prescribed by NCAA Bylaw 31.

Host Institution/Conference: An active NCAA member institution and/or conference selected to serve as host for a championship. The host shall administer the finances of an NCAA championship in accordance with the institutional/conference championship budget, as submitted during the selection process and approved by the governing sports committee.

Local Organizing Committee: A local organization formed in the city where a member institution/conference proposes to host an NCAA championship, to provide to the NCAA services and assistance in connection with the various activities related to the championship. The host institution/conference must be a part of the leadership of the local organizing committee.

Meet Director: The host institution/conference director shall appoint a knowledgeable person, preferably with experience in meet administration and management to serve as the meet director. This individual shall maintain ultimate responsibility for the local operation of the event. The function of the meet director is to ensure that the policies of the committee are applied. Specific responsibilities include direction and supervision of competition site arrangements, ticket sales and development of participant information, security, lodging, promotions, financial administration and adherence to the policies outlined in the NCAA operations manual for hosts.

Media Coordinator: The media coordinator, preferably the sports information director of the host institution/conference shall work with the NCAA championships administrator to ensure that the NCAA's policies regarding media are applied. Responsibilities include planning and supervision of media work areas, coordination of all coaches and student-athlete interviews, statistical services and communications.

NCAA Championships Manager: The staff member(s) representing the NCAA championships and alliances staff assigned to serve as administrator(s) for a championship.

ROLE OF NCAA

The NCAA championships and alliances staff, working in conjunction with the NCAA sport committees and other NCAA partners, will lead the planning efforts, management and execution of all NCAA championships and events. The NCAA will oversee all aspects of the championship and its related activities, including facility operations and space allocations, hotel accommodations, media and team operations, hospitality functions and social events, in venue entertainment, fan and sponsor events, broadcast programming, youth events, as well as many other aspects.

The NCAA will work closely with the host institution/conference, competition venue and local organizing committee to ensure that the championship provides a positive and rewarding experience for student-athletes and fans.

ROLE OF GOVERNING SPORT COMMITTEE

The NCAA's core purpose, values and envisioned future provide the framework for all actions in the committee's administration of the championship and its stewardship of the game. Within the framework and spirit of its charge, the governing sport committee will balance the principle of student-athlete well-being with its efforts to maximize exposure for intercollegiate athletics and revenues from the championship through policies and activities that are subject to the final authority of the NCAA III Presidents Council.

Gameday the DIII Way

Division III promotes an atmosphere that is a respectful and engaging educational environment through athletics, for everyone through Gameday the DIII Way. Gameday the DIII Way establishes an expectation for championship hosts, coaches, student-athletes and spectators to focus on the common standards of safety, responsiveness, dignity and experience while participating or attending a championship event. We ask that each participant and attendee be personally accountable for their actions and do their part to ensure this event is a positive reflection of Gameday the DIII Way.

LGBTQ+ Inclusion

LGBTQ+ inclusion ensures every student-athlete, regardless of sexual orientation, gender identity or gender expression, may fully participate in and benefit from intercollegiate athletics. As a Division III championships host, you play a unique role in supporting the participating LGBTQ+ student-athletes and coaches' overall well-being and sense of belonging. The LGBTQ+ communication resource offers several inclusive communications best practices.

NCAA COMMITTEE AND STAFF

<p><u>Region I (East)</u></p> <p>Jason Linders Director of Athletics Gordon College</p>	<p><u>Region II (Mideast)</u></p> <p>David Nicholson Head Coach Cross Country and Track and Field Eastern Connecticut State University</p>
<p><u>Region III (Niagara)</u></p> <p>Jackie Nicholson Director of Athletics Rochester Institute of Technology</p>	<p><u>Region IV (Mid-Atlantic)</u></p> <p>Jessica Smith Director of Cross Country/Track & Field Grove City College</p>
<p><u>Region V (Metro)</u></p> <p>Jon D'Ottavio Assistant Track & Field Coach Moravian University</p>	<p><u>Region VI (Great Lakes)</u></p> <p>Ayanna Tweedy Director of Athletics Rose-Hulman Institute of Technology</p>
<p><u>Region VII (South)</u></p> <p>Andrew Marrocco Head Men's Cross Country Coach Shenandoah University</p>	<p><u>Region VIII (North)</u></p> <p>Joshua Schroeder Assistant Commissioner Northern Athletics Collegiate Conference</p>
<p><u>Region IX (Midwest)</u></p> <p>Denise Udelhofen Director of Athletics Loras College</p>	<p><u>Region X (West)</u></p> <p>Kennadi Bouyer Senior Woman Administrator Pacific Lutheran University</p>
<p>NCAA Staff</p>	
<p>Laura Peterson-Mlynski Director, Championships and Alliances NCAA P.O. Box 6222 Indianapolis, Indiana 46206-6222 Office: 317-917-6477 Cell: 317-544-9425 Email: lpeterson@ncaa.org</p>	<p>Margaret Gaines-Hornberger Assistant Coordinator, Championships and Alliances NCAA P.O. Box 6222 Indianapolis, Indiana 46206-6222 Office: 317-917-6450 Email: mgaines@ncaa.org</p>

Section 1 • Alcoholic Beverages and Tobacco Products

ALCOHOLIC BEVERAGES

Unless expressly permitted in writing by the NCAA (subject to the applicable legislative and/or policy changes at the NCAA), no alcoholic beverages or nonalcoholic beer may be sold or dispensed for consumption in the competition venue from the time the doors open until 90 minutes after the conclusion of the games and practices, nor shall any such beverages be brought to the competition venue during the championship (i.e., during the period from the time access is available to spectators until all patrons have left the competition venue or area used for competition) unless otherwise approved by the NCAA.

If permitted by private lease agreement, alcoholic beverages may be consumed inside the private suites, subject to the host's, venue's, and/or concessionaire's compliance with certain insurance and indemnification requirements imposed by the NCAA. However, alcoholic beverages may not be delivered to private viewing suites on the dates of NCAA practice or competition. Additionally, it is not permissible for alcoholic beverages to be distributed or consumed in the competition venue outside the private viewing suites unless otherwise approved by the NCAA.

TOBACCO PRODUCTS

Tobacco products shall not be advertised, sold or dispensed at any championship event sponsored by or administered by the NCAA. Smoking is not permitted anywhere in the venue.

Section 2 • Americans with Disabilities Act

The Americans with Disabilities Act, Title III prohibits private places of public accommodation (e.g., sports arenas) from discriminating against individuals with disabilities. The host institution/conference is required to confirm that each facility in which an NCAA championship or ancillary event occurs is in compliance with the ADA. The host institution/conference is responsible for determining if the competition site will be in compliance as of the dates of the championship. If the host institution/conference becomes aware that a competition site hosting an NCAA championship event will not be in compliance, it shall immediately notify the NCAA national office staff member with responsibility for the event in order to discuss the issue.

If the host institution/conference receives a request for an accommodation, which may require input from the NCAA, the host institution/conference shall immediately notify the NCAA national office staff member with responsibility for the event in order to address the request.

Section 3 • Awards

CHAMPIONSHIP AWARDS PRESENTATION ENHANCEMENT TEMPLATE

To celebrate and enhance the student-athlete experience at the championship site, the NCAA will work with the LOC to implement a unique and fun way to recognize the champion(s) at the end of competition during the awards. These enhancements should help increase the excitement of the awards presentation and the level of championship branding exposure in photos for student-athlete's memories when looking back on their experience.

This should not add any additional time or delay to TV taking the winning celebration.

When considering what enhancements could work at your championship site, please consider your site and playing surface, whether your championship is indoor or outdoor and weather elements could be a factor, how many teams or individual student-athletes you may have participating in the awards presentation and your budget.

In most cases, enhanced staging and unique signage opportunities are great options for both indoor and outdoor sports. These items can be freestanding or attached to another item easily. Other ideas to consider would be logo cut outs, confetti, streamers, pyrotechnics/fireworks, a short video recap of championship performance(s), champion(s) or coach interview, utilizing pep bands or using an emcee or notable sport representative (i.e., Olympic Medalist) for the presentation.

These items can be covered through the operations budget, as well as the LOC budget. The NCAA has preapproved artwork with pricing available. If you need assistance with ideas or ordering the preapproved items, please contact Nathan Arkins at 317-966-6790 or narkins@ncaa.org. Otherwise, please work directly with your primary signage contact at the NCAA on overall ideas, approvals, production and implementation with the operations staff.

CHAMPIONSHIP AWARDS

The NCAA shall provide all awards for participation in an NCAA championship. The championship manager will provide a manifest of the awards being shipped to your site. You should inventory each box and award ensuring the appropriate quantity and label for the event.

The championship manager will also describe how the awards will be distributed during the championship event.

No additional awards, unless otherwise approved by the championships manager, should be presented to the student-athletes and coaches of the participating teams.

MTM, Inc., the NCAA national office awards supplier, will send official NCAA awards to the tournament manager approximately two weeks prior to the championship. When the awards arrive the tournament manager should inventory all awards to be sure they are undamaged, are correctly inscribed and are in the appropriate quantities. The awards boxes should then be retaped, closed and secured in a limited-access area.

No additional awards, unless otherwise approved by the championships manager, should be presented to the student-athletes and coaches of the participating teams.

ELITE 90 AWARD PRESENTATION

The NCAA Elite 90 award was created to recognize the true essence of the student-athlete by honoring the individual who has reached the pinnacle of competition at the national championship level in their sport, while also achieving the highest academic standard among their peers. The Elite 90 award is presented to the student-athlete with the highest cumulative grade-point average participating at the finals site for each of the NCAA's championships. Award winners must meet certain criteria including being a sophomore or above, participating in their sport for at least two years at their school, being an active member of their team, and being a designated member of the squad size at their championship. The member institution is responsible for submitting its student-athlete who has the highest GPA and meets all other requirements. The NCAA championships and alliances staff and the NCAA academic and membership affairs staff will determine the winner of this award for each championship and provide the name of the recipient to the NCAA championships manager as well as the local host shortly before the championship begins. The winner's name should not be released to the public until after they are publicly recognized. If appropriate, the championships manager can share the information with the coach of the winning student-athlete to make sure of that person's attendance.

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However, they should not inform the student-athlete. Mark Bedics or a member of the NCAA media coordination staff will typically send a template of a release and the logo to the sports information director of the winner's institution the morning of the announcement to allow them time to prepare. In addition, the information will be given to the NCAA social media staff in order for them to prepare a graphic which will post shortly after the announcement.

Each championship should provide an appropriate forum to adequately recognize and celebrate this award winner among their peers and fans of the championship. In addition, information about this award winner may be included in local press releases about the championship and in public address and/or video board announcements during the championship.

Award presentation

When determining the most appropriate time to present the Elite 90 award, the NCAA and host staff should evaluate the time and venue that will create the greatest impact and amount of exposure for the award winner while also appropriately honoring and celebrating their accomplishments. The presentation should be semiformal in nature and not be rushed or overshadowed by other presentations or events surrounding it. The award winner should be visible, the announcement clearly audible and the award presentation should receive the full attention and respect of all of those in attendance. The standard award script is listed below:

At this time, we would like to present the Elite 90 Award. This award was instituted to recognize the true essence of the student-athlete by honoring the individual who has reached the pinnacle of competition at the national championship level in their sport, while also achieving the highest academic standard among their peers. The Elite 90 is presented to the student-athlete with the highest cumulative grade-point average participating at the finals site for each of the NCAA's 90 championships.

The recipient of the Elite 90 Award for Division X (sport) with a GPA of X.XXX in (major, is student-athlete and institution).

Presentation at the student-athlete banquet

This award has traditionally been presented at the student-athlete banquet for most NCAA championships. In many cases the student-athlete banquet provides the best forum for the award presentation and greatest exposure for the winner as it is the one time when all championship participants and administrators are gathered in one place with a controlled, semiformal environment complete with a sound system and set program. Presenting at the student-athlete banquet also alleviates any potential conflicts with the winning student-athlete's participation in or preparation for an NCAA championship event. Guidelines for presentation of this award at the student-athlete banquet are:

- The award should be presented by either the banquet emcee, the NCAA committee chair or the NCAA championships manager.
- The award should be presented near the end of the program and be clearly recognizable as the premier award being given (see student-athlete banquet page for sample run of show).
- The award should be presented after attendees have had a chance to finish their meals.
- If video screens are available, the video slide or footage of the winning student-athlete provided by Van Wagner may be run as the individual is introduced.
- The coach of the winning student-athlete should be informed to help assure the winner's attendance.
- If a photographer is at the student-athlete banquet or championship, a photo of the recipient receiving the award should be taken. This may be used in-venue during competition days to showcase the academic achievement of the student-athlete or provided to the student-athlete as a memento. The host sports information director should arrange to provide the winner's SID with a copy of the photo.
- If the award winner is recognized primarily at the student-athlete banquet, public address and video board announcements should be made whenever possible and applicable at the actual championship for additional exposure to fans who do not have access to the banquet.

In-venue presentation

The NCAA and host staffs are encouraged to look for opportunities for the Elite 90 award winner to be presented their award in the championship venue during a time when most participants and fans are in attendance. While this may not

be appropriate for championships that are spread out over multiple venues, large areas, or have multiple games in one day that disperses the crowd chronologically – it should be explored for championships in which the majority of fans are gathered during a predetermined time frame and can provide their undivided attention to the award presentation. The presentation must also not conflict in any way with the student-athlete's participation or preparation for the championship. Examples could be:

- In a championship with two semifinals played on one day, the award winner could be recognized during the semifinal in which they are not participating.
- If the award winner is not participating or completes competition in the championship rounds of a sport but is still in attendance, they may be recognized during breaks between events, weight classes, heats or during a scheduled break in the game.
- The award winner could be recognized during a scheduled opening or closing ceremony in which all participating student-athletes are in attendance and fans are encouraged to attend.

Other in-venue recognition

If the Elite 90 award winner is not introduced live inside of the competition venue, public address and/or video board announcements recognizing the winner should be played during the championship to recognize this individual. Van Wagner will provide the following standard PA announcement sometimes accompanied by a video board slide. The championships manager (or Branding and Fan Experience representative at Equity and Growth championships) will need to provide Van Wagner the name of the winning individual and a headshot photo if a video board is used for the championship.

The Elite 90, an award founded by the NCAA, recognizes the true essence of the student-athlete by honoring the individual who has reached the pinnacle of competition at the national championship level in their sport, while also achieving the highest academic standard among their peers. The Elite 90 is presented to the student-athlete with the highest cumulative grade-point average participating at the finals site for each of the NCAA's championships.

The recipient of the Elite 90 Award for the 2024 NCAA Division III Cross Country Championship, with a cumulative grade-point average of (list GPA) in (list Major of Study), is (list winner and school: *Jane Doe of State University*).

Press release

On the day of/or prior to the winner of the Elite 90 award being publicly recognized, the NCAA media coordination staff will send out a template of a standard press release to the sports information director of the winner's institution and to the NCAA championships administrator. For selected championships, a press release will be written by a member of the communications or media coordination staff and be provided to national media by the NCAA public relations. If appropriate, this press release may also be provided to the host for distribution to local media.

Social Media

The NCAA twitter account will promote the 90 winners after the on-site announcement has been made. Mark Bedics will work with the social media staff to make sure they have the appropriate information, including photo to make the graphic and the timing of when to post.

For more information on the Elite 90 award winners, log on to ncaa.com/elite-90.

LOCKER ROOM PROGRAM

The NCAA has partnered with select NCAA licensees to celebrate the national champions of each of the 90 NCAA championships. Each team champion shall receive a national champions T-shirt and hat to commemorate the experience of winning a national title. A detailed explanation of the logistics of the locker room program will be provided. Listed below is a summary of steps that should be followed when implementing the locker room program at all final championship sites.

- The product is for team champions only. Individual championships are not a part of the locker room distribution.
- Please remove all hangtags and stickers (if needed) on the merchandise prior to being distributed.
- The merchandise should be distributed to the winning team only immediately after competition has officially concluded. Extra product (if any) should be given to the team's equipment manager.

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- All winning team inquiries about obtain additional locker room product should be director David Clendenin at the NCAA national office (dclendenin@ncaa.org or 317-917-6496).

PARTICIPATION

Participation awards are permissible (one per participant) as long as they meet the conditions outlined in Bylaws 16.1.4.2 and 16.1.4.3 and **are provided by the NCAA selected student-athlete participation awards licensee**. The NCAA championships and alliances group will be responsible for selecting the participation awards that will be provided. The NCAA championship administrator will work with the participating institutions regarding delivery of mementos after championship competition. Participant awards will not be distributed at the site of the championship(s).

Section 4 • Band/Spirit Squads and Mascots

Realizing that bands/spirit squads and mascots are not commonplace at cross country meets; hosts should apply the general principles below based on interest from participating institutions.

ARTIFICIAL NOISEMAKERS

Air horns, artificial noisemakers and electronic effects are allowed; however, they may not be played when the meet is in progress.

DESIGNATED AREAS

Bands, spirit squads and mascots must remain in an area designated by the meet director with the approval of the committee. Use barriers to designate the boundaries for spirit squad and fans of competing teams and student-athletes.

ELECTRONIC AMPLIFICATION

Full bands are not permitted to use electronic amplification. Small (10 members or fewer) bands are permitted to use reasonable electronic amplification. The host institution should be prepared to assist with accommodations.

NATIONAL ANTHEM

The national anthem shall be sung or played just before the start of the first of the two races.

LOCATION

Place bands so as not to interfere with spectators, photographers or participants, subject to the approval of the games committee.

WARMUP TAPES

No warmup tapes are permissible. Only band(s) and electronic scoreboard music will be used. The host institution will select and administer the music.

Section 5 • Banquets

A championships banquet for approximately 900 people should be arranged at the championships finals site by the host institution. The championships banquet will be held the Friday night before the championships. The cost per person is not to exceed \$35. Participating institutions will be allowed complimentary access to the banquet for members of their official travel party. The host shall make accommodations for participating institutions to purchase additional tickets prior to the championships on a space available basis.

The area should be set with seating to hold the recommended number, with a stage at the front with a podium, four eight foot skirted tables for trophies and awards, projector and AV screens if necessary, and NCAA banners or the press conference backdrop banners.

The typical format for the banquet will include a welcome statement by the host institutions designees or staff, the meal, possibly a video and/or speaker, the NCAA Elite 90 award and the USTFCCCA presentation of all region awards. The menu and format must be approved by the NCAA championship manager. The host should also plan to print a program for the banquet.

Host institutions are encouraged to seek sponsorship of any entertainment not allowed for in the budget from local chambers of commerce, merchants or other outside sources, **but the NCAA national office must be notified of any sponsorship before the host institution making a commitment.**

Officials shall NOT be included in any social event involving the participating coaches or student-athletes.

The most successful NCAA student-athlete banquets have often been enhanced by unique venues, décor, interactive features, program enhancements or keepsake items that showcase the uniqueness of the host city or region and their excitement to host the NCAA championship. The NCAA will rely on the creativity of the host for development of these items. The formality of the event, attendee attire, appropriate number and type of speakers, level of interaction between student-athletes, etc. varies from sport to sport. The NCAA point person can help advise the host on sport specific nuances.

The host will assume the lead production role for the student-athlete banquet, but should seek the advice and approval of the NCAA point person on such items as location, budget, timing, final run of show, speaker, menu, giveaway items (some may be provided free of charge by NCAA official equipment suppliers) and additional enhancements. Some past student-athlete banquet enhancements that have been well received are listed below. Please note, however, that the potential impact of all possible banquet enhancements on student-athletes should be weighed against appropriateness, available budget and other needs of the overall championship.

Sample Enhancements.

- Unique venue – a skybox club overlooking the host university’s football stadium; a historical or cultural center; an aquarium or museum where brief tours can be incorporated into the programming; an iconic restaurant, theater or arena in the area; a beach party setting; etc.;
- Slideshow – before and/or after the formal presentation, a slideshow of participating team or student-athlete images is shown on video boards or mixed with NCAA branding messages (host would be responsible for collecting images from schools or preliminary round hosts);
- Speakers – relevance to the participating student-athletes is the most important factor. Former NCAA champions or graduating student-athletes who went on to professional or Olympic fame in the given sport are ideal, however other options available at no or little expense to the host should be explored as some speakers transcend their sport or profession. Examples of previous speakers include: Todd Martin – Tennis, Dot Richardson – Softball, President of the USGA – Golf, Bill Belichick – Lacrosse (Boston), ESPN personalities, comedians, motivational speakers, well-known football or basketball coaches at the host institution, etc.;
- Photo opportunities – opportunities for teams or individuals to pose for a photo in front of a championship backdrop (possibly with the championship trophy) or in conjunction with unique or iconic elements of the area (e.g., with giant hanging shark in Florida, with longhorn steer in Texas, in winner’s circle at Churchill Downs, overlooking city skyline, football stadium);

- Favors unique to the sport or area – examples include: mini soccer balls, mini lacrosse sticks, baseball shaped cheese – Wisconsin, make-your-own beach flip flops – Florida; please check with your championship administrator regarding budget, appropriateness and possibility of items provided by official equipment suppliers before pursuing;
- Special entrances for student-athletes – red carpet into venue, spotlights, limos, local youth teams wearing team colors or with pom poms/signs to greet the student-athletes;
- Band/DJ/Interactive Games – are generally only appropriate in more informal settings with numerous teams of both genders, relaxed time constraints, fun atmosphere, etc.;
- Event 1/Championship merchandise – sales booth or display area with order forms on-site; and
- Special Olympics Component – speaker, athletes, etc. (recommended for all Division III championships).

Coaches' Association Award Guidelines. The primary purpose of NCAA student-athlete banquets is to honor, celebrate and welcome participating student-athletes in a concise and entertaining manner. Coaches' association awards and other presentations not directly related to the championship itself may be considered for inclusion if they are in the best interest of the attending student-athletes:

- The presentation should be relevant and provide a significant enhancement to the banquet programming for the student-athletes (awards or speakers which have limited relation to the championship or significance to the student-athletes will detract from their enjoyment and the attention they pay to other programming);
- The presentation should be brief (in most cases it should be limited to 5-10 minutes, but should never exceed 30 minutes);
- Awards presented should be limited to those presented to participating student-athletes and coaches or those which have some special significance to the student-athletes in attendance;
- The presentation should be secondary in significance and placement in the programming to any official NCAA championship presentations;
- If these conditions are not met, other championship related platforms should be explored by the NCAA to assist the coaches' association;
- All final decisions on inclusion of coaches' association awards, other presentations, scripts and presenters should be made by the NCAA staff with the best interest and overall experience of the student-athlete in mind; and
- NCAA staff may call on leadership team members to assist in delivering and explaining the specific decisions to the coaches' association as needed.

Section 6 • Broadcasting/Internet

Please log on to ncaa.com/media for information regarding broadcasting/Internet rights.

Section 7 • Championship Merchandise and Licensing

ADMINISTRATION

The NCAA licensing department has oversight for the event merchandising program at all rounds and sites of NCAA championships. All licensing and merchandising questions should be directed to David Clendenin (317-917-6496; dclendenin@ncaa.org).

AVAILABILITY

An online ordering system will be available to participating institutions interested in ordering Event 1, Inc., merchandise in advance of the championship. Orders will be shipped by Event 1 directly to the participating institution's campus.

GENERAL POLICIES

The NCAA retains the exclusive right to sell souvenir products at all rounds and sites of the 90 championships; host institutions/conferences and sponsoring agencies for all NCAA championships are required to sell items provided by the official NCAA event souvenir merchandiser. The official NCAA event souvenir merchandiser is Event 1.

Event 1, Inc. will enter into an agreement with the official vendor of the host institution/conference or sponsoring agency and will supply merchandise and inventory reconciliation forms to the official vendor. The official vendor of the host institution/conference or sponsoring agency at the site of the championship(s) is responsible for complete retail vending accountability, including full responsibility for inventory. When the requirements listed below are met, the host institution/conference will receive a 20% commission fee for providing these services. The 20% commission fee will be from net sales, which is defined as gross sales minus taxes and credit card fees. The following is a list of the requirements that must be met to qualify for the 20% commission fee:

- a. Receive and count in all merchandise upon arrival from Event 1, Inc., as well as receiving all reorders required to meet customers demand. Reorders could arrive any day of the week and could be as early as 8 a.m. on Saturday or Sunday.
- b. Locked and supervised storage adequate to accommodate all championship merchandise.
- c. Immediate notification (within 24 hours of receipt) to Event 1, Inc. of any discrepancies in initial inventory counts. Nonnotification will represent host or vendor acceptance of initial inventory provided by Event 1, Inc.
- d. Total management, control and accountability of the merchandise. If goods are lost, stolen or damaged, those goods are the responsibility of the host institution/conference or vendor.
- e. Everything sent must be returned to Event 1 within two days of the conclusion of the event.
- f. An appropriate number of selling locations and sellers throughout the facility in order to meet the demands of the projected crowds.
- g. Selling locations that are well displayed and fully stocked prior to the public's access to them.
- h. Strict adherence to the merchandising and display standards as outlined below:
 - Merchandise made available for sale at all times during the event.
 - Each item neatly displayed with correct prices clearly marked.
 - Merchandise should be neatly folded at all times.
 - Neatly dressed personnel that are customer-oriented.
 - Skirted tables for display and checkout.
 - Display boards and grids to properly display product at all selling locations.
 - Selling locations located in high traffic and easily located locations.
 - Vendor shall be responsible for hanging any display or signage material provided by concessionaire.
 - Keeping selling areas clean and neat at all times.

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- Re-stocking of back-up inventory in a fast and efficient manner.
 - Transferring merchandise between the slower and higher volume stands to meet the demands of the consumers.
 - Providing electricity and either hard internet lines or dedicated secured Wi-Fi network connection to support the merchandise sales effort at no extra cost.
 - Calling Event 1, Inc. to request re-orders should sales warrant.
- i. A complete inventory accounting of all merchandise sold with a final inventory count and merchandising report supplied to Event 1, Inc., no later than 24 hours after the conclusion of the event.
 - j. Total gross sales revenues and a final copy of the inventory report must be sent to Event 1, Inc., within two business days of the conclusion of the event.
 - k. The remaining inventory forwarded to Event 1, Inc., or the next event site as determined by Event 1, Inc., within two days of the conclusion.
 - l. Having met each of the above requirements, Event 1, Inc. will pay to the host institution/conference, sponsoring agency or its assigned vendor, a commission equal to 20% of sales net of taxes and credit card service fees. The host institutions will keep commissions earned and the remaining money owed to Event 1 must be sent within seven days of the conclusion of the event.

The host institution/conference may not sell or allow for sale any merchandise that infringes upon the exclusive rights of Event 1, Inc.

Institutional Merchandise. A buy-out option can be made with Event 1/NCAA when the host institution/conference wants to sell merchandise that features the host mark or logo at the NCAA competition. This can only be done when the host institution/conference agrees to purchase the entire product that Event 1 provides. The host institution/conference will receive a 20% commission fee of net sales, gross sales minus credit card fees and taxes, on product supplied by Event 1. The host institution or official vendor will provide the NCAA 15% of sales (net of taxes and credit card service fees) of all non-NCAA championship merchandise. The quantity of NCAA merchandise available for sale shall not be less than a comparable shipment to a comparable site of the previous year's championship.

Reordering Process. The host institution/conference may contact Event 1 to place an order for additional merchandise during the event. The concessionaire must contact Event 1 no later than the conclusion of each day to evaluate inventory levels. The more time Event 1 has to react to the request, the better the chance a reorder can be processed and shipped in a timely manner. Event 1 cannot guarantee that additional merchandise will be available.

Event 1 will provide an event manual, which will include the contact information for the event coordinator assigned to the event as well as additional merchandising guidelines.

DIVERSE SUPPLIERS

The NCAA strongly encourages the participation, directly or indirectly, when possible, by diverse businesses in providing goods and services in support of NCAA championships and requests local organizing committees/hosts to explore opportunities for diverse businesses to provide any necessary goods and services for awarded championships. At the NCAA, diverse suppliers are defined as entities that are majority (at least 51%) owned, managed and controlled by ethnic minorities, women, LGBTQ people, people with disabilities or veterans. At a minimum, we encourage local organizing committees/hosts to ensure that at least 10% of the suppliers invited to participate in the championship are diverse suppliers.

Section 8 • Commercialism/Contributors

SPACE REQUIREMENTS

Activation of Corporate Champion and Corporate Partner Program. The NCAA may request/require that certain areas of the competition site be made available for use by NCAA Corporate Champions or Corporate Partners (CC/Ps) for the purpose of marketing/promotional events/activities. If such requests are made, the host institution will provide requested space or similar accommodations.

Local Organizing Committee Hospitality. If approved by the NCAA, the Local Organizing Committee (LOC) has the option to host specified events during the championship. Commercial identification of any kind at any LOC function is prohibited unless specifically approved by the NCAA. The NCAA must approve all uses of NCAA logos, names, or other graphics (including school logos). The LOC shall submit detailed proposals (e.g., location, date, time, food and beverage, entertainment, budget), to the NCAA for review and approval at least 60 days in advance of the event. Any such events conducted are conducted at the LOC's expense.

Other Functions. To enhance the experience for participating institutions, fans, and alumni during NCAA championships, the NCAA (in conjunction with a third-party agency) may facilitate an official hospitality program in or outside of the competition site.

PREMIUMS GUIDELINES

Competition Venue shall provide to the NCAA a set of guidelines, similar to those outlined below, that identify items that are not permitted in the venue no fewer than 120 days prior to the first NCAA championship related event. The NCAA will then utilize and share that information with its NCAA Corporate Champions and Corporate Partners.

Laser Pointers. Laser pointers of any kind.

Noisemakers. Artificial noisemakers of any kind including but not limited to, air horns, electronic instruments, inflatable noisemakers, etc. are not permissible. Facility personnel are responsible for confiscating prohibited items at the entrance points or removing such items from the facility. Megaphones may be used for voice amplification, but they shall not be used as a distraction.

Promotional Items. Promotional items (e.g., cups, shakers, flags) with commercial slogans or identification are not allowed on the premises. Items such as newspapers, handbills, flyers, memorabilia, T-shirts, caps, etc., except products sold/distributed by the NCAA or its agents, may not be distributed on the premises.

Signs, Flags, Banners. Large signs, flags or banners are not permissible. It is the facility personnel's responsibility to confiscate all prohibited articles. Items that can be held by one individual, reflect good sportsmanship and do not block the view of other ticketed patrons may be permitted. In no case may a sign, flag or banner be affixed to the facility.

Video Camera/Still Camera Policies. Ticketed patrons shall not bring video equipment into the facility on game days. Still cameras with a lens no longer than four inches are permissible on any day.

NCAA CORPORATE CHAMPION AND CORPORATE PARTNER PROGRAM

The NCAA Corporate Champions and Corporate Partners Program (i.e., corporate sponsors of the NCAA), managed by the NCAA along with Turner and CBS Sports, authorizes the exclusive rights to license NCAA trademarks, tickets and taglines in commercial promotions with respect to the NCAA championships.

The host shall not solicit or permit involvement by any corporations or entities whose products may be in competition with any of the NCAA corporate champions or corporate partners. All proposed commercial involvement must receive prior approval of the NCAA.

NCAA Corporate Champions and Corporate Partners are dedicated to emphasizing the role of athletics in higher education, support all 90 NCAA Championships and are granted a wide variety of benefits, including certain category exclusivity around use of NCAA logos, trademarks, designations and championship tickets.

For more information and a current list of corporate champions and partners, please click on the following link:

[NCAA Corporate Champions & Partners](#)

LOCAL CONTRIBUTOR PROGRAM

Currently, local non-CCP corporate entities are not permitted to utilize the NCAA's registered marks, logos, tickets, name or references to the championship in a promotional/commercial manner. If a host institution/conference has an interest in using value-in-kind contributors, the contributor plan must be approved in advance by the NCAA Corporate Relationships staff. The LOC is permitted to involve a local contributor in the championship only as a sponsor of LOC activities or as a ticket package purchaser (pending NCAA approval of said local entities and approval of the arrangement).

Local contributors may only be referred to as "local contributors of the LOC". Local contributors may not use the word "official", "official sponsor of", or "corporate champion/partner" in any manner. Local contributors will not receive any in-venue or on-site recognition/branding/exposure, with the exception of small signage in private hospitality locations; in the souvenir (print or digital) game program, and/or additional digital advertisement space. In being recognized, these local contributors must be referenced as supporters of the local organizing committee, and not of the NCAA. Any recognition, branding and/or exposure creative must be submitted to the NCAA Corporate Relationships staff for review and approval.

Local contributors may be provided an opportunity to purchase an advertisement in the souvenir game program, provided the corporation is not a competitor of any NCAA Corporate Champion. All advertisements must be submitted to the NCAA Corporate Relationships staff for advance approval. As noted above, local contributors who purchase an NCAA-approved ticket package may not receive recognition of any kind without the advanced approval of the NCAA staff.

NCAA TRADEMARKS

NOTE: These general guidelines do not include merchandise designs. All product designs must be submitted through the NCAA's licensing program administered by The Collegiate Licensing Company. Inquiries should be directed to the NCAA licensing staff. [Click here for more information about the NCAA licensing program.](#)

1. ALL uses of NCAA trademarks or logos must be submitted to the NCAA for approval.
2. [Click here for the most current list of NCAA licensed or owned trademarks.](#)
3. Downloads of NCAA logos may be obtained through the [NCAA Digital Library](#).
4. The NCAA's position on inclusion of ® and ™ marks is first and most prominent use.

The location of the trademark and how it is used is the primary factor in determining if a trademark symbol should be included in text. If the protected logo location is prominent and the primary focus on the page or product design, an ® or ™ in the text is not necessary. However, if the logo location is placed lower on the page or is secondary to the message being delivered, an ® or ™ in the text or header (first use only) should be inserted.

In the case of NCAA Women's Final Four, an ® is required after NCAA and after Women's Final Four. The NCAA owns "NCAA" and "Women's Final Four", but "NCAA Women's Final Four" is not a registered mark in itself: NCAA® Women's Final Four®.

To further expand, if the NCAA primary logo, which displays the registered mark, is used in a prominent position; NCAA Women's Final Four would require an R-ball only after the Four because the NCAA has already been identified as a registered mark. NCAA Women's Final Four®.

5. In radio and television advertising, NCAA should only be pronounced as N-C-A-A or N-C-double-A. It should not be referenced as "N-C-two-A" or in any other fashion.
6. Official names cannot be changed or abbreviated unless specifically trademarked (Final 4, F4).
7. There may be no registration of or use of NCAA marks within internet domain names unless advance approval from the NCAA is secured and ownership of the URL is maintained by the NCAA. Such use of NCAA marks in Internet directories is prohibited; however, members may use an NCAA mark within a member URL, provided such NCAA mark does not appear in the domain name portion of the URL. By way of example, members may use the following URL: memberx.edu/ncaa.

Identification of commercially named venues on NCAA materials

- For the purposes of providing information about and promoting the location of an NCAA championship, the venue/competition site of any round of NCAA championships can be printed, in text-only, on any and all pertinent materials bearing NCAA marks (subject to NCAA approval of the graphics).
- The logo of a commercially named venue cannot be used on any materials bearing NCAA logos or trademarks.
- The venue's name and information (without use of logos) will also be included on the dedicated website that the NCAA will provide to sell tickets.

NCAA logo use by commercially named venues

For the purposes of providing information about and promoting the sale of NCAA tickets, the venue/competition site of any round of NCAA championships is permitted to display (subject to NCAA approval of the graphics) the championship site-specific logo as recognition of the event being held in its facility. The NCAA logo must be in the form of a link to a dedicated web page that will be established and/or assigned by the NCAA championship administrator to sell the NCAA tickets.

The following conditions apply to this NCAA logo use:

- The NCAA championship site-specific logo can be used by the venue to communicate the NCAA event as one of the variety of upcoming events at the facility. The NCAA logo must be used only once and only as a part of a group of other logos of events being held at the venue.
- The one-time logo use is limited to the site's "home web page" or "event web page."
- The NCAA logo must be placed in a location on the venue's web page so that there is clear and defined separation between the NCAA logo and any other commercial logos (including that of the commercially named venue). [This is because NCAA Corporate Champions/Corporate Partners and Turner/CBS have graphic exclusivity in the use of NCAA logos and marks.] Logos of the venue's or the website's advertisers/sponsors may be used on the home/event web page even with the NCAA's championship site-specific logo on the same page if those commercial entities are clearly separated from the NCAA logo (e.g., are on a different colored background and are located at the bottom of the website page).
- The venue is not permitted to claim to be "the home," a host or co-host of any session of the NCAA championship.
- The logo provided by the NCAA championship staff cannot be modified in any way.
- ALL uses of NCAA logos must be submitted to the NCAA staff for approval.

NCAA trademarked protection language:

NCAA trademarks benefit from consistent "source identification" to the public through basic legal language attributing ownership.

The legal statement should be used on "printed" materials of all types for all NCAA trademarks, except where there is agreement by key staff stakeholders that aesthetic or space limitations prevent legal language. The legal statement is NOT required when the NCAA blue disk or the word NCAA is used alone and part of NCAA-produced materials without any of the conditions below.

- Printed items that display logos of other business entities/organizations (i.e., corporate champions/corporate partners, network partners, official suppliers, official licensees, local organizing committees and NCAA members).
- Printed items that are produced to be "used" by other business entities/organizations including NCAA members and host institutions.
- Printed items produced for advertisement/promotional purposes (i.e., magazine and newspaper ads, NCAA souvenir publication ads, posters, newsletters).

The NCAA requires protection language as outlined below. This does not have to be prominently displayed language and is expected to be included as some form of "mouse print".

DIVISION III CROSS COUNTRY

The examples below are written only to represent the most typical examples. If you are unsure of exact wording for a specific example, please contact David Lovell at dlovell@ncaa.org or 317-917-6222.

For blue disc and/or secondary (word) mark, please use:

- NCAA is a trademark of the National Collegiate Athletic Association.

For blue disc/secondary marks plus another NCAA trademark, please use (for example):

- NCAA and March Madness are trademarks of the National Collegiate Athletic Association.
- NCAA, NCAA Sweet Sixteen and Road to the Final Four are trademarks of the National Collegiate Athletic Association.

For Blue Disc/Secondary marks plus another NCAA trademark used with other authorized business entities, please use (for example):

- The NCAA, March Madness, Men's Final Four and Women's Final Four are trademarks owned by the National Collegiate Athletic Association. All other licenses or trademarks are property of their respective holders.

NCAA Licensed Trademarks:

College World Series and Women's College World Series: The NCAA is the exclusive licensee of these marks, registered by Major League Baseball, in connection with the NCAA Division I Men's Baseball Championship and the Division I Women's Softball Championship.

All other licenses or trademarks are property of their respective holders.

Helpful Links:

[The NCAA's Advertising and Promotional Standards](#)

[NCAA Trademarks](#)

[NCAA Trademark Protection Program](#)

[NCAA Digital Library](#)

[NCAA Corporate Champions and Corporate Partners](#)

OFFICIAL CHAMPIONSHIPS/LICENSEE SUPPLIERS

The NCAA licensing program is designed to ensure the quality and consistency of all of the NCAA's Championship Event merchandise, protect the intellectual property of the NCAA and our member schools, and generate revenue to enhance programs that support NCAA student-athletes.

Any premiums and/or other merchandise that bear NCAA marks, brackets, taglines or other NCAA references must be produced by an official NCAA Licensee or NCAA Official Equipment Supplier. There may be royalties or other related costs associated with such items. If the NCAA is unable to identify a current NCAA Licensee or NCAA Official Equipment Supplier to provide a specific piece of merchandise, the NCAA will work to sublicense (on a short-term basis) a company that can provide the specific item.

For a list of NCAA licensees and official equipment suppliers, ncaa.org/championships/marketing/ncaa-official-licensee-list.

ADVERTISING/SIGNS/"LOOK AND DÉCOR"

- Advertising/Banners/Signs/Displays.** The host shall not permit advertising, marketing identification, banners, signs or displays of any kind to be hung, posted or displayed anywhere within the general public seating/viewing area of the competition, practice and/or ancillary event venue(s) (i.e., any place that can be seen from the playing surface or seats), including the scoreboard and the playing surface prior to or during the conduct of the championships, other than NCAA, media partner or NCAA corporate champion/partner branding/recognition (e.g., signage, banners, scoreboards, LED scorer's table, video board, ribbon board, PA announcements) approved by the NCAA. Any permanently affixed (or previously leased) advertising banners, signs, cup holders, select equipment bearing corporate marks (e.g., TVs, computer monitors, stats monitors or displays), product/exhibit displays (e.g., car displays, branding exhibits/kiosks) shall be covered with décor elements or other NCAA directed elements by the competition, practice and/or ancillary event venue(s) and at the expense of the venue(s) as specified by the NCAA, including costs of production and installation and strike. Similarly, for any surrounding areas/facilities that are to

be used by the NCAA for official events, no advertising, marketing, identification, banners, signs, decals, sampling, distribution or displays of any kind shall be hung, posted or displayed anywhere within those areas unless authorized by the NCAA. All professional signage/marks/pennants/banners/retired numbers/etc. may continue to be displayed. NCAA staff representatives have the discretion, during their site visit or when on-site in advance of the tournament, to have the building staff remove a sign/banner. Collegiate championship banners or those with retired numbers of collegiate performers can remain. All usage of marks must follow NCAA brand guidelines and must be approved by NCAA staff in advance.

- b. **Alcohol/Tobacco/Gambling.** All alcohol, tobacco and gambling advertisements/corporate identification within broadcast view or viewable by game attendees in the competition venue bowl must be covered at the expense of the host or venue. Any alcohol, tobacco or gambling advertising that is deemed by the NCAA as not viewable from within the bowl does not need to be covered, whether in the concourse or in ancillary venues. All other advertisements/corporate identification in the noted areas must, at a minimum, not be backlit unless otherwise authorized by the NCAA. This would apply to preliminary rounds and the championship rounds for all the NCAA's 90 championships.
- c. **External Signs.** All exterior venue corporate signage, other than professional franchise identification, must be covered as specified by the NCAA and must be covered with décor elements as specified by the NCAA at the expense of the competition, practice and/or ancillary event venue(s).
- d. **Commercially Named Venues.** Commercially named competition, practice and/or ancillary event venue(s) may display no more than two preexisting interior signs consisting only of the competition, practice and/or ancillary event venue(s)' name at the top of the venue, with placement designated by the NCAA. The competition, practice and ancillary event venue(s) signage design and placement must be approved by the NCAA. If the commercially named competition, practice and/or ancillary event venue(s) is an existing NCAA Corporate Champion or Corporate Partner, the NCAA, in its sole discretion, may allow additional branding of the commercially named venue(s).
- e. **Covering existing signage/product branding.** In regard to any signage that is to be covered in accordance with these bid specifications, the practice, competition and/or ancillary event venue(s) shall not limit or prohibit the ability of the NCAA to use signage or other elements of its own third-party designees in covering such existing signage/product branding.
- f. **NCAA Corporate Champion and Partner Branding/Recognition.** The NCAA shall have the right to display branding/recognition (e.g., signage, banners, scorer's table, video board, ribbon board, PA announcements, inflatables, projections, kiosks, decals, window clings, lighting, street teams, logos) for the Association, its corporate champions and partners and media partners inside and outside of the competition, practice and/or ancillary event venue(s). These locations, include but are not limited to the concourse, within the competition bowl and venue exterior without limitation.
- g. The NCAA shall provide the competition venue with the appropriate stickers/field stencils for the approved playing surface markings for the championship.
- h. If facility approves, patrons are permitted to bring in small signs (signs which can easily be held by one person and cannot block the view of anyone seated around them), as long as any writing or slogans on them are in good taste. In addition, it is permissible for patrons to bring in non-noisemaking items (in compliance with NCAA and facility premium guidelines) as long as they do not include any (non-CCP) commercial identification.
- i. 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 to be made available at the time of the championship, inclusive of any inventory that may be added by the venue after this bid document is signed.

Section 9 • Critical Incident Response/Emergency Plan

Please see [Appendix K](#) for a sample venue safety and security plan.

PREPARATION

The championship manager and meet director staff shall review with the local law-enforcement agencies their procedures for circumstances requiring emergency evacuation of the competition site or interruption of the meet. Competition site management is reminded of its responsibility to provide sufficient security and/or law-enforcement personnel to ensure that access to the competition and surrounding areas is restricted to student-athletes and coaches and credentialed individuals.

Each host will be asked to provide the following:

- Develop contact lists.
 - NCAA.
 - Local authorities and critical incident response team.
- Review emergency protocol before the start of the event.
- Identify chain of authority.
 - Incident Commander (second in command).
 - Decision-making personnel/team.
- Identify incident command center.
- Identify incident communication plan.
- Review evacuation plan – Review plan with championship manager.
- Review emergency response plan for typical emergencies.
- Review emergency response plan for national disasters.
- Review emergency response plan for terrorists' actions.

In the event of a critical incident, contact the NCAA championships manager immediately before any decisions are made.

Interruption of the Meet. The officials and games committee have the authority to interrupt competition. If necessary, the remaining schedule shall be adjusted by the games committee. The committee should review the following procedures for interruption of a meet:

Field of Play. Assure that the competition in action is accurately recorded.

Officials. Assure that the officials know the exact distance when competition was halted.

Student-Athletes and Coaches. Participants await instruction from meet management.

Power Source/Public Address. Competition site management should protect the power source and the public-address system. If an alternate public-address location is available (i.e., away from the competition area) it should be used so communication is not interrupted.

Responsibility. Competition site security and/or law-enforcement personnel shall be responsible for the restoration of order in the event unauthorized individuals occupy the competition area or if the meet is otherwise disrupted. The NCAA suggests that law-enforcement personnel attempt to communicate with the leaders of the group occupying the competition area (if applicable) to ascertain whether the situation can be rectified in the short term. Under no circumstances are student-athletes, coaches, officials or NCAA representatives to become involved in the removal of such persons.

Communication. A senior member of the competition site management and the senior law enforcement officer at the site must proceed immediately to meet headquarters with means of portable communication to and from other competition site staff and security officers. The public-address announcer should keep spectators informed of the conditions, if possible. Participants and meet officials must be kept informed throughout the delay.

Meeting. The committee chair, NCAA staff and meet-management staff (competition site manager, meet management liaison and senior law enforcement officer) should assemble immediately in a predetermined location to assess the situation.

Normal Conditions. The committee shall determine when conditions have returned to normal.

Resumption of Competition. As soon as possible, competition shall resume from the point of suspension. The games committee shall determine the revised schedule. If possible, the meet should be resumed in the primary competition site. If necessary, the games committee has the authority to limit attendance to credentialed individuals; other individuals designated by each institution's director of athletics and required competition site operations personnel. Also, the games committee has the authority to reschedule the meet or session in a nearby competition site (e.g., on campus or elsewhere in the city), provided the alternate competition site meets the provisions of NCAA competition rules.

Spokesperson. The committee chair or his or her designee, working with the competition site management, the NCAA and, when appropriate, city, county, state and federal law-enforcement agencies, will serve as spokesperson in the event of an emergency.

INCLEMENT WEATHER

Hosts should have inclement weather procedures (i.e., snow removal process) in place before the championships. Inclement weather plans should be sent to the NCAA championship manager for review before the meet. See [Appendix D](#) for the severe weather policy.

Section 10 • Drug Testing

The NCAA is dedicated to fair and equitable competition throughout each round of NCAA championships and strongly supports the drug-testing program established by its membership, to safeguard the health and safety of the participating student-athletes.

Comprehensive drug testing details for hosts can be found in the Championship Site Coordinator Manual [here](#).

Section 11 • Equipment, Competition Site and Space Requirements/Diagrams

The NCAA will provide certain championships relevant equipment (sidelines hydration, competition playing equipment, etc.) on a sport-by-sport basis that must be used in all championship activity. Each championship will receive information from the NCAA pertaining to any equipment that will be provided. Information will also be requested of each host institution/conference such as a completed inventory sheet (template provided by the NCAA) and pictures for proof of performance. The purpose of the equipment is to hydrate student-athletes for competition.

COMPETITION EQUIPMENT

The host institution is responsible for providing the equipment required to conduct the championships. Please refer to the [NCAA Track and Field and Cross Country Rules Book](#), except as otherwise noted, to ensure compliance with equipment specifications. Please see [Appendix A](#) for specific equipment needs for the start, race course, finish, finish-review area and media room. General equipment needs include the following:

Awards Stand. A raised awards stand needs to be available to accommodate the top 40 finishers.

Cameras. Please refer to the [rules book](#) for specific language about filming the meet.

Medical. The host should supply medical staff with handheld radios throughout the championships. In addition, trailing vehicles should be available for sports medicine staff.

Portable Toilets. Portable toilets should be available to accommodate the runners at the start and finish lines (a minimum of 20).

Power Source. A power source should be available on site.

Radios. The host should provide enough handheld radios for the NCAA committee/representative, officials on the course and the finish line, the announcer and medical staff. The radios should be used throughout the competition for communication with the meet director. Earpieces are preferred to headset.

Tables. Tables should be provided for the protest area (1) and merchandise (2 or 3).

Tents. Tents for athletic trainer stations, games committee, scorers and officials should be provided. Two large tents near the starting line should be provided for participants for the championships.

Timing. Split clocks will be positioned at the kilometer marks and significant mile marks throughout the course for the championships. Please refer to the to ensure compliance with timing specifications.

Video Screens. If electronic video replay screens are available, they may be used at the competition site's expense. Hosts must consult with the NCAA representative(s) before replaying any performances under review by the meet officials. Video screens may not display advertising. The NCAA will provide video screen content through NCAA partner Big Screen Network.

If a video board is not available, information bulletin boards should be placed throughout the course for posting results.

Cups, Coolers and Water Bottles . Drinking cups, water coolers, ice chests, cooler carts and water bottles should be provided at team benches (if applicable) for each scheduled practice or competition of any round of an NCAA championship. Participating teams shall place any premix fluid replacement in the NCAA-issued coolers and water bottles when applicable. No other cups, cans, coolers or water bottles may be used courtside or in the media areas during championships in which such equipment is provided by the NCAA. If applicable, the host institution/conference may retain the coolers, cooler carts and ice chests after the competition. Reoccurring institutions/conferences are strongly encouraged to utilize same equipment the following year unless otherwise notified by the NCAA. Participating teams may retain the water bottles and bottle carriers after the competition.

Competitors of NCAA Corporate Champion Coca-Cola may not provide product (beverages, water, isotonic) for any NCAA championship, even if the competition offers product for free or at a reduced cost. The championship budget will cover the purchase of Coca-Cola beverage products.

Sideline Equipment Hydration Program. Depending on the championship site, the NCAA and Coca-Cola – a Corporate Champion supporting all NCAA championships – will provide POWERADE branded drinking cups, water coolers, ice chests and, when applicable (depending on the sport), water (squeeze) bottles and cooler carts for the championship. The purpose of the program, the product and equipment provided, is to hydrate student-athletes for competition. Please note that towels are not part of the equipment provided; any towels used on the sidelines must not contain any corporate logos/marks. Please review the information below as it pertains to the different scenarios that may exist.

Championship Final Sites and Selected Preliminary-Round Sites. All final and selected preliminary round sites will receive POWERADE branded equipment and product. Exact items and quantities will be provided to championship hosts by the NCAA for the purpose of hydrating student-athletes for/during competition.

If a championship also receives POWERADE branded squeeze bottles, they should be provided to student-athletes. Non-POWERADE branded squeeze bottles brought by teams/student-athletes will not be allowed.

Coca-Cola will provide a bottled water product (e.g., Dasani), POWERADE powder, and when applicable, POWERADE in bottles. Participating teams and student-athletes in NCAA championships continue to be free to use/consume permissible hydration beverage(s) of their own choice in the NCAA-provided equipment. Equipment carrying any branding other than POWERADE, however, will not be permitted on the sidelines during NCAA championships.

The purpose of the program, the product and equipment provided, is to hydrate student-athletes for competition. The POWERADE branded equipment must be used and should be positioned in all areas – specifically on or near the team benches/sidelines and in practice areas as the purpose for this program, then as applicable in locker rooms, student-athlete hospitality areas and media areas (when applicable). POWERADE and water (approved Coca-Cola products) products received must be made available in any/all areas as referenced above.

On the sidelines and within the competition area, all product should be consumed from the NCAA-provided POWERADE branded water cups or water (squeeze) bottles only.

The host institution/conference may retain the coolers, ice chests and any remaining product after the competition. Reoccurring institutions/conferences are strongly encouraged to utilize same equipment the following year unless otherwise notified by the NCAA.

Use of NCAA-Provided Coolers from Previous Years. The host may use previously supplied equipment from the NCAA, specifically POWERADE, equipment with approval from the NCAA; however, unless approved by the NCAA (which is often possible), they must be used in areas not within television or photographer view [they may not be used on the sidelines or within the competition area(s)].

CONCESSIONS

If selling concessions, food and beverage prices shall be no higher than similar events or primary tenants in the competition site.

Vending. No food, beverage or merchandise, of any nature, may be vended or dispensed in the spectator areas, except before the meet begins. During competition, selling is restricted to the established selling locations.

COMPETITION AREA

The competition area should meet all specifications as outlined in the [NCAA Track and Field and Cross Country Rules Book](#).

NCAA Logos. NCAA Championship logos are available online at ncaa-logo.pd.dmh.veritone.com/user/login;requireLogin=true. Please contact Arturo Conteraas (aconteras@ncaa.org) to answer questions concerning the NCAA logo library.

Photo Boxes. The host should designate photo boxes as appropriate throughout the course, but should not interfere with timing operations and coaches' boxes (if designated).

COMMITTEE ARRANGEMENTS

Tentative Schedule

Nov. 20	Committee arrives. Committee may review course on their own upon arrival.
Nov. 21	Formal walk through at 9:30 a.m. Committee meeting space needed from 9 a.m.-4 p.m. Lunch should be provided.
Nov. 22	Committee meeting space needed from 9 a.m.-noon. Lunch should be provided.
Nov. 23	See manual for space at course needed.

Committee meeting space should be at the course whenever possible. There should not be a charge for the use of this space. The host should submit the food proposal with cost to the championship manager for approval.

Equipment/supplies needed are as follows:

- Computer with printer
- Wireless Internet for all committee members. Also provide power strips for notebook computers. Wireless passwords should be provided to committee members at time of arrival.
- One high-speed copier (sort, staple, and collate abilities) - (print cartridge and toner).
- Stapler - one box staples.
- Sixteen chairs with plenty of table space.
- One case of paper.
- Toner for printer/copier.

DECORATING AND ADVERTISING

Banners Inside Competition Site. The banners provided by the NCAA are listed in [Appendix E](#).

Covering. The competition site shall not permit any advertising banners, signs or displays of any kind to be hung, posted or displayed anywhere within the competition area, including the video board, during the championships session or practices, other than those specified by the NCAA. No local/school radio banners are allowed.

Institutional Signage. Institutional signage does not need to be covered. Championships banner may remain if permanent (not hung seasonally). If temporary and hung on a seasonal basis, they must be taken down.

Directional Signs. Directional signs should be posted in all areas used by the participants and the media.

Video Boards and Electronic Messages. No electronic board advertising of any kind or messages promoting non-NCAA events in the competition site may be displayed during practice or competition. The following kinds of messages are permissible: announcements of results from other NCAA competition; reminders that NCAA merchandise and concessions are on sale; or any public-services announcements or promotional messages specifically provided by the NCAA. The NCAA will provide programming upon request.

Table Banner. The NCAA will provide one banner to the host institution. The NCAA championship manager will consult with the meet director to determine the size and placement of the banner.

COMPETITION SITE USE

The competition site shall be reserved for the exclusive use of the NCAA beginning at 8 a.m. three days before the competition through the conclusion of the championships (i.e., Thursday through Saturday). All space shall be available and the competition site set up no later than one-and-a-half hours before the beginning of the first practice session. The host will be required to have a minimum of three hours of practice Thursday and Friday at the course between the hours of 11 a.m.-6 p.m.

NCAA SPACE REQUIREMENTS

Entrances. Entrances must be staffed by an adequate number of persons. Signage should be posted to clearly identify all entrances (i.e., media and student-athlete credentials).

DIVISION III CROSS COUNTRY

Team Personnel Entrance. An entrance must be identified for all student-athletes and coaches.

Media Areas. The areas used for the media workroom should be in close proximity to the course in order to facilitate the media's work and access for coaches and student-athletes.

Workroom. The media workroom should be equipped with an adequate number of telephones, electrical outlets and other necessary supplies. NCAA logos should be displayed appropriately.

Refreshment Area. A refreshment area should be set up adjacent to or in the media workroom to accommodate the working press throughout competition. Only NCAA-supplied cups and/or generic drinking cups (devoid of commercial identification) should be used in the refreshment area.

Backdrop. The NCAA will provide a back-drop with the NCAA logos to be used for media interview.

Access/Security. A security officer should be stationed outside the media workroom to check credentials; this individual should be instructed that only credentialed individuals may enter the area. Meet officials specifically are prohibited from this area.

Tent Requirements.

Team Tent Area. An area should be designated for team tents.

Student-Athlete Tents. Two large tents with sides should be used near the start line to allow the student-athletes to leave their warmups and other nonessential items before the race. If weather warrants, these tents should be heated.

Finish Line Officials Tent. A tent or enclosure must be provided with sides at the finish line to accommodate the officials and committee members to review the results.

Committee Tent/Protest Area. A tent or enclosure must be provided to accommodate 15 people comfortably. A table should be in immediate proximity to the competition area and easily accessible by coaches. One six-foot table and four chairs are required. The protest area should be located near the "coaches only" results board.

Medical Tent. Provide a large tent stocked with towels, water and other necessary equipment, and staff it with the appropriate personnel before and during the meet and practice sessions. This tent should be near the finish line. Accommodations should be made to allow institutional athletic training staff to set up athletic training tables on a space available basis.

Official/Marshal Tent. A small tent that provides check-in for the officials, volunteers and marshals. If a permanent building is accessible and near the course, check-in could occur there.

Championship Merchandise and Concession Tents. Either one very large tent or separate tents should be used for selling championship merchandise/programs as well as for selling concessions.

OFFICIAL DATA AND TIMING OPERATIONS CENTER

The operations center should accommodate the data and timing personnel along with space for related equipment.

Location. The data and timing personnel must be located close to the finish line and elevated in a press box or similar structure if possible.

Signage. No ornamentation or signage is allowed along or under the operations center. The operations center should be limited to key personnel, with no access to spectators.

The area around the finish line and timing operations center needs to be large and should be bordered by fence and staff to avoid coaches and fans from these areas.

PARKING

There should be enough parking spaces adjacent to the competition site for the committee, meet officials and staff and media. In addition, designate an area for team buses to drop off and pick up passengers.

PHOTOGRAPHERS

First and foremost, the location of photographers and/or camera crews should take into consideration the student-athlete safety. Under no circumstances should these individuals be allowed on the course without media credentials. The media coordinator should assign an individual to monitor this situation.

During the national championships, a system will be developed to accommodate photographers and videographers using arm bands and marked areas.

Commercial use of any still photographs is prohibited unless permission is obtained from the NCAA.

RACE FINISH

Please see [Appendix A](#) for all equipment needs for the race finish.

RESULTS (COACHES ONLY)

Official results will be posted on-site for coaches. The host determines the exact location, which should be within proximity to the finish line and the protest table.

VIDEOTAPING

An area should be designated from which each team may videotape if it wishes to do so. Each participating team is automatically authorized to videotape each race; it is not necessary to sign any authorization form.

Section 12 • Financial Administration

AUDIT

Sites will be randomly selected for financial and box office audits following the championship.

The NCAA will make every effort to notify sites selected for audits within 30 days after the submission of financial reports, but reserves the right to audit a site up to one year after the championship. Receipts, facility settlements, expense reimbursements and honorariums are subject to change until the audits are reviewed and accepted by the NCAA. If selected for audit, the following documentation will be requested: box office audit reports or sales summaries; ticket purchase invoices or statements; unsold tickets; invoices, contracts or timesheets supporting all expenses; general ledger; bank statements; check copies and reconciliations; and competition venue rental agreement. The documentation should support all information reported on the host financial report.

APPROVAL OF THE BUDGET

As part of the site-selection process, each prospective host must submit a proposed budget for approval by the NCAA. All receipts and expenses associated with the conduct of the championship competition shall be included in the proposed budget. This includes lodging expenses for officials and site representatives, if applicable. The proposed budget must be submitted and approved by the NCAA prior to the first date of competition of the championship. Additionally, best efforts should be made by the host to reasonably forecast expected ticket sales from the given championship.

The host institution is responsible for adhering to championship expenses as approved by the NCAA, including (but not limited to) competition site rental, maintenance, insurance, printing of tickets, ushers, maintenance personnel, ticket sellers, ticket takers, minor officials, police and security, promotion, publicity, advertising, meetings, banquets, medical staff. Other expenses not included in the original proposed budget must be approved in advance by the NCAA.

It is also incumbent upon the host to understand and remit all necessary taxes related to the sale of tickets to the given championship for sales made by both the NCAA and the host at their given state and locality. All consideration must be given by the host for certain relief of taxes with respect to the NCAA's not for profit status under 501(c)3 of the Internal Revenue Code. Additionally, certain championships may be required to provide an outside letter of attestation speaking to their tax status provided by an outside CPA/accounting firm.

FINANCIAL REPORT

Host institutions must complete the online financial report, which includes accurately reporting all revenues and expense, and must include payment of the amount due to the NCAA, within 60 days after the final date of competition at the site (if applicable). If requested, the host may be required to provide all supporting documentation to validate the revenues and expenses of their site. As a best practice, hosts are encouraged to upload all appropriate receipts, ticket audits and other supporting documentation to their host report on the "documents" tab as documentation supporting their revenue and expense figures.

Financial reports showing net receipts are not considered complete until payment is received at the national office. Institutions that fail to meet the 60-day reporting period will be assessed the following penalties: 60-90 days past due (25% reduction in honorarium), 91-120 days (50% reduction in honorarium) and 121 days or more (100% reduction in honorarium). If there is a shortfall in the funds available to reimburse approved expenses and honorariums, the NCAA will make best efforts to reimburse the host within 5 business days of the report being approved by the NCAA finance and accounting department.

DRUG TESTING EXPENSES

The budget for drug testing expenses should only be completed and returned to Drug Free Sport if the host has been notified that drug testing will occur. The drug-testing budget and expenses are separate from the financial report form. The drug-testing budget form is an appendix in the [drug testing manual](https://ncaa.org/Student-Athlete%20Programs/Health%20and%20Safety) (ncaa.org/Student-Athlete Programs/Health and Safety).

PARTICIPANTS

The NCAA will reimburse the competing institutions for transportation and per diem expenses in accordance with the NCAA travel policies. Once the championship is completed, participating institutions should submit reimbursement through the [Travel Expense System \(TES\)](#) within 45 days of the competition. Please note that if you host a championship, the submission of per diem and/or transportation reimbursement is in addition to the host budgeting and approval process defined above.

SITE REPRESENTATIVES

The NCAA representative's hotel room and tax shall be paid (via direct bill) by the host institution and submitted on the financial report. All other expenses (i.e., per diem, travel) will be paid directly by the NCAA.

TRANSPORTATION

Transportation. The NCAA shall pay for the rental of cars for a predetermined number of game officials and the NCAA committee representative(s). The championships staff will approve the individual to get a rental car and the individual will need to call Short's Travel to book.

Local Transportation for Teams. For team sports, eligible for reimbursable ground transportation, must arrange ground transportation through Short's Travel. Individual sports, eligible for reimbursable ground transportation receive mileage reimbursement in accordance with the travel policy.

Air Transportation for Teams. If a school is eligible for air transportation, all air travel must be booked through Short's Travel.

NCAA Championship Travel Policies

Section 13 • Hydration Product

POWERADE

Equipment Information

The NCAA will provide certain championships relevant equipment (sidelines hydration, competition playing equipment, etc.) on a sport-by-sport basis that must be used in all championship activity. The purpose of the equipment is to hydrate student-athletes for competition. Each championship will receive information from the NCAA pertaining to any equipment that will be provided. Following the championships, each host site will be required to provide the NCAA with a completed inventory sheet (template provided by the NCAA) and pictures for proof of performance.

Cups, Coolers and Water Bottles

Drinking cups, water coolers, ice chests, cooler carts and water bottles should be provided for each scheduled practice or competition of any round of an NCAA championship. Participating teams shall place any premix fluid replacement in the NCAA-issued coolers and water bottles when applicable. Only cups, cans, coolers or water bottles may be used during championships that are provided by the NCAA. If applicable, the host may retain the coolers, cooler carts and ice chests after the competition. Reoccurring host sites are strongly encouraged to use the same equipment the following year unless otherwise notified by the NCAA. Participating teams may retain the water bottles and bottle carriers after the competition.

Hydration Program

Coca-Cola will provide a bottled water product (e.g., Dasani), POWERADE powder, and when applicable, POWERADE in bottles. Participating teams and student-athletes in NCAA championships continue to be free to use/consume permissible hydration beverage(s) of their own choice in the NCAA-provided equipment. Equipment carrying any branding other than POWERADE, however, will not be permitted on the sidelines during NCAA championships.

If a championship also receives POWERADE-branded squeeze bottles, they should be provided to student-athletes. Non-POWERADE-branded squeeze bottles brought by teams/student-athletes will not be allowed.

If the host must provide and/or purchase product for any NCAA championship use (e.g., student-athlete banquet, committee tent/suite, hospitality areas, media areas), the host must purchase and provide only Coca-Cola products (e.g., Dasani, POWERADE, Coca-Cola, Sprite).

Competitors of NCAA Corporate Champion Coca-Cola may not provide product (beverages, water, isotonic) for any NCAA championship, even if the competition offers product for free or at a reduced cost. The championship budget will cover the purchase of Coca-Cola beverage products.

Use of NCAA-Provided Coolers from Previous Years

The host may use previously supplied equipment from the NCAA, specifically POWERADE equipment with approval from the NCAA; however, unless approved by the NCAA (which is often possible), they must be used in areas not within television or photographer view [they may not be used on the sidelines or within the competition area(s)].

If you have any questions regarding any of this information, please contact Laura Peterson-Mlynski (317-917-6477; lpeterson@ncaa.org).

Section 14 • Insurance

LIABILITY

If event is held on-campus:

Host institution must maintain and provide proof of at least \$1 million of Commercial General Liability (CGL) insurance on an occurrence form for Bodily Injury and Property Damage, including Products Liability (including completed-operations coverage), coverage for contractual liability, independent contractors, and personal and advertising injury. Coverage cannot exclude liability arising from athletic participation, spectators, alcohol or food-borne illness. Certificate must be submitted to NCAA prior to competition. State institutions subject to state governing tort laws are permitted to provide proof of limited liability under state laws instead of CGL coverage. (This is the minimum requirement per NCAA bylaws).

If event is held off-campus:

Host institution must maintain and provide proof of at least \$1 million of Commercial General Liability insurance on an occurrence form for Bodily Injury and Property Damage, including Products Liability (including completed-operations coverage), coverage for contractual liability, independent contractors, and personal and advertising injury. Coverage cannot exclude liability arising from athletic participation, spectators, alcohol or food-borne illness. Certificate must be submitted to NCAA prior to competition. State institutions subject to state governing tort laws are permitted to provide proof of limited liability under state laws instead of CGL coverage. (This is the minimum requirement per NCAA bylaws).

Venue must maintain and provide a minimum of \$1 million in Commercial General Liability insurance on an occurrence form for Bodily Injury and Property Damage, including Products Liability (including completed-operations coverage), coverage for contractual liability, independent contractors, and personal and advertising injury. Coverage cannot exclude liability arising from athletic participation, spectators, alcohol or food-borne illness. NCAA must be named as an additional insured.

All insurance must be provided by an insurance company with an A.M. Best Rating of A-, VII or higher.

Section 15 • Lodging

For select individual-team sports, the NCAA will secure risk-free hotel accommodations with favorable concessions and contract terms on the participating teams and individuals' behalf. Teams are encouraged but not required to use NCAA-secured hotels.

MERCHANDISING

The hotel understands that the NCAA exclusively will have first right of refusal to sell products licensed by the NCAA for merchandising at the selected hotels. If the NCAA executes this right, the hotel agrees to provide space in its lobby, tables, electricity, dedicated phone line and a secure storage location for such sales at no charge to the NCAA merchandising agent. The NCAA guarantees that the merchandise will be displayed in a neat, professional manner.

In return, the NCAA merchandising agent will pay to the hotel a percentage of the net sales from the hotel location. Net sales are defined as gross sales minus sales tax and credit card fees. The percentage rate will be a predetermined, nonnegotiable rate included in the contract between the two parties, except as specified in the following sections.

Section 16 • Marketing

CONTACTS

The host institution should designate a marketing contact or marketing team for the championship. This person should be familiar with marketing strategies that have worked in the community where the championship will be held to sell tickets and drive attendance. It is the primary responsibility of the marketing contact to work closely with the NCAA Championships Marketing contact to create and implement the championship marketing plan. While many host institutions may have a marketing contact in the athletics department, this individual may also be from the local organizing committee, convention and visitor's bureau, sports commission or a combination thereof. Contact information for the designated marketing contact(s) should be submitted through the Key Contact portion of the Host Reporting System.

EXPECTATIONS

- Know the marketing budget. The NCAA championship tournament manager on your campus or the NCAA Tournament Operations point person can communicate your marketing budget.
- Develop marketing goals. The primary focus should be driving ticket sales and attendance at the championship by developing inclusive promotion and awareness opportunities and utilizing diverse targeting strategies.
- Map out the time frame to market the championship.
- Determine how to best use the marketing materials provided by the NCAA.
- Establish grassroots initiatives to implement in your local and regional communities by creating and promoting messaging that resonates with people of all race, sex, class, national origin, creed, education background, religion, gender identity, disability, gender expression, geographical location, income, marital status, parental status, sexual orientation and which appeals to diverse communities.
- Explore opportunities with traditional media (print, radio and television) in your area.

MARKETING PLAN

Host institutions/conferences shall establish a marketing plan in coordination with the NCAA Championships Marketing contact. The marketing should reflect the host's commitment to creating an environment where all guests feel welcome and see themselves represented throughout the championship experience. All marketing plans, marketing budgets and collateral must be approved by the NCAA Championships Marketing contact prior to implementation. A marketing plan template may be found in [Appendix O](#).

MARKETING COLLATERAL

NCAA Marketing Portal. The NCAA Marketing Portal is a comprehensive tool designed to help hosts create marketing products which will generate awareness, drive ticket sales and promote attendance at championship events. The [NCAA Marketing Portal](#) can be accessed at ncaachampspromotion.com.

Championship hosts should customize and download all necessary artwork to promote the championship from the website. Hosts should utilize imagery from the artwork provided, produce the items locally and obtain reimbursement for production costs, up to the reimbursable allocation provided for the championship round you are hosting.

Each NCAA Championships host marketing contact and tournament manager will receive an email with the marketing website address, username, and password. Please contact ncaachampspromotions@ncaa.org if you are unable to locate this information.

Customizable artwork templates and marketing resources available on the NCAA Marketing Portal include, but are not limited to:

- PRINT
 - Poster
 - Flyer

- Print ad
- Table tent
- DIGITAL
 - Email blast
 - Banner
 - Social media graphics
- OUTDOOR
 - Billboard
 - Banner
- RESOURCES
 - Marketing best practices
 - Social media guidelines
 - Special artwork requests

If you have artwork needs and/or sizing which may not be available on the NCAA Marketing Portal, you may submit a special request through the website. Any additional questions can be directed to ncaachampspromotions@ncaa.org.

All requests must be approved by the national office staff before you proceed. Artwork requests and approvals will be managed through the website. If you do not have a local print vendor, we have listed NCAA preferred vendors on the website.

Collateral should not be created outside of the NCAA Marketing Portal. The website ensures proper usage of NCAA logos and trademarks, as well as ensures consistent branding across each championship round and all 90 NCAA Championships.

Please note: A limited number of Division I predetermined hosts will create all marketing collateral by coordinating directly with the NCAA Championship Marketing contact; they will not have access to the NCAA Marketing Portal.

Television/Video and Radio Ticket Spots. The marketing website allows hosts of select predetermined championship sites to download TV, video, and radio spots for immediate use. Questions regarding the availability of these spots for your championship event should be directed to your NCAA Championship Marketing contact.

SOCIAL MEDIA GUIDELINES

Host institutions/conferences may use already established social media accounts (e.g., Facebook, Twitter) as a place to promote the hosting of an NCAA championship. However, host institutions/conferences should use marketing messages and assets supplied from or approved by the NCAA (links, web banners, flyers, updates, etc.). If the championship does not have an official NCAA social media page, a host is NOT permitted to create a social media page. The NCAA will make efforts to promote this championship on the established pages, as necessary. Please refer to NCAA.org/socialmedia for a listing of official NCAA social media accounts.

APPLICABLE MARKETING BYLAWS

NCAA Division I Bylaws – Pertaining to NCAA Championship Promotions

12.5.1.1.1 Promotions Involving NCAA Championships, Events, Activities or Programs. The NCAA [or a third party acting on behalf of the NCAA (e.g., host institution, conference, local organizing committee)] may use the name or picture of an enrolled student-athlete to generally promote NCAA championships or other NCAA events, activities or programs. (Adopted: 8/7/03)

12.5.1.8 Promotion of NCAA and Conference Championships. The NCAA [or a third party acting on behalf of the NCAA (e.g., host institution, conference, local organizing committee)] may use the name or picture of a student-athlete to generally promote NCAA championships. A student-athlete's name or picture may appear in a poster that promotes a conference championship, provided the poster is produced by a member that hosts a portion of the championship or by the conference. (Adopted: 1/11/89, Revised: 8/7/03)

12.6.1.8 Reciprocal Marketing Agreements – Sports Other Than Football and Men's Basketball In sports other than football and men's basketball, an institution's marketing department may enter into a reciprocal contractual relationship with a professional sports organization for the specific purpose of marketing and promoting an institutionally sponsored sport. (Adopted: 4/29/04 effective 8/1/04, Revised 2/17/12)

13.4.3.3 NCAA or Conference Championship Posters. An institution hosting an NCAA or conference championship may produce a poster promoting the championship and send it to a high school coach and/or his or her educational institution. It is not permissible to send such a poster to a prospective student-athlete. (Adopted: 10/28/99, Revised: 4/6/00, 1/10/05 effective 8/1/05)

13.4.3.3.1 NCAA or Conference Championship Promotional Materials. The NCAA or member conference [or a third party acting on behalf of the NCAA or member conference (e.g., host institution, host conference, or local organizing committee)] may produce and provide championship-promotional materials to any individual or group, provided the materials: (Adopted: 1/10/05)

- (a) Are solely for the purpose of promoting the championship event rather than the host institution, and use factual information (e.g., date, time, location, identification of host school/conference, ticket information, photos of previous championships);
- (b) Are not sent exclusively to prospective student-athletes;
- (c) Are available to the general public; and
- (d) Do not promote the institution's athletics program.

13.1.8.5 NCAA Promotional Activities Exception. An institution's coach may participate in NCAA promotional activities (e.g., autograph sessions, fan festivals and opening ceremonies) at NCAA championship events, provided contacts with prospective student-athletes are not prearranged and recruiting activities do not occur. (Adopted: 4/28/05)

NCAA Division II Bylaws – Pertaining to NCAA Championship Promotions

12.5.1.1.3 - Promotions Involving NCAA Championships, Events, Activities or Programs. The NCAA [or a third party acting on behalf of the NCAA (e.g., host institution, conference, local organizing committee)] may use the name or picture of an enrolled student-athlete to generally promote NCAA championships or other NCAA events, activities or programs. (Adopted: 1/12/04)

12.5.1.7 - Promotion of NCAA and Conference Championships. The NCAA [or third party acting on behalf of the NCAA (e.g., host institution, conference, local organizing committee)] may use the name or picture of a student-athlete to generally promote NCAA championships. A student-athlete's name or picture may appear in a poster that promotes a conference championship, provided the poster is produced by a member institution that hosts a portion of the championship or by the conference. (Adopted: 1/11/89, Revised: 1/12/04)

12.6.1.2 – To Intercollegiate Event. A professional sports organization may serve as a financial sponsor of an intercollegiate competition event, provided the organization is not publicly identified as such. A professional sports organization may serve as a financial sponsor of an activity or promotion that is ancillary to the competition event and may be publicly identified as such. [D] (Adopted: 1/10/92, Revised: 8/5/04, 10/28/10, 6/22/11, 1/14/12)

13.4.3.2 – NCAA or Conference Championship Promotional Materials. The NCAA or a member conference [or a third party acting on behalf of the NCAA or member conference (e.g., host institution, conference, local organizing committee)] may produce and provide championships promotional materials to any individual or group, provided the materials: [D] (Adopted: 1/11/00 effective 8/1/00, Revised: 1/13/03 effective 8/1/03, 1/10/05 effective 8/1/05, 6/22/11)

- (a) Are solely for the purpose of promoting the championship event rather than the host institution, and use factual information (e.g., date, time, location, identification of host school/conference, ticket information, photos of previous championships);

- (b) Are not sent exclusively to prospective student-athletes;
- (c) Are available to the general public; and
- (d) Do not promote the institution's athletics program.

NCAA Division III Bylaws – Pertaining to NCAA Championship Promotions

12.5.1.1.2 – Promotions Involving NCAA Championships, Events, Activities or Programs. The NCAA [or a third party acting on behalf of the NCAA (e.g., host institution, conference, local organizing committee)] may use the name or picture of an enrolled student-athlete to generally promote NCAA championships or other NCAA events, activities or programs. (Adopted: 1/10/05)

12.5.1.10 – Promotion of NCAA and Conference Championships. The NCAA [or a third party acting on behalf of the NCAA (e.g., host institution, conference, local organizing committee)] may use the name or picture of a student-athlete to generally promote NCAA championships. A student-athlete's name or picture may appear in a poster that promotes a conference championship, provided the poster is produced by a member institution that hosts a portion of the championship or by the conference. (Adopted: 1/11/89, Revised: 1/10/05)

12.6.1.2 – To Intercollegiate Event. A professional sports organization may serve as a financial sponsor of intercollegiate competition event, provided the organization is not publicly identified as such. A professional sports organization may serve as a financial sponsor of an activity or promotion that is ancillary to the competition event and may be publicly identified as such. [D] (Adopted: 1/10/92, Revised: 1/10/05, 1/14/12)

13.4.1.2 – Conference or NCAA Championships. An institution or conference that is hosting any portion of a conference or NCAA championship may send printed materials promoting the championship event (e.g., ticket application or promotional brochures, flyers or posters) to high school or two-year college coaches or administrators, but not to specific prospective student-athletes, provided: (Adopted: 1/13/10)

- (a) The printed material includes only information relevant to the championship events;
- (b) The printed material is available to the general public, including all high schools in the local area; and
- (c) The printed material contains no information related to the institution's athletics program.

13.14.1.2.1 Exception – NCAA Championships. An institution or conference that is hosting any portion of an NCAA championship may purchase paid advertisements in a high school athletics program to generally promote the NCAA championship, provided: (Adopted: 1/15/14)

- (a) The advertisement includes only information relevant to the championship events;
- (b) The advertisement is available to the general public, including all high schools in the local area; and
- (c) The advertisement does not contain information related to the institution's athletics program or the conference's member institutions.

Section 17 • Media Services

CHAMPIONSHIP RECORDS

NCAA championship records are available in PDF format at ncaa.org. Once you are logged onto the site, hover over the specific division and click on the statistics link. Click on the appropriate sport and scroll down to the records book section.

MEDIA COORDINATOR

The local media coordinator/SID will need to be responsible for the following:

1. Designate area and times for media to pick up credentials.
2. Provide area close to the finish line for media only but with the goal to not interfere with the finishing student-athletes and minimize traffic.
3. Create host institution championships website to post local and meet information and any press releases.
4. Post official results, photos, quotes and written recaps on host website and also sending results, recap and photos.
5. Assign someone to provide social media coverage during the championships to increase coverage of Division III championships and provide fans with a behind-the-scenes look at the championship in real time. This person could also be an NCAA liaison attending the championships.

On-Site Contacts

What you will need.

- **Smartphone.** A phone with a camera and access to email on that phone.
- **Competition Credential.** Access to the competition area so you can execute the asks below.
- **Creative Mind.** Think outside the box. Think like a fan and send us what you would want to share on social media. Build the content you care about.

Responsibilities.

- Send three photos from around the venue to Kayci Woodley and Jared Thompson (via email and/or text).
 - Examples.
 - Teams arriving;
 - Empty locker rooms;
 - Teams warming up/starting lineups;
 - Band/cheer/mascots;
 - Celebration/team traditions/huddles; and/or
 - Fans cheering.
- When sending content please include the following:
 - Location of photo (venue name, city);
 - Team(s) in photo – full school name and mascot; and
 - Brief description of what is happening.

DIVISION III CROSS COUNTRY

Division III Social Media Contacts

Kayci Mikrut, kmikrut@ncaa.org, 317-294-4463 (mobile)
Jared Thompson, jlthompson@ncaa.org, 317-987-6702 (mobile)

What we will do.

- Collect photos and resize to fit appropriate platforms; and
- Craft language to fit social media strategy.

Example of content On-Site Contact would provide.

The Eagles lead the Penguins 3-0 at M&T Bank Stadium in Baltimore, MD for the DIII Men’s Lacrosse Championship between Salisbury University and Tufts University.



CREDENTIALS

The NCAA will print and send to the host institution all credentials for participating teams and individuals, coaches and administrators, media, NCAA committee members, meet officials and other tournament personnel, as necessary. Credentials will be distributed at packet pick-up the day before competition begins. Credentials are not transferable.

Gambling. NCAA policy prohibits the issuance of media credentials to representatives of any organization that regularly publishes or otherwise promotes the advertising of “tout sheets” or “tip sheets,” or other advertising designed to encourage gambling on college sports events. Institutions hosting National Collegiate Championships competition are subject to the Association’s enforcement procedures if the media coordinator disregards this policy.

Issuance of Credentials. Working credentials shall not be mailed. The media coordinator shall issue credentials individually. Credentials may be issued to the following:

1. Coaches’ credentials will be distributed according to the following formula:

<u>Number of Student Athletes</u>	<u>Number of Coaches Credentials</u>
1-7	4 per gender

2. Each student-athlete registered to compete will receive one credential for access to the championships up to 10.
3. Credentials are nontransferable. Any student-athlete, coach, administrator, media or training personnel found giving or selling their credential to another person is subject to sanctions by the NCAA committee.

Other credentials provided include the following:

NCAA Committee/Staff. Credentials will be issued to all NCAA committee and staff at the championships.

Officials. All officials working the championships should receive an appropriate credential.

Drug-Testing Team. In the event of drug testing, credentials should be issued for the drug-testing team by The Center staff (e.g. “event management” – a distinct credential type noting “doping control” or the like shall not be issued”). Individuals serving in this capacity will be identified for the meet director at each site by the national office staff.

Media. Media credentials shall be issued according to the press criteria printed in the [Media Coordination Manual](#).

Media credentials **MAY NOT** be given to individuals serving in a coaching capacity. Individuals with media credentials must remain neutral and must not cheer for a given team.

Meet Personnel. Each host SID is responsible for organizing workers to assist in the press operation of the championships. The number of workers will depend upon the media demand for the meet(s) at the site. Communication with the media coordinator and the SID’s knowledge of the area media will help with advance planning. Such duties as press runners, quote takers, stat crews, copy machine personnel, fax machine operators, etc., should all be coordinated with the tournament director and media coordinator.

Printing. The NCAA will produce credential boards, print photography policies, news film and mini-camera policies, and the following types of credentials*:

All Access	NCAA Committee
Coach	Official
Event Management	Security
Media	Student-athlete
Medical	Timing Crew
NCAA	Volunteer

**Types of credentials can be adjusted based on competition site/host needs.*

Press. Questions regarding press credentials should be directed to the host institution’s designated sports information contact.

Radio Not Providing Play-by-Play. Each station or network will be limited to one credential.

Radio Providing Play-by-Play. Credentials may be provided to the number of individuals required by a station or network to originate meets during the regular season. However, in no case may more than four credentials be provided for any single station/network. Broadcasts of any championship meet must conform to the general broadcasting policies established by the Association.

For the radio agreement form, and radio and Internet policy, refer to the NCAA Broadcast Manual & Policies, located on the NCAA Web site at ncaa.com/media.

Television Providing Play-by-Play (if applicable). A total of 50 credentials shall be provided to the entity televising the meet and claimed in person by the producer. Please refer to the NCAA Broadcast and Media Services website, located at ncaa.com/media.

Volunteers. It is not permissible to issue credentials to volunteer workers except for those directly involved in event management.

HEADQUARTERS HOTEL

The media coordinator is responsible for media arrangements at the headquarters hotel. Lodging for participating media shall be arranged by the media coordinator.

HOSPITALITY

Media hospitality is strongly encouraged, and media coordinators are responsible for coordinating media-hospitality functions. Accordingly, disbursements for these items shall be guided by the budget that was originally submitted by the meet director and approved by the committee. Budgets cannot be changed without the prior approval of the committee.

LIVE RESULTS

Refer to the NCAA Broadcast and Media Services website, located at ncaa.com/media.

MINI-CAMS AND NEWS FILM

If a meet is televised, only the station that has purchased rights may film action. Media coordinators shall designate an area where video distribution facilities will be placed. For mini-cam and news film photography policies, refer to the NCAA Broadcast and Media Services website, located at ncaa.com/media.

NEWS CONFERENCES

The media coordinator shall have the authority to designate and require any student-athlete to attend a postmeet news conference and/or those scheduled before any round of competition in the national championships. Each participating institution shall make student-athletes available at all scheduled news conferences.

PARKING

Designated media parking is preferred, but the host must make the decision to designate space. If media parking is limited, “car pools” should be encouraged to permit the greatest use of the parking area. It is the responsibility of the media coordinator to design and print parking passes, if necessary.

POSTMEET INTERVIEWS

All coaches and student-athletes must be made available for postcompetition interviews after the “cooling off” period. This not only applies to formal press conferences, but also to any interview requests made to coaches and/or student-athletes not involved in the press conference. Failure to do so may result in possible misconduct, as determined by the respective sport committee.

Electrical Outlets. Electrical outlets will be required in the working pressroom to assist representatives using transmission equipment requiring electricity. There shall be one electrical outlet per seat in the working pressroom.

Equipment. The host institution shall provide all the necessary equipment (microphones, chairs and adequate lighting) for the interview area.

Competition Site Coordinator. Host media coordinators must designate an interview room at the competition site and an individual to coordinate the activities in it.

Moderator. The media coordinator shall identify a moderator for each news conference who shall keep the conference moving on schedule.

Obligation of Coach. Regardless of any personal regular-season radio or television contract(s), the coach first is obligated to the entire media staffing the meet. The coach cannot delay a postmeet interview with the covering media to conduct a program for a single newspaper, radio or television reporter unless requested to grant a short interview (not to exceed four minutes) by the television network that has purchased rights. (The media coordinator or designee shall have the responsibility to terminate the four-minute interview period, not the network that has purchased rights.) After fulfilling this commitment to the media staffing the tournament, the coach and student-athletes may participate in a special interview.

SECURITY

Security personnel should be instructed to protect the press conferences and working press areas, and to limit access in all restricted areas to individuals wearing credentials.

FINAL RACE RESULTS

Final race results shall be provided for the media.

TEAM FILMS/VIDEOTAPES

Each participating team is permitted to tape competition with a single camera and one person (videotape or film). The team representative is not permitted to have an assistant during filming/videotaping. Filming/videotaping areas will not be reserved for participants.

Noncommercial Usage. Films or videotapes of the championships procured by any participating institution, whether filmed or videotaped by the institution or received from NCAA Productions, may be performed freely for the institution's own noncommercial purposes (not including television broadcast), but only with the advance written consent of the NCAA, may they be performed, reproduced or distributed for television purposes or other commercial purposes.

WORKING PRESS ROOM

The media coordinator is responsible for the working pressroom at the competition site.

SID Needs. The media coordinator shall contact each SID representing a participating team at the site and request a shipment of media guides, statistics and other updated information to place in the pressroom before the team's arrival.

Copier. One photocopy machine with capabilities for reproducing statistics and other material with a minimum per copy speed of 75 per minute. The competition site will be responsible for the installation, service costs and paper for these machines for the tournament. Each machine will also include a collator and automatic stapler, with an additional collator available capable of handling 12 separate sheets of paper. There will also be provided equipment operators and technicians to be available on competition day as scheduled by the NCAA.

Printers. At least one high-speed printer with collating and stapling capabilities available for the media.

Wireless/Computer Ethernet. At each site there should be a minimum of two Ethernet connections or wireless (preferred) access.

Section 18 • Meet Management

SCHEDULE OF EVENTS

The track and field and cross country committee will approve the schedule of events before the championships.

NATIONAL ANTHEM

The National Anthem shall be sung or played before the first race of the championships.

GAMES COMMITTEE

The games committee shall be comprised of the NCAA Division III Track and Field and Cross Country Committee.

OFFICIALS

Key officials shall be appointed as described in **Section 20**. The host institution is responsible for securing the balance of officials. In addition, the host is responsible for securing clerks (one clerk for every four to five boxes). There should be four to five tables separated by starting boxes, with two people per table to check in teams.

Meeting. The NCAA committee shall conduct a meeting with the officials prior to the start of the meet. (The NCAA championship manager along with the host will schedule the officials meeting.)

ENTRY FORMS AND DECLARATIONS

Entry Forms. Only the 10 student-athletes listed on the entry form may compete in the national championships meet. After the regional championships, coaches will have until 9 p.m. Eastern time the Sunday prior to nationals to declare or scratch their team for the national championship on Direct Athletics. **The system will shut down at 9 p.m. Eastern time sharp so please give yourself enough time to declare or scratch your runners.** Institutions submitting late entries are subject to a fine of \$400 per gender. Any exceptions to the roster policy will only be considered in extraordinary circumstances and should be addressed in writing to the committee and NCAA championship manager. Each institution should print a copy of its entry forms to hand carry to the national site should any issues arise.

The qualifying finish of teams and individuals at the regional meets will constitute entry into the national meet. **However, all qualifying teams and individuals must be entered/declared for the national meet via DirectAthletics by 9 p.m. Eastern Time, Sunday, Nov. 17. No action will result in a scratch from the National meet. Even if your team roster is the same as your regional meet roster, you still must submit your roster for the national meet.** The system will shut down at 9 p.m. Eastern time sharp so please give yourself enough time to submit your roster or individual qualifiers. Any exceptions to this policy will only be considered in extraordinary circumstances and should be addressed in writing to the committee and NCAA championship manager.

The host should do the following after the entries have posted to Direct Athletics:

1. Download entries from online system.
2. Entries received after the deadline (up until 9 p.m. Eastern time, Sunday, Nov. 17) must be approved by the track and field and cross country committee. A late fine will be assessed (\$400 per team/gender). No entries will be received after this deadline.

HEALTH AND SAFETY CONSIDERATIONS

As part of preparation and planning to host and/or participate in championship events, member Institutions are reminded and encouraged to review all applicable health and safety policy and legislative requirements and guidance with event staff and personnel including, among others, those relating to concussion management, catastrophic injury prevention, inclement weather and independent medical care, consulting with institutional legal, medical and risk management personnel as necessary. These requirements and related information can be found in applicable division manuals, sports playing rules and the materials located on the [NCAA Sport Science Institute website](#). A nonexhaustive list of some of the key health and safety considerations is provided below. More detailed information on each of these topics can be found in the [Interassociation Recommendations: Preventing Catastrophic Injury and Death in Collegiate Athletes](#) and the [NCAA Sports Medicine Handbook](#).

- Blood-Borne Pathogens and Other Biohazards
- Catastrophic Incidents and Emergency Action Plans
- Cleaning and Disinfection
- Inclement Weather, Air Quality and Other Environmental Considerations
- Independent Medical Care
- Medical Facilities
- Medical Disqualification, Removal and Return to Activities
- Medical Staff: Resources, Communications, Training and Responsibilities
- Medical Supplies and Equipment
- Medical Treatment (including for, among others, the following emergency conditions)
 - Asthma
 - Burners (Brachial Plexus Injuries)
 - Cardiac Emergencies
 - Cervical Spine Injuries
 - Concussion and Traumatic Brain Injury
 - Diabetic Emergency
 - Head and Neck Injury
 - Heat Illness and Heat Stroke
 - Hypothermia
 - Mental Health Emergencies
 - Rhabdomyolysis
 - Sick Cell and Other Exertional and Nonexertional Collapse
 - Skin Infections
- Prescription Medications, Banned Substances and Drug Testing
- Protective Gear and Equipment
- Sexual Violence
- Visiting Team Care and Coverage

In addition, and as a supplement to the legislative and policy requirements and related guidance described above, the following health and safety considerations and expectations will also apply to all championship events.

Ambulance Service

At the NCAA's expense, an ambulance shall be provided for event participants on game days. The ambulance should be equipped with advanced life-support equipment (e.g., AED with EKG capabilities, cardio-conversion drugs, and emergency respiratory equipment).

Coaches, Officials, Event Staff and Spectators

Host institutions should consult as necessary with applicable institutional legal, medical and risk management personnel to determine and appropriately plan for the management of emergency and other health and safety incidents involving individuals other than student-athletes that may occur at the championship event or venue.

Medical Staff Credentials and Access

Travel party credentials for participating institutions will include credentials for medical personnel; provided it is the responsibility of the participating institution to include medical personnel in their normal credential numbers. Institutions may include medical staff beyond travel party limits provided they pay for the additional numbers with institutional funds. Competition site access can be secured by acquiring session tickets through purchase or an institutional pass list.

Any medical staff traveling with participating teams will have access to their team participants with the assistance of host medical staff, should an injury occur. If medical staff are not to be seated with the team during any championship event for any reason, they should communicate to host medical staff their seat locations and host medical staff should be prepared to provide all participant medical staff with the necessary credentials to access and provide necessary escort to the team locker room or athletic training room in the event of an emergency. Typically, an access point from the stands supervised by security will allow access by medical personnel to student-athletes.

Portable Immersion Tubs

Portable immersion tubs (hot or cold) are permitted at championship events only where use is a component of an established emergency or other health and safety plan and managed under the direction of sports medicine staff, an athletic trainer or physician in accordance with all applicable institutional and government health regulations and requirements.

Weather Monitoring Systems and Environment Schedule Changes

To support and facilitate host institution management of these weather/environmental considerations and requirements, the NCAA will provide a lightning detection and weather monitoring system to each host institution for use in all rounds of competition for outdoor championships. It is expected that both the site representative and host tournament director will submit relevant email and/or phone contact information as part of system set up to enable timely receipt of all system weather updates. It is important that the location address provided by the site representative and tournament director as part of this set up process is the actual physical location of where the event is taking place. In addition to the on-site weather monitoring system that will be provided by the NCAA, each site representative and tournament director should consider the use of a national storm center forecasting application (e.g. weather.gov or weatherbug.com) and the identification of a local meteorologist contact to further facilitate weather and environmental monitoring.

If the tournament director and/or site representative determine that weather conditions could alter the approved championship event schedule, they should promptly contact the NCAA championship administrator with a summary and details of the anticipated weather/environmental issue and proposed alternative schedule, in each case *prior to* making or announcing any formal changes the schedule.

MEET ANNOUNCEMENTS

Other than commentary on student-athlete performances, meet proceedings announcements are limited to (a) those of an emergency nature; e.g., paging a doctor; (b) those of a “practical” nature; e.g., announcing that a car has left its lights on; (c) announcements that NCAA souvenir merchandise, game programs and concessions are on sale; (d) announcements of scores from another NCAA competition site; and (e) the paid attendance figure. It is not appropriate for the public-address announcer to introduce VIPs or meet officials, or to provide information pertinent only to the host institution’s activities unrelated to the meet. The NCAA championships manager will provide public address scripts as appropriate.

PACKET PICKUP

Packet pickup should be scheduled for Friday in consultation with the NCAA and should be located where there is adequate space to handle distribution for packets and student-athlete mementos. The diagram and flow for packet pickup will be established in consultation with the committee.

Parking passes are distributed at this time, if applicable. The host institution is responsible for distribution of packets. The NCAA site representatives/committee will be present to answer questions and to assist as needed.

The host should provide the following for packet pickup (number of tables):

1. NCAA committee (one);
2. Men’s team packets (two);
3. Women’s team packets (two);
4. Timing company (one);
5. Credentials (two);

6. Distribution of participant medallions (two); and
7. Check-out station (five-six with pens).

A cover sheet for each packet should be created to list the enclosed materials so the coaches have to check each item and sign that they have received everything and are responsible for the enclosed information. The following items should be included in the packets:

- **Copy of institution's online entry form that was submitted;**
- **Bib numbers for each competitor (front and back);**
- **Chips per competitor should be placed in a small envelope and stapled to the race number and instructions should be provided on return procedure (location of drop off point, cost for lost chips, etc.);**
- **Eight safety pins per student-athlete if using stick-on hip number, otherwise 16 per student-athlete;**
- **Parking information and pass, if needed; and**
- **Credentials.**

A separate table can be set up for coaches to pick up the following:

- **Copies of the course maps (separate for each gender); and**
- **Copies of box draws.**

OPEN PRACTICE

Course reviews held the day before the races shall be open to the public.

The course should be made available for practice two days before the national championships.

STARTING BOX DRAW

The committee does box draws. Box draws will be sent to the host and should be posted a minimum of two days before competition on the host micro website. All starting boxes are randomly drawn.

REPORTING RESULTS

During the championships and at the conclusion of the competition, the host sports information contact is responsible for reporting official results to the NCAA. Copies of results should be sent to ncaa-content@turner.com, NCAA championship manager and kjsmith@ncaa.org, and should be submitted in the following manner:

- Send the information to the individuals listed above;
- Specify the sport (division, championship, round) in the SUBJECT area;
- Paste the text directly into an Email **or** send Email as an attachment in an MS Word document or Windows Notepad text document;
- Please convert photos to JPEG format and attach to the Email; and
- **The results must be provided per the instructions above no later than 30 minutes after the protest period.**

STARTING TIMES

The committee will provide all starting times and order of the races. *Times are subject to change.

Note: Men will race first in "odd years", and women will race first in "even years."

Year 2024*

11 a.m. – Women's race
12 p.m. – Men's race

Year 2025*

11 a.m. – Men's race
12 p.m. – Women's race

TIMING/DATA CREW

The NCAA will hire the crew responsible for timing the championships. The host is responsible for securing sleeping rooms for the timing/results group. The timing crew should be set up in accordance with the institution's normal operating procedure (i.e., in the competition site press box).

Section 19 • Neutrality

NEUTRALITY

Host institutions should keep in mind that hosting **an NCAA Championship event** is not a home event. Neutrality is important; therefore, such items as host institutional signage should not be used to create a “home” atmosphere. Traditional premeet or between-meet activities are not permissible (e.g., tossing items to the crowd, permitting mascots to lead “trains” through the crowd).

All officials must refrain from cheering for any participant or from wearing institutional attire; they are considered “neutral” and must behave in such a manner.

Section 20 • Officials

CONFIDENTIALITY

The NCAA committee will meet with the officials separately to review their responsibilities.

MEETINGS

Officials are required to attend the officials meeting before the conduct of the competition.

SELECTION

The committee shall approve the referee, head starter, four assistant starters and PA announcer for the championships. The host shall provide recommendations to the committee for these positions.

Notification. The championship manager is responsible for contacting the key officials to notify them of their assignments. The host should contact the officials, once confirmed, to obtain arrival times; provide information regarding a meeting time and site and lodging arrangements; and determine whether they wish to purchase tickets for family members or friends.

Other Officials – Umpires. Two per major turns (these should be most experienced). A course map outlining umpire zones should be produced.

Section 21 • Participant Manual/Host Website

The NCAA will send the host a template participant manual that they must use. We ask that you complete the information in the template and send back for approval by Oct. 7.

The host will be responsible for creating their own website. Websites must be approved by the NCAA before going live. Please send the host website link to the NCAA championships administrator no later than Oct. 10.

The participant manual and all other information relevant to the championships will be posted to the NCAA sport landing page. See [Appendix B](#) for a list of information that should be included. Please send to the NCAA championships manager as soon as it becomes available.

Section 22 • Practice

The course should be made available for practice two or three days before the national championships. Any requested exceptions need to be addressed with the NCAA championship manager and committee.

Section 23 • Programs

This championship will feature a digital game program that can be viewed online or downloaded at no charge. This program will be available online generally no later than two days prior to the first day of the event.

All digital programs available can be found at ncaa.com/gameprograms.

CONTENT/EDITORIAL

LEARFIELD Responsibilities

Responsible for all program production, including editorial content, layout and design, advertising, and printing.

Host Responsibilities

Media contact should provide LEARFIELD with text and photos for editorial pages about host institution/venue/city, if requested by LEARFIELD.

Any pages promoting the host institution/venue/city will not be display advertisements; those interested in purchasing advertising space for sponsors, etc., should contact Clerrinda Queen (clerrinda.queen@learfield.com).

PROMOTION

The NCAA will provide a PDF including a QR code that links to the digital program, a URL where the digital program can be accessed and imagery of the NCAA's Corporate Champions and Partners. This PDF, or digital handout, is also shared with participating schools for their promotional use.

If you would like this information ahead of time, please contact your NCAA administrator.

Best Practices

Below are a few best practices for promoting the championship digital program.

- Distribute the digital handout to fans.
- Create signage to direct fans to the digital program by using elements on the digital handout.
- Post the link on athletics and school-affiliated websites.
- Share the link on athletics and school-affiliated social media outlets.
- Share the link with student-athletes, faculty, alumni organizations and local media outlets, and any other group that may have interest.

SUPPLEMENTAL HANDOUTS

At championships sites where a digital program is available, LEARFIELD allows the host institution/venue to distribute supplemental handouts (i.e., updated statistics and notes) provided any such materials:

- Do not include any advertisements, local sponsor logos, etc.
- Include the QR code and URL to the digital program.
- Include the NCAA Corporate Champions and Partners imagery.

Printed supplements may be distributed free or sold, with all proceeds retained by the host. The host should not include expenses for such supplements in the championship budget and/or financial report.

All supplemental content is subject to NCAA and LEARFIELD approval.

QUESTIONS

If you have any questions, please feel free to contact your NCAA administrator or Chad Laytham (chad.laytham@learfield.com) at LEARFIELD.

Section 24 • Safety and Security

The NCAA has established a Safety and Security Advisory Group (SSAG) to develop Best Practices for all NCAA championships. The SSAG developed these Best Practices based on a review of current and future championships competition venues, discussions with safety and security experts, and their own experience and knowledge. All hosts and competition venues are strongly encouraged to refer to the [Best Practices for Venue Safety and Security](#) when developing a safety and security program.

The suggestions outlined in the Best Practices for Venue Safety and Security are based on practices that are employed by competition venues across the nation. The need and ability to implement them at each facility and event will vary. Properly trained and equipped personnel constitute the primary element of implementing a successful safety and security program.

Best Practices for championships competition venue safety are intended for guidance purposes only; they are not a requirement under NCAA or other regulations or legislation. In addition, because of the wide variety of designs and sizes of competition venues; and composition and profile of particular events, not all Best Practices will be reasonable or applicable.

The Best Practices should not be viewed as a complete or primary source of information for developing or implementing the safety program for the competition venue hosting an NCAA championship. Rather, facility managers and local public safety personnel should consider the current national threat level, nature of specific threats and the full range of resources available when responding to changes in the threat condition levels.

Please submit your final safety and security plan, which would be inclusive of the NCAA Championships Safety and Security Team Contact Information form. Items must be submitted once the opportunity to host has been awarded.

Unless otherwise expressly authorized by applicable law, no firearms or weapons are permitted on these premises for NCAA championships and events, excluding authorized law enforcement officers. Failure to abide may subject you to ejection as well as other applicable discipline or action. The foregoing shall not limit the applicable equipment used in and for fencing and rifle competitions in accordance with NCAA rules, at the venues for such competitions.

WEATHER

If the tournament director and/or site representative determine that weather conditions could alter the approved championship event schedule, they should promptly contact the NCAA championship administrator with a summary and details of the anticipated weather/environmental issue and proposed alternate schedule prior to making or announcing any formal changes.

Lightning and Weather Detection Service

The NCAA has made arrangements to provide a lightning detection and weather monitoring system to all rounds of competition for outdoor championships. This system will assist the event management staff and the NCAA site representatives in case of inclement weather during the championship. A tournament staff member should be dedicated to weather monitoring. This service is provided complimentary so that all sites will have the resources available to ensure the safety of our student-athletes, spectators and event management staff. Both the site representative and host tournament director should request to include their emails and/or phone numbers via text to the weather monitoring system so updates will be received. The site representative and tournament director should also ensure that the address identified in the monitoring system is the actual physical location of where the event is taking place. It is also recommended that the tournament director make contact with a local meteorologist to further facilitate weather and environmental monitoring.

Section 25 • Volunteers

GOAL AND RECRUITMENT

A volunteer program for the championship should be implemented to accomplish the following goals:

- Provide an enthusiastic and warm welcome to participants and guests;
- Answer questions and provide information to visitors; and
- Contribute to the general excitement surrounding the championship.
- Assist the LOC with championship operations.

Championship volunteer programs should represent the student-athletes and communities we serve, embrace diversity and be inclusive of individuals from all backgrounds and identities. The NCAA and the LOC shall encourage recruitment and participation of volunteers from a talent pool of individuals that reflect diversity across all aspects, including race, age, sex, class, national origin, creed, educational background, religion, gender identify, disability, gender expression, geographical location, income, marital status, parental status, sexual orientation and work experiences. The LOC/host institution should keep the NCAA's commitment to diversity top of mind as they assign volunteers to the various roles and responsibilities throughout the championship.

Volunteers must be 18 years of age or older and must sign a volunteer release waiver. Individuals with driving responsibilities MUST be 25 years of age or older.

Student-athletes or prospect-aged individuals MAY NOT be recruited in any way different than general public volunteers. The Local Organizing Committee (LOC) cannot make a specific volunteer presentation to student-athletes of the host institution/conference. Student-athletes and prospect-aged individuals may apply to volunteer in the same manner as individuals from the general public. Student-athletes and prospect-aged individuals must be selected by the same criteria as the general public applicants.

The NCAA may request additional volunteers from the LOC as necessary.

WAIVERS

Each volunteer must sign a waiver of liability before the start of the championship (Appendix G). If there is a written agreement governing volunteer service, a release component must be added if one does not already exist. After the championship, all waivers shall be collected and kept on file, in case requested.

APPAREL

The NCAA will coordinate ordering and production of the apparel through the NCAA volunteer apparel program. BDA Sports and Event 1 have been selected as the official NCAA volunteer apparel providers for all 2024-25 championships. The NCAA will offer its Corporate Champions/Partners the opportunity to help offset the cost. The champion/partner would be permitted to place one logo on each apparel item, if a separate apparel item is provided for these volunteers.

The championship logo and the licensee's mark will be embroidered on the apparel. The licensee's logo may appear on the right chest or sleeve. The licensee's logo may be no larger than 2¼ inches square.

The LOC will distribute uniforms during the required volunteer training sessions to ensure each volunteer's commitment. When ordering uniforms, the LOC will ensure that apparel includes women's styles and sizes.

The games management staff, media coordination staff and host media operations staff should be included in overall volunteer numbers and should receive volunteer apparel.

Note: Hosts shall work in collaboration with the championship administrator on the selection, ordering and distribution of volunteer apparel.

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Appendix A • Course and Equipment Checklists

1. The length of the course shall be 6,000 meters for women and 8,000 meters for men.
2. Contact the subcommittee chair for final approval of course layout and marking. Refer to the [NCAA Cross Country/Track and Field Rules Book](#) and enclosures in this manual. Lining of the team/individual boxes will be supervised by the NCAA Division III Men's and Women's Track and Field and Cross Country Committee.
3. Arrange to have someone stationed at each mile to call split times and radio back to the announcer.
4. Make arrangements for collecting runners' sweats at the start and returning the items. Proper security should be provided (e.g., plastic bags, student aides).
5. Arrange for a public address system at the course. Use the system and announcer for race countdown and announce race progress. Station personnel with hand-held radios at each mile mark to report race progress to announcer.
6. Provide barriers to secure important areas. Place fencing, 30 to 40 feet behind boxes to keep general public/spectators and coaches out of start area.
7. Make signs to indicate start, finish and mile marks. Also, make signs with directions to site from headquarter hotel.
8. Two FinishLynx cameras mounted on tripods set on each side of the mats. Two Identilynx cameras mounted a minimum of eight feet should be provided and should be located at 45 degrees of the finish line with one capturing the front and one capturing the back of the runners. All cameras must have battery back-up. Split clocks should be positioned throughout the course.
9. Construct a finish area. Details will be discussed on conference calls.
10. Provide golf carts for committee use. Provide at least one lead and two trail vehicles on race day (gator or golf carts). Medical staff should provide a trailing vehicle(s). See medical section for more equipment needs.
11. Copy and provide violation forms and pens to umpires throughout the course.
12. Protest forms will be supplied by the NCAA. ([Appendix C](#))
13. The course should be flagged and roped at all potential sites for congestion.
14. **Awards Stand.** A raised awards stand needs to be available to accommodate 40 people.
15. Numbers should be made of durable material and be five inch bibs. No commercial logos may appear on numbers. NCAA championship logos are available online at ncaalogos.com.

ADDITIONAL EQUIPMENT/SUPPLIES

1. Two back-up stop watches. Check batteries.
2. Starters flags.
3. Three .32 caliber starting and recall pistols and blanks.
4. A public-address system.
5. Course Supplies -
 - a. Pennants or rope (according to course requirements).
 - b. Cones and flags, as needed, on course.
 - c. Snow fence and/or highly visible plastic fence.
 - d. High visibility engineers marking/caution tape.
 - e. Adequate paint and sprayer as needed
 - f. Directional signs to designate turns and directions post or flags (red, yellow, blue).
 - g. Shovels, rakes and pruning shears.
 - h. Mallet and post-hole digger.
 - i. Sand to fill holes.
 - j. Padding for protecting posts in finish area and on course.
6. Power sources and at least two back up power sources at meet site.
 - a. Electrical.
 - b. Generators.
 - c. Battery backup systems (two).
7. Water source close to finish (in addition to bottled water supplied by the NCAA and/or coolers). Be sure to plan for ice if necessary.
8. Large plastic bags to use for runners' clothing. Need enough for each team plus each individual runner not associated with a team.
9. A location to post results at the course (bulletin board, clubhouse).
10. Accommodations made for snow removal and/or inclement weather conditions. Make sure you have appropriate equipment on standby and enough workers. Also be sure to have available absorbing material (such as turf dry, hay, etc.)
11. Equipment to ensure equal starting point for all runners to the focal point.
12. Pickup truck or other vehicle capable of transporting equipment.
13. Umpire cards.
14. Emergency medical supplies for extreme heat or cold conditions see section on medical.
15. Signs
 - a. Mile markers and kilometer markers required.
 - (1) Color of mile marker and kilometers markers should be different.
 - (2) Need to differentiate between men's miles and kilometer markings and the women's.
 - b. Course directions from the headquarters hotel.
 - c. Other significant landmarks (i.e., major airports and interstates).
16. American flag.

Appendix B • Host Website Information

The host is responsible for creating a championships meet website and continuing to update information on the site. The participant manual serves as the host institution's template for this information.

IMPORTANT: Please send a copy of this information to the subcommittee liaison and the NCAA national office for approval by Oct. 5. Approval is necessary before posting it on your website.

The website should include the following information:

- Lodging, room rates, phone number and contact names;
- Directions from airport(s) to lodging and from lodging to competition site;
- Transportation from airport to lodging available (shuttles, taxis, rental car companies);
- Distances and approximate driving time from airport(s) to lodging;
- List of local restaurants, (food type, price range, hours of operation, location relative to lodging);
- Meet director's home, office, Email and fax numbers;
- Link to Direct Athletics website (directathletics.com) for completing entry forms online. Emphasize that responsibility for entering rests with the coach and not the meet director; SID's phone number, Email and fax numbers (if necessary);
- Map and description of both men's and women's courses, including a narrative of terrain (video or photos of the course preferred);
- Information on time and location of mandatory coaches' meeting;
- Time and location of all events during the championships week (including course availability for practice); and
- Inclement weather procedures and information.

The following links should be included:

- Links to Direct Athletics; and
- Link to ncaa.com

Appendix C • Sample Protest Form

NCAA CROSS COUNTRY/TRACK AND FIELD PROTEST FORM

This is sample form. Actual form will be provided.

EVENT _____ Date/Time _____

Date/Time of Protest _____

Name of Person Filing Protest _____

Name of Institution of Person Filing Protest _____

Reason for Protest: (Rule Violation) _____ (List Rule Violated)

Signature of Person Filing Protest

ACTION BY REFEREE:

ACTION BY GAMES COMMITTEE:

Protests must be filed within 15 minutes after results have been announced. Appeal process to the Games Committee for reconsideration of action by referee will require a \$50 deposit.

White - Games Committee Copy
Yellow - Copy to be Posted with Results
Pink - Person Filing Protest Copy

Appendix D • Severe Weather Policy

For the safety of all general public/spectators, student-athletes, officials and coaches the following will be used in case of severe weather (e.g., cold temperatures and/or heavy snow):

1. The meet director and NCAA Division III Men's and Women's Track and Field and Cross Country Committee will monitor the weather during the week and morning of the championships.
2. At packet pickup and/or the banquet Friday, if there are expected delays due to weather at the championships the coaches will be given a central information location and/or phone number to call for information on delays and/or postponement to the following day. Then the host can leave a message at that number alerting coaches of different start times or a delay in course inspection times due to inclement weather or frost. This number should be placed in the information with the coaches' packets and on the meet website.
3. The committee will determine whether the start of the meet should be delayed or if the meet should be postponed until the following day. All consideration will be taken in regard to the policies toward competition Sunday for each institution and if institutions involved in the championships have submitted those policies against competition Sundays, the championships would be moved to Monday.
4. If the race has already begun and would have to be suspended in the middle of the competition the committee would recommend the following:
 - Women's 6,000 meter** - if competition is suspended before the 2,000 meters mark you may run the same day with a two-hour delay. If competition is suspended after 2,000 meters we would recommend postponement until the next day.
 - Men's 8,000 meter** - if competition is suspended before the 3,000 meters mark you may run the same day with a two-hour delay. If competition is suspended after 3,000 meters we would recommend postponement until the next day.
5. Before decisions on delaying or postponing competition, discussions must take place and approval must be granted by the NCAA Track and Field Committee.

** Appropriate provisions will be made to the competition site to ensure the safety of competitors and general public/spectators. The games committee reserves the right to make changes to the above policies and schedules as they see fit.

Appendix E • Tentative List of Deliveries

Division III Cross Country Championships (Suggested quantities unless otherwise noted)	Arrival Dates
Basic Signage and Banners 1 - 30'w x 3'h table banner 5 - 4'w x 4'h blue disc logo banners 3 - 10'w x 3'h ncaa.com banners 2 - 10'w x 3'h DIII horizontal championship banners 3 - 10'w x 3'h sport icon banners 2 - 12'wx4'h championship sponsor banners (mandatory qty) 2 - 12'w x 4'h CCP banners (mandatory qty)	
Custom/Inventoried Signage 1 - 4'x37'finish line banner 1 - 30' NCAA logo stencil Paint Package	
DASANI Product 80 cases - Dasani 12 oz. (24/case) 20 cases - POWERADE 20 oz. (24/case) 2 cases - POWERADE Powder (12 packets/case)	
DASANI Equipment 2 cases - 12 oz. cups (2000/case) 8 ea. - 10 gallon coolers 4 ea. - 48 qt. ice chests	
Trophies and Awards (per gender) 15 individual awards 9 silver team awards (mini trophies) 18 bronze team awards (3 rd and 4 th) (mini trophies) 1 gold team trophy 1 silver team trophy 2 bronze team trophies (3 rd and 4 th) Additional Awards 9 men's watches (championship team) 7 women's watches (NCAA will order two additional after championships) (championship team)	
Championship merchandise (Event 1)	

Appendix F • Sample Awards Recognition Script

LADIES AND GENTLEMEN, WELCOME TO THE AWARDS CEREMONY FOR THE 2024 NCAA DIVISION III MEN'S AND WOMEN'S CROSS COUNTRY CHAMPIONSHIPS. PLEASE WELCOME NCAA TRACK AND FIELD AND CROSS COUNTRY COMMITTEE MEMBERS TBD OF _____ AND TBD OF _____, WHO WILL PRESENT THE AWARDS WITH THE ASSISTANCE OF _____, _____ FROM INSERT INSTITUTIONS.

OUR CEREMONY WILL BEGIN WITH THE TOP FIFTEEN WOMEN'S INDIVIDUAL FINISHERS. STUDENT-ATHLETES, AS I ANNOUNCE YOUR NAME, PLEASE PROCEED ONTO THE PLATFORM TO BE RECOGNIZED.

FINISHING IN FIFTEENTH PLACE FROM _____ ; _____
 FINISHING IN FOURTEENTH PLACE FROM _____ ; _____
 FINISHING IN THIRTEENTH PLACE FROM _____ ; _____
 FINISHING IN TWELFTH PLACE FROM _____ ; _____
 FINISHING IN ELEVENTH PLACE FROM _____ ; _____
 FINISHING IN TENTH PLACE FROM _____ ; _____
 FINISHING IN NINTH PLACE FROM _____ ; _____
 FINISHING IN EIGHTH PLACE FROM _____ ; _____
 FINISHING IN SEVENTH PLACE FROM _____ ; _____
 FINISHING IN SIXTH PLACE FROM _____ ; _____
 FINISHING IN FIFTH PLACE FROM _____ ; _____
 FINISHING IN FOURTH PLACE FROM _____ ; _____

AND NOW, OUR TOP THREE INDIVIDUAL FINISHERS IN THE 2024 NCAA DIVISION III WOMEN'S CROSS COUNTRY CHAMPIONSHIP:

FINISHING IN THIRD PLACE FROM _____ , _____.

THE 2024 RUNNER-UP FROM _____ , _____.

AND, THE 2024 NCAA DIVISION III WOMEN'S CROSS COUNTRY NATIONAL CHAMPION, WITH A TIME OF _____, FROM _____, _____.

NOW FOR THE WOMEN'S TEAM AWARDS.

FINISHING IN FOURTH PLACE, WITH A TEAM POINT TOTAL OF _____, (NAME OF INSTITUTION). THE (NAME OF MASCOT) ARE COACHED BY HEAD COACH _____ AND (NAME ASSISTANTS).

FINISHING IN THIRD PLACE, WITH A TEAM POINT TOTAL OF _____, (NAME OF INSTITUTION). THE (NAME OF MASCOT) ARE COACHED BY HEAD COACH _____ AND (NAME ASSISTANTS).

DIVISION III CROSS COUNTRY

THE 2024 RUNNER-UP, WITH A TEAM POINT TOTAL OF ____ , (NAME OF INSTITUTION). THE (NAME OF MASCOT) ARE COACHED BY HEAD COACH _____ AND (NAME ASSISTANTS).

AND THE 2024 NCAA DIVISION III WOMEN'S CROSS COUNTRY TEAM NATIONAL CHAMPION, WITH A TEAM POINT TOTAL OF ____ , (NAME OF INSTITUTION). THE (NAME OF MASCOT) ARE COACHED BY HEAD COACH _____ AND (NAME ASSISTANTS).

CONGRATULATIONS TO THE (NAME OF MASCOT) OF (NAME OF INSTITUTION)!

NOW FOR THE MEN'S CHAMPIONSHIP, THE TOP FIFTEEN MEN'S INDIVIDUAL FINISHERS. ONCE AGAIN, STUDENT-ATHLETES, AS I ANNOUNCE YOUR NAME, PLEASE PROCEED ONTO THE PLATFORM TO BE RECOGNIZED.

FINISHING IN FIFTEENTH PLACE FROM _____ ; _____

FINISHING IN FOURTEENTH PLACE FROM _____ ; _____

FINISHING IN THIRTEENTH PLACE FROM _____ ; _____

FINISHING IN TWELFTH PLACE FROM _____ ; _____

FINISHING IN ELEVENTH PLACE FROM _____ ; _____

FINISHING IN TENTH PLACE FROM _____ ; _____

FINISHING IN NINTH PLACE FROM _____ ; _____

FINISHING IN EIGHTH PLACE FROM _____ ; _____

FINISHING IN SEVENTH PLACE FROM _____ ; _____

FINISHING IN SIXTH PLACE FROM _____ ; _____

FINISHING IN FIFTH PLACE FROM _____ ; _____

FINISHING IN FOURTH PLACE FROM _____ ; _____

AND NOW, OUR TOP THREE INDIVIDUAL FINISHERS IN THE 2023 NCAA DIVISION III MEN'S CROSS COUNTRY CHAMPIONSHIP:

FINISHING IN THIRD PLACE FROM _____ , _____.

THE 2024 RUNNER-UP FROM _____ , _____.

AND, THE 2024 NCAA DIVISION III MEN'S CROSS COUNTRY NATIONAL CHAMPION, WITH A TIME OF _____ , FROM _____ , _____.

NOW FOR THE MEN'S TEAM AWARDS.

FINISHING IN FOURTH PLACE, WITH A TEAM POINT TOTAL OF ____ , (NAME OF INSTITUTION). THE (NAME OF MASCOT) ARE COACHED BY HEAD COACH _____ AND (NAME ASSISTANTS).

FINISHING IN THIRD PLACE, WITH A TEAM POINT TOTAL OF _____, (NAME OF INSTITUTION). THE (NAME OF MASCOT) ARE COACHED BY HEAD COACH _____ AND (NAME ASSISTANTS).

THE 2024 RUNNER-UP, WITH A TEAM POINT TOTAL OF _____, (NAME OF INSTITUTION). THE (NAME OF MASCOT) ARE COACHED BY HEAD COACH _____ AND (NAME ASSISTANTS).

AND THE 2024 NCAA DIVISION III MEN'S CROSS COUNTRY TEAM NATIONAL CHAMPION, WITH A TEAM POINT TOTAL OF _____, (NAME OF INSTITUTION). THE (NAME OF MASCOT) ARE COACHED BY HEAD COACH _____ AND (NAME ASSISTANTS).

CONGRATULATIONS TO THE (NAME OF MASCOT) OF (NAME OF INSTITUTION)!

WE WOULD LIKE TO THANK ALL OF OUR SPECTATORS AND FANS FOR YOUR SUPPORT AT THIS SPECTACULAR NCAA CROSS COUNTRY CHAMPIONSHIPS AT FOREST AKERS GOLF COURSE ON THE CAMPUS OF MICHIGAN STATE UNIVERSITY HOSTED BY OLIVET COLLEGE AND GREATER LANSING SPORTS AUTHORITY. WE INVITE YOU TO ATTEND THE 2024 NCAA DIVISION III CROSS COUNTRY CHAMPIONSHIPS IN NEWVILLE, PENNSYLVANIA. ON BEHALF OF MYSELF, <<ANNOUNCER NAME>>, ALL THE STAFF AT OLIVET COLLEGE, GREATER LANSING SPORTS AUTHORITY AND FOREST AKERS GOLF COURSE, THE NCAA DIVISION III TRACK AND FIELD AND CROSS COUNTRY COMMITTEE, OFFICIALS, VOLUNTEERS, AND ALL THE MANY SUPPORTERS OF OLIVET CROSS COUNTRY, WE THANK YOU FOR ATTENDING THIS GREAT MEET.

HAVE A SAFE TRIP HOME!

Appendix G • Volunteer Waiver of Liability

Event: _____ (the “Event”)

Participant’s Name (Please print): _____ (the “Participant”)

Participant’s Age: _____

In consideration for permitting Participant to participate as a volunteer in the Event as directed by the relevant staff, the undersigned, for themselves, and for their respective heirs, personal representatives and assigns, agree as follows:

Assumption of Risk: The undersigned hereby acknowledge and agree that they understand the nature of the Event; that Participant is qualified, in good health, and in proper physical condition to participate therein; that there are certain inherent risks and dangers associated with the Event; and that, except as expressly set forth herein, they, knowingly and voluntarily, accept, and assume responsibility for, each of these risks and dangers, and all other risks and dangers that could arise out of, or occur during, Participant’s participation in the Event.

Release and Waiver: The undersigned hereby RELEASE, WAIVE, DISCHARGE AND COVENANT NOT TO SUE the National Collegiate Athletic Association and its member institutions, _____

_____ or any subdivision thereof, and each of them, their officers and employees, (collectively, the “Releasees”), from and for any liability resulting from any personal injury, accident or illness (including death), and/or property loss, however caused, arising from, or in any way related to, Participant’s participation in the Event, except for those caused by the willful misconduct, gross negligence or intentional torts of the above parties, as applicable.

Indemnification and Hold Harmless: The undersigned also hereby agree to INDEMNIFY, DEFEND AND HOLD the Releasees HARMLESS from any and all claims, actions, suits, procedures, costs, expenses, damages and liabilities including, but not limited to, attorney’s fees, arising from, or in any way related to, Participant’s participation in the Event, except for those arising out of the willful misconduct, gross negligence or intentional torts of the above parties, as applicable.

Permission to Use Likeness/Name: The undersigned further agree to allow, without compensation, Participant’s likeness and/or name to appear, and to otherwise be used, in material, regardless of media form, promoting the National Collegiate Athletic Association, and/or its championships, events and activities, including those of its representatives and licensees.

Severability: The undersigned expressly agree that the foregoing assumption of risk, release and waiver of liability and indemnity agreement is intended to be as broad and inclusive as is permitted by the law of the State of _____ and that if any portion thereof is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect.

Acknowledgment of Understanding: The undersigned have read this assumption of risk, release and waiver of liability and indemnity agreement, and have had the opportunity to ask questions about the same. The undersigned fully understand this assumption of risk, release and waiver of liability and indemnity agreement, that the undersigned are giving up substantial rights in connection therewith, and that its terms are contractual, and not a mere recital. The undersigned acknowledge that they are signing this agreement freely and voluntarily.

Signature of Participant

Date

Signature of Parent/Guardian of Minor
(if Participant is under the age of 18)

Date

Signature of Parent/Guardian of Minor
(if Participant is under the age of 18)

Date

Appendix H • Marketing and Promotional Ideas

Below are ideas to stimulate host institutions' thoughts in planning their promotional strategies to generate community awareness and support:

Advertising. Plan an advertising campaign to be implemented during the final weeks before the championships, with increased advertising during the final few days. Give consideration to the following media:

Newspapers. Alternate morning and evening papers in the metropolitan area as well as surrounding communities. Be sure to include specific information about how to obtain tickets.

Radio and Television. If your budget prohibits purchasing, attempt to solicit promotional messages as free public service announcements.

Banners. Hang at key intersections of the city and on your campus.

Billboards. Display throughout the city if they are considered to be an effective advertising medium in your area.

Electronic Message Boards. Run championship information on electronic message boards on campus and around town.

"Buddy" System. Encourage booster and/or alumni groups on campus not only to purchase tickets for themselves, but also to sponsor another person or group to attend the championship (e.g., Girl Scouts, Boy Scouts, underprivileged children, etc.).

Conference Office Involvement. Make sure ticket order forms and information are available through the nearest conference office and enlist its assistance in promoting the championships through its releases, newsletters, clinics, conference meetings, etc.

Corporate Sales. Establish a program to solicit corporate ticket sales. A committee could be set up to personally solicit each business in the city to encourage the purchase of blocks of tickets for employees, underprivileged children or other citizens.

Fax Cover Page. Include championship information on your athletics department's fax cover page.

Fliers. Send ticket fliers and cover letters to the following:

- Booster club members;
- Season ticket holders;
- Previous year's postseason competition ticket holders, if applicable;
- Local chamber of commerce and merchants;
- Faculty, staff and students;
- Local USA Track and Field youth clubs;
- State high school and junior college coaches' associations; and
- Conference offices.

Grade School Involvement. Plan activities to involve grade school students in the promotion of the championships (e.g., conduct an art contest welcoming the championships and display the art in the airport the week of the championships; award two tickets to the winning artist).

Internet. Provide championships information on your institution's page on the Internet.

Mailings to Ticket Holders. Include notice of the championships on all lists and mailings to your institution's regular-season events (both athletics and general) and on athletics department answering service recordings.

DIVISION III CROSS COUNTRY

NCAA Corporate Partners. Enlist the cooperation and support of the affiliates of NCAA corporate partners in the area to purchase tickets to be used for promotion of the championship.

“NCAA Week”. Request your community to declare “NCAA Championship Week” before the championship. Information could be distributed at different locations throughout the city in conjunction with the declaration.

Promotion at Home Events. Promote the championship at all home men’s and women’s athletics events on the scoreboard/message board and public-address system. Use PSAs on local radio broadcasts and telecasts of other institutional sporting events

Public Speaking. Establish community support by the following:

1. Obtaining the support of key political and corporate leaders.
2. Arranging speaking engagements by coaches and athletic department personnel at chamber of commerce meetings, booster-club meetings, etc.
3. Arranging radio and television appearances by campus or local “personalities” to promote the championship.

Radio/Television Promotions. Purchase tickets to be used as trade-outs for promotional spots on local radio and television stations.

Speaker’s Bureau. Establish a speaker’s bureau through the chamber of commerce through which leaders of service organizations would be encouraged to invite someone from the athletics department to speak about the championship.

Street-Pole Banners. The NCAA will offer the opportunity, on request, to its corporate partners to include their logos on the official street-pole banners and will coordinate this activity with the organizing committee and partners.

Student Involvement. Direct promotional efforts to student organizations on campus and faculty and staff; enlist student organizations to help sell ticket blocks. Visit dormitories, fraternities and sororities and organize a contest among them to sell tickets.

Ticket Donations. Distribute a mailing to the parks and recreation department participants in the city soliciting donations for the purchase of tickets for children who participate in the recreational programs.

Appendix I • Timetable for Long-Term Advance Planning

JUNE/JULY	
	Review NCAA corporate guidelines before pursuing local companies to donate goods or services.
	Inform schools in the championships about meets you are hosting on the course.
	Establish a plan for snow removal and course marking in the event of inclement weather.

AUGUST/SEPTEMBER	
	If off-campus facilities are used, a contract or letter of commitment must be acquired from the off-campus competition site that guarantees specific dates and times of use for all land and buildings. This includes the course, facilities to be used at the course (results area, restrooms, meeting rooms, parking, etc.) and availability of the course for practice. Names and telephone numbers of key contact personnel for the outside agency are to be included in the contract.
	Block out rooms for key officials, NCAA committee, timing crew and drug testing crew.
	Review bid and make any necessary adjustments.
	Update materials to include any NCAA rules changes and new web materials.
	Check website to include course maps, lodging and restaurant information, directions to site (see Appendix B).
	Check course for any major work necessary. Begin routine care of course.
	Contract with meet personnel (starters/clerks/marshals – key positions).
	Confirm lodging accommodations for NCAA committee, key officials, timing company and drug testing crew.
	Review list of equipment required and make plans to obtain any necessary items.
	Determine a location and times for packet pickup and the mandatory coaches meeting. Reserve if necessary.
	Design a website. See Appendix B for information that must be included.

OCTOBER	
	Reconfirm starters and key officials.
	Meet with site manager to review plans.
	Finalize inventory on all equipment needs.
	Assemble list of clerks, finish line workers (6), umpires (2 at each major turn) and volunteer course marshals.
	Order tents for finish area - protest tent (15 X 15) and medical tent (10 X 20), etc.
	Order sound system for race announcing; contract with an announcer.
	Order radios or some form of communication between the meet director, head medical personnel, trail vehicle, referee, NCAA committee, timing company and the announcer.
	Put finals participant manual on the host website. NCAA will post on NCAA website.
	Post preliminary-meet information and course maps on host website.

DIVISION III CROSS COUNTRY

	<p>Prepare packet information that includes the following:</p> <ul style="list-style-type: none"> • Severe weather procedures; • Training room hours, available treatments; • Parking passes; • Protest procedures; • List of restaurants; • Directions from meet hotel to course; and • Any other information specific to your region.
	Prepare duty roster for tournament workers – ready Monday prior to championships.

PRE-MEET RESPONSIBILITIES

NOVEMBER	
	Alert the local hospital of the tournament and the possibility of emergency patients.
	Arrange for security to monitor parking, traffic, and spectator flow to the venue.
	Prepare and make available the plans and profiles of the course with the exact measurements.
	Ensure that the course conforms to and is set within the rules established by the NCAA – 6K for women, 8K for men.
	Ensure grounds crew has lined, flagged course, set up snow fencing and any other course controls.
	Ensure that an area for awards is set up with room for top 35 finishers.
	Erect scaffolding on each side of the finish line.
	Secure medical cots, chairs, tables, heaters/generator if necessary for the medical tent. Position near the finish area.
	Arrange for ambulance on-site on day of competition.
	Provide phone and wireless access for SIDs in an area convenient to the finish line.
	Provide U.S. flag and national anthem for use at start of competition.
	Provide three gators for use by medical team (a trail vehicle and an onsite transfer vehicle) and one other for meet officials to use as needed.
	Provide a bulletin board for posting ‘coaches only’ unofficial results near the scorers’ tent in the finish area.
	<p>Set up field house/team camp area with spaces for the following:</p> <ul style="list-style-type: none"> • T-shirt vendors; • Chip return area (if needed); • Official results/announcement bulletin board; and • Awards area.
	Coordinate traffic control and parking.
	Waste containers in start and finish corral.
	Provide an informational bulletin board for announcements and official results.

	Advise meet personnel of their duties and review the rules of competition during workers' meeting.
	Assist with course set-up to ensure that the course preparation is on schedule.
	Develop a plan for umpires and marshals located throughout the course.
WEEK OF THE CHAMPIONSHIP	
	Post entries online.
	Assemble packets for coaches.
	Inventory championships merchandise from Event 1.
	Confirm time schedule with officials.
	Prepare for coaches meeting (mandatory meeting/\$200 fine for not attending).
	Meet with NCAA committee and staff.
	Supervise course personnel.
	Inspect course to ensure that it conforms to and is set within the rules established by the NCAA. Double-check the measurement of the 6K and 8K courses and proper markings Wednesday.
	Set corral and provide diagram of corral with explanation of finish.
	Provide radios or some form of communication between the meet director, head medical personnel, trail vehicle, referee, NCAA rep, timing company and the announcer.
	National Anthem CD (or live).
	NCAA start and finish-line banners.
	Digital clocks at split areas.

MEET FOLLOW-UP	
	Compile all bills, vouchers, etc.
	NCAA financial report completed.
	Meet evaluation forms completed.

Appendix J • Injury Report Form

Last Name: _____ First Name: _____ ID#: _____

Today's Date: _____ Injury Date: _____ DOB: _____

School: _____

Gender: _____ Event: _____ Time of Injury: _____

School Address: _____

City: _____ State: _____ Zip Code: _____

School Phone: _____ Home Phone: _____

Chief Complaint: _____ Right/Left: _____

SUBJECTIVE

Visual/Palpate: _____

Range of Motion: _____

Special Tests: _____

Muscle Testing: _____

Assessment: _____

Treatment: _____

SIGNATURE: _____

Appendix K • Sample Venue Safety and Security Plan

In the event of an emergency, call 911

Fire Safety

If a fire begins here, leave the arena and locate the nearest pull-station and sound the alarm. Exit the building via the closest exit and meet in the Patterson Hall Parking Lot.

If the fire alarm sounds:

- Go to the door (if there is any evidence of smoke in the room, crawl to the door).
- Feel the door and door knob with the palm of your hand. If either is hot, leave the door shut. If they are not, open the door slowly.
- Check the hall. If you can leave safely, shut the door behind you, exit the building via the closest exit and meet outside in the Patterson Hall parking lot.
- If the nearest exit or stairway is blocked by smoke or fire, use an alternate exit if clear. If you cannot find a safe exit, return to this room, close the door, and let someone know where you are (Call Campus Safety at extension 5911).

Tornado and Severe Weather

In the event of a tornado or severe weather, proceed to the hallway surrounding the arena. All doors leading into the hallway should be closed. *The arena area is strictly prohibited for shelter use.* Stay away from windows and doors and do not go outside.

General Safety

All individuals should remain in the designated safe areas until campus safety officers announce that the immediate danger has passed. As a reminder, tests of the severe weather notification system are conducted on the first Tuesday of every month from April through August.

Emergency Situations and Who to Call

Emergency situations call for prompt action and common sense. For a major emergency, dial Naperville police directly at 911. For a minor emergency call Campus Safety. In the event of fire or life-threatening conditions, report a need for help by dialing 911 and then promptly notify the appropriate College officials at 630-637-5911 from a campus telephone.

In the event of a campus emergency, the following individuals will be the primary leaders

Dr. Troy Hammond: C: 312-560-0122; H: 630-470-9711
 Laurie Hamen: C: 708-557-4927; H: 708-366-5262
 Paul Loscheider: C: 630-291-7454; H: 630-355-7454
 Dev Pandian H: 630-983-6209
 Jim Godo: C: 630-200-5533; H: 630-236-9706

Rick Spencer: C: 630-606-0610; H: 630-416-0610
 Mike Hudson: C: 630-638-3578; H: 708-460-9223
 Kimberly Sluis: C: 312-952-5023
 Jared Bogan: C: 330-207-4332

DIVISION III CROSS COUNTRY

Evacuations

Situations that may require evacuation can include the following:

Building Evacuation

- Evacuate when the building's alarm system sounds or when instructed to do so by Campus Safety or other designated College personnel.
- Aid those needing assistance (disabled individuals will be directed to a specific area of refuge).
- In case of fire, do not use elevators.
- Use the nearest exit. Once outside, proceed to the preliminary designated assembly area. Stay in the designated area until a head count can be taken by your building drill leader, supervisor, faculty member, residence hall area coordinator or other designee
- If staff, faculty, students and visitors must be evacuated to an area other than the preliminary designated area, appropriate personnel will announce the move to a new area. Stay in the new designated area until all personnel, students and visitors can be accounted for.
- Do not return to an evacuated building unless told to do so by Campus Safety or a designee.

Campus Evacuations

If a situation occurs that requires a section of or the entire campus to be evacuated, staff, faculty, students and visitors will be directed to a safe location.

- Remain in the designated assembly area until a head count can be taken by your building drill leader, supervisor, faculty member, residence hall area coordinator, Campus Safety and/or designee.

Campus Evacuation Areas: Athletics

- Residence Hall/Recreation Center- Exit the building and meet at the Patterson Hall parking lot.
- Merner Field House: Exit the building and meet in Championship Plaza
- Benedetti-Wehrli Stadium-Exit the building and meet in Championship Plaza

Bomb Threats

If you observe a suspicious object or potential bomb on campus, DO NOT TOUCH THE OBJECT

- Clear the area
- Immediately contact 911 from a landline. Cell phones and radios may trigger detonation of an explosive device
- Call Campus Safety at extension 5911 from a landline
- If you receive a bomb threat by telephone, follow these directions:
- Since most bomb threats are received by telephone, immediately write down as many details as possible, including the caller ID number displayed
- Immediately call Naperville Police at 911 or Campus Safety at 630-637-5911
Provide as much information as possible from the bomb-threat call
- Immediately take a visual search of your area for any unusual or unfamiliar items
do not handle, move or touch any suspicious items. Report them to the Naperville police or Campus Safety.
- Move to a safe location and wait for Campus Safety or the police

In the event of an explosion

- Immediately evacuate the building using established evacuation routes.
- From a landline, call Naperville police at 911 or Campus Safety at 630-637-5911
- Provide as much information as possible and stay on the line with the dispatcher if it is safe to do so
- Do not use cell phones in close proximity to suspicious packages

Campus Violence

General Guidelines

- It is the responsibility of every staff, faculty member and student to take any threat or violent act seriously and to report acts of violence or threats to the appropriate authorities.
- The College will support criminal prosecution for any act of physical violence against a College employee or student while on campus.
- With the help of local police, the College will help to enforce orders of protection and/or ban threatening persons from College property. All orders of protection should be reported to Campus

- Safety immediately. If an incident evolves into a crime, Campus Safety will contact the Naperville Police Department to assist in taking control of the situation.

What to do if an actual violent situation occurs.

- Call 911. If possible, call Campus Safety at extension 5911.
- Try to flee or hide if not directly confronted.
- Lock yourself in a classroom or office if you are unable to evacuate the building safely.
- If confronted, remain calm, speak calmly and clearly and attempt to establish personal rapport with the offender.
- Do not challenge, bargain or make promises you cannot keep with the person.
- Let the person have his or her say
- Listen attentively, and report any and all threatening documents to Campus Safety immediately.
- If it can be done safely, clear the area of other personnel and students
- Do not sound the fire alarm to evacuate the building. Persons may be placed in harm's way when they are attempting to evacuate the building.

Medical Emergencies

In case of a medical emergency please call 911 and then contact Campus Safety at extension 5911. Please be very explicit about your location. At the NCAA championships, there will be a certified athletic trainer and EMT on site.

While you are waiting for assistance

- Administer CPR/AED as the situation warrants
- Do not leave the victim alone
- Clear the room of unnecessary spectators
- Send someone to watch for and direct emergency personnel
- Stay calm
- Protect the victim from further harm

Remember

- Do not move the victim unless his/her life is threatened
- AVOID contact with blood/bodily fluids.
- Protect the victim's privacy by not discussing the situation in public

Location of Automated External Defibrillator (AED)

- Campus Safety Squad Car
- Athletic Training Room (Res/Rec Center)
- Merner Field House, first floor (southeast hallway)
- Benedetti-Wehrli Stadium, second floor, Dyson Wellness Center (examination room hallway)
- Pfeiffer Hall (southeast hallway)
- Wentz Concert Hall and Fine Arts Center (in main-floor lobby near elevator)
- Res/Rec Center (second unit)

Building Address

Residence Hall Recreation Center
440 S. Brainard St.
Naperville, IL 60540

If you have questions about these safety procedures or require additional assistance, please contact North Central College's Campus Safety (24 Hours) at 630-637-5911 or extension 5911 from an on-campus phone.

DIVISION III CROSS COUNTRY

Local Emergency Contact Information

Head of Campus Security

Jared Bogan

Office: 630-637-5910

Cell: 330-207-4332

Naperville Police Department

630-420-6666 or 911

Illinois State Police (Du Page County)

847-931-2405

Edward Hospital ER

630-527-3000

Naperville Fire Department

630-420-6666 or 911

Poison Control Center

Edward Hospital

630-527-3000

Appendix L • Live Stats Setup Overview

WARNERMEDIA



2024-25 Host Site Stats Document

NCAA LiveStats

NCAA.com is now fully integrated with NCAA LiveStats. Hosts that utilize NCAA LiveStats, a representative from WarnerMedia will contact you to confirm your scoring software. You should not have to do anything differently for these sports.

Hosts not Utilizing NCAA LiveStats

WarnerMedia and StatBroadcast will be collaborating this academic year to transmit live stats to NCAA.com for championship events. As an NCAA championship host, your assistance is greatly appreciated in making this a success. Transmitting stats to NCAA.com is **REQUIRED** for your hosted event.

Downloading NCAA Broadcastr

StatBroadcast's latest version of the Broadcastr software is required for setup. If you have a lower version previously installed, you will need to update in order to continue.

Please visit <http://www.statbroadcast.com/ncaa/setup/> for all information on downloading, setting up, and testing StatBroadcast on your scoring computer.

Note: You may need Administrator access to your computer to install this software. If you are receiving errors overwriting files, you may need your Campus IT staff to temporarily unlock your computer.

For Hosts Utilizing StatCrew

All hosts using Statcrew will need to have the latest version of Statcrew software for their sport installed on their scoring computer prior to the championship being hosted.

If you are using Presto Stats, please contact Jason Venson (Jason.venson@wbd.com), for alternate instructions.

Please note: StatBroadcast is not affiliated with any other software.

Appendix M • Guide to Live Streaming



Tupelo Raycom is responsible for video content and live productions at thousands of events annually. Since 2010, in partnership with Turner Sports and NCAA.com, Tupelo Raycom has provided championship coverage for hundreds of NCAA events. Its team will work with each host to ensure that live video streams from the championship are high quality and stress free.

Network Connection

To deliver a high quality video production, we require 20 Mbps sustained upload speed with dependable QoS, dedicated to one wired Internet connection. This will connect to a Ubiquiti gateway appliance to route the network to our equipment. Support staff utilizes TeamViewer to diagnose and troubleshoot our equipment once on site, therefore, this connection must allow TeamViewer access. It is extremely important that the IP network be addressed early in the planning process. Our team will arrive a day or two prior to the event to test network connectivity with Turner Sports. An IT representative from the host venue should be available on site at this time, but must be available by phone to work through any issues during setup and throughout the event.

Equipment

The producer and equipment will need to be located within 100' of the host network port. All equipment can be placed on one or two 8' tables. Please provide four chairs for announcers and production crew. NCAA.com broadcasts generally utilize three to four cameras. The location of cameras varies greatly by sport. In all cases, the cameras are cabled to the production position. Tupelo Raycom will request photos and/or a diagram of the venue during the planning process. Also, if the institution has streamed events in the past, an idea of where cameras have been located is helpful. The broadcast equipment requires minimal power. A standard power outlet (dedicated 20 AMP single phase 110V outlet. Non-GFI) will suffice.

If available, an audio feed from the public address system should be provided to the production position on a standard XLR connector.

Equipment Receiving/Shipping

Broadcast equipment will typically be shipped to the site via special courier. The shipment will contain on average 20-22 boxes ranging from cases the size of a laptop to larger boxes up to 100lbs. Once the equipment is set, the host will need to identify a location to store empty boxes that can be locked. Following the event, our on-site producer will coordinate pickup of the equipment.

Crew/Announcers

Turner Sports provides all necessary equipment for a successful NCAA.com broadcast. The production crew and announcers are secured by Tupelo Raycom and Turner Sports.

If the host institution already has contacts with local camera operators, a production company or announcers, please pass that information along. We are happy to work with local crews and/or students at host institutions.

Event Specific Accommodations

We will make every effort to accommodate video needs host institutions might have. Identifying these needs early in the planning process is important. Please do not hesitate to reach out if you have any questions regarding the NCAA.com championship productions. All live broadcasts can be found on NCAA.com.

For additional information, please contact Tupelo Raycom Director of Production, Remote Andrea Crawford at acrawford@tupeloraycom.com

WARNERMEDIA

Streaming Requests

Live Video Streaming Rights Requests (early round only)

Turner Sports owns the rights to stream NCAA Championships. ESPN and other entities will request rights to live video stream certain events. If Turner, or any other entity plans to live video stream your event, you will be contacted within 48 hours of your event.

Please visit <https://www.ncaa.com/rights-request> to request live video streaming rights.

All non-commercial live video streaming rights fees will be waived.

Any commercial streams will incur a \$1,000 fee per stream.

Note: Hosts are encouraged to make streaming requests at least 2 days in advance of the event they wish to stream.

Turner Contact Information

Jason Venson

jason.venson@turner.com

404-704-2493

Appendix N • Microsite Guidelines

NCAA Championship hosts and LOC's are welcome to build a city specific microsite to house local information regarding things-to-do, travel tips, restaurants, volunteer info, etc. The primary purpose of the microsite should welcome fans and enhance their experience in preparation for traveling to your city. The following information should assist you with the creation of a local microsite.

Please note: the URL for your microsite should not be promoted and will be linked directly through ncaa.com. It should be clean of all corporate marks. Additionally, the information provided on your localized site should not duplicate any information available on ncaa.com.

Dining, Shopping and Attractions

The following topics are permissible to house within your microsite:

- Local Fan Gathering and Entertainment Locations
- Shopping and Dining
- Special Attractions

Local News

The microsite can contain story modules to promote local press releases or additional information pertaining to hosting the event. This should not include information about the competition.

Venue and Transportation Information

City transportation and host venue details should be included within the microsite; the following are topic suggestions for this section:

- Venue Address
- Venue Parking Map and Details, Google Map
- Venue Security Information
- Public Transportation Options

Volunteer Information

The microsite can contain additional details to recruit and register volunteers. A general overview, schedule and registration information are commonly found details within this section.

Travel Information

Hotel, car rental and other travel accommodations should link to: ncaa.com/travel.

Selections, Preliminary Rounds and Broadcast Schedule

All information regarding the details of selections, all preliminary rounds and broadcast schedules should be linked to ncaa.com with the use of the ncaa.com logo.

Email Sign Up

Fans who would like to receive more information can sign up to receive newsletters from the NCAA. The following link should be included for email sign up: ncaa.com/newsletter-signup/sports

Logo Usage

For championship logos, please submit a request to access the NCAA Digital Library at ncaa-logo.pd.dmh.veritone.com/user/register.

Copyrights, Licensing, Trademarks and Corporate Marks

The following are guidelines for use of NCAA trademarks and the process for requesting licensing for photos:

Host cannot promote or click thru to any URL other than ncaa.com.

- Host corporate partner marks or any commercial advertising are prohibited from being displayed on the micro-site.
- The NCAA primary logo must be displayed more prominently than any other logo and must precede or be placed above any other identification marks. If the micro-site is built within an existing site's framework, exceptions will be made at the NCAA's discretion.
- Photos from previous years' championships can be accessed by submitting a request form here: commerce.wazeedigital.com/license/home/ncaa.do
- The micro-site must adhere to fair and equitable treatment for ALL participating student-athletes and schools.
- Trademark script must be included on the homepage of the site. This text can be in a mouse print format at the bottom of the page as follows: NCAA is a trademark of the National Collegiate Athletic Association.

A complete list of NCAA trademarks and trademark protection can be found by [clicking here](#).

Social Media

All social media icons should link to the appropriate NCAA-hosted platforms for the championship. The official list of NCAA social media pages and hashtags is located at ncaa.com/social.

Mobile Version

The NCAA championship information pages will be mobile friendly. In order for the micro-site to convert to mobile devices, pages will need to be created for use on a mobile site.

Metrics

Host institutions should provide analytics to Nate Flannery (nflannery@ncaa.org) and Levida Maxwell (lmaxwell@ncaa.org). At a minimum, analytics should include the following five categories:

- Referral pages;
- Page views;
- Time spent on site;
- Click thru information; and
- Unique visits/traffic numbers.

Local Contributor Recognition

The LOC/host institution is able to recognize their local contributors under the following guidelines:

- In text form only;
- The NCAA's logos need to be removed from that specific page;
- The link to this page is not in main or sidebar navigation (bottom navigation only);
- This page is entitled "Local Contributors"; and
- Include text at the bottom of the page indicating the local contributors are not sponsors of the NCAA and all of the CC/Ps are listed within that text.

Microsite Examples

If you would like to review an approved championship microsite please reference one of the following pages:

[Utah March Madness First and Second Round](#)

[Oklahoma City Women's College World Series Microsite](#)

Once your site has been developed, please send the URL to Nate Flannery (nflannery@ncaa.org) for review and approval.

Should you have any questions, please contact the following:

Nate Flannery

Director, Championships External Operations

317-917-6523

nflannery@ncaa.org

Appendix O • Host Marketing Plan Template

Host Information.

Date: _____

Name: _____ Title: _____

Host Institution/Entity: _____

E-mail: _____ Phone: _____

Host Marketing Team.

Host Institution, Venue and Other (Sports Commission, CVB, etc.) Marketing Team Members (names, titles and contact information for all key contributors to your marketing efforts, including internal and external).

Name	Title	Role	Contact Information

Championship Information.

Division: I _____ II _____ III _____ National Collegiate _____

Gender: Men's _____ Women's _____ Mixed _____ Sport _____

Championship Date(s): _____

Venue Name: _____ Event Capacity: _____

Ticket Sales Information.

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

Ticket Type	All-Session Price	Single-Session Price	Other Price
Adult			
Youth			
Student			
Senior Citizen			
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 championship. Specifically, how do you plan to meet the ticket sales goal and key dates to meet those objectives?

DIVISION III CROSS COUNTRY

Host/LOC Resources:

<u>Resources:</u>	<u>Host</u>	<u>LOC</u>	<u>Community (CVB, Chamber of Commerce, Sports Commission, etc.)</u>	<u>Venue</u>	<u>Other</u>
Database Name & Size:					
Website Address:					
Video/LED Board:					
Print Publications:					
Facebook Fans:					
Twitter Followers:					
Local Event Calendar Listings:					
Other:					

Marketing Plan. Please outline your specific marketing strategies, including all traditional and nontraditional marketing efforts focusing on local, regional and national (if applicable) efforts.

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

Marketing Budget.

Host Marketing Budget from Bid Specs: \$
 NCAA Online Marketing Website Budget: \$
 Total Marketing Budget: \$

Indicate specific dollar amounts and how funds will be spent below.

Host Marketing Budget from Bid Specs Allocation:	Budgeted	Actual Cost
Online Marketing Website Budget:	Budgeted	Actual Cost
Trade (List all trade and value below):		
TOTALS	\$	\$

Host Marketing Timeline. Please identify specific marketing activations, key milestones and target dates below.


Month	Marketing Activation	Milestone/Goal	Target Date
	1. 2. 3. 4. 5.		
	1. 2. 3. 4. 5.		
	1. 2. 3. 4. 5.		

DIVISION III CROSS COUNTRY

	1. 2. 3. 4. 5.		
	1. 2. 3. 4. 5.		
	1. 2. 3. 4. 5.		

Thank You!

Appendix P • Preapproved Awards Staging



SOURCE ONE DIGITAL
Custom Printed Graphics

CLIENT	NCAA - Enhancement Signage	JOB #	187374	ADDITIONAL NOTES	APPROVED	QUANTITY
PROJECT	Bannerstands	DATE	10.31.16		APPROVED WITH CHANGES	
SIZE	31.5" w x 89.75" h	PROOF #	PROD		NOT APPROVED PLEASE MAKE NOTED CHANGES	
			AW			

CONCEPT AND DESIGN


1137 N. GATEWAY BLVD. | NORTON SHORES, MI 49441 | 231.765-8123 | FAX 231.799-4899 | SOURCEONE.DIGITAL.COM

DUE TO THE NATURE OF THE COLOR PROOFING PROCESS AND/OR ON SCREEN vs. RETAIL, COMPARED TO THE FINAL PRODUCTION PROCESS, WE CAN NOT GUARANTEE THAT THESE COLORS WILL MATCH EXACT TO THE FINAL PRINTED PIECE. TO GUARANTEE COLOR MATCHING, THE PROOFING SYSTEM MUST BE USED. THE APPROVAL LAYOUT IS THE PROPERTY OF SOURCE ONE DIGITAL. IT IS PROVIDED WITH THE UNDERSTANDING THAT IT IS NOT TO BE COPIED OR REPRODUCED WITHOUT OUR WRITTEN CONSENT. CLIENT IS RESPONSIBLE FOR OBTAINING APPROVAL AND COPY OF FINAL PROOF COPY IS TO BE PROVIDED BY CLIENT AND LEGAL REQUIREMENTS CHECKED BY CLIENT UPON SUBMITTAL IF NECESSARY. THE USER AGREES CERTIFY THAT THIS VERSION OF THE FINAL PROOF IS CORRECT AND APPROVED. YOUR SIGNATURE ON THIS PROOF AUTHORIZES SOURCE ONE DIGITAL TO PRODUCE THE FINISHED PIECE.


VERIFIED BY:							
REP / COORDINATOR	GRAPHICS	PRE-FLIGHT	PRINTING	FINISHING	PACKAGING	SHIPPING	INSTALLATION
SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE

ADDITIONAL NOTES ON BACK

Option 1



Option 2



DIVISION III CROSS COUNTRY



Custom Printed Graphics

CLIENT	NCAA - Enhancement Signage	JOB #	187374	ADDITIONAL NOTES	APPROVED	CLIENT NOTES
PROJECT	8 ft. Table Throw	DATE	10.31.16		APPROVED WITH CHANGES	
SIZE	150.5"w x 84"h	OFF			NOT APPROVED PLEASE MAKE NOTED CHANGES	
PROD #	PROD	DATE	AW			

CONCEPT AND DESIGN

1112 N. GATEWAY BLVD. | NORTON SHORES, MI 49441 | 231-755-0123 | FAX 231-799-4099 | SOURCEONE.DIGITAL.COM

DUE TO THE NATURE OF THIS COLOR PROOFING PROCESS AND/OR COLOR REPRODUCTION, WE CAN NOT GUARANTEE THAT THESE COLORS WILL MATCH EXACT TO THE FINAL PRINTED PIECE. TO GUARANTEE COLOR MATCHING, THE PROOFING SYSTEM MUST BE USED. THIS APPROVAL CERTIFICATE IS THE PROPERTY OF SOURCE ONE DIGITAL. IT IS PRESENTED WITH THE UNDERSTANDING THAT IT IS NOT TO BE COPIED OR REPRODUCED WITHOUT OUR WRITTEN CONSENT. CLIENT IS RESPONSIBLE FOR CHECKING APPROVAL AND COPY OF FINAL PROOF COPY IS TO BE PROVIDED BY CLIENT AND LEGAL REQUIREMENTS CHECKED BY CLIENT'S LEGAL DEPARTMENT IF NECESSARY. THE UNDERSIGNED CERTIFIES THAT THIS VERSION OF THE FINAL PROOF IS CORRECT AND APPROVED. YOUR SIGNATURE ON THIS PROOF AUTHORIZES SOURCE ONE DIGITAL TO PRODUCE THE FINISHED PIECE.

VERIFIED BY:							
REP / COORDINATOR	GRAPHICS	PRE-FLIGHT	PRINTING	FINISHING	PACKAGING	SHIPPING	INSTALLATION
SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE

Option 1



Option 2





SOURCE ONE DIGITAL
Custom Printed Graphics

CLIENT: NCAA - Enhancement Signage		JOB #	187374	ADDITIONAL NOTES Standard weld & grommets	APPROVED
PROJECT: Backdrop		DATE	10.31.16		APPROVED WITH CHANGES
SIZE: 120" w x 120" h	QTY:	PROOF #	PROD		DATE

NOT APPROVED
PLEASE MAKE NOTED CHANGES

1137 N. GATEWAY BLVD. NORTON SHORES, MI 49441 231-755-0123 FAX 231-799-4099 | SOURCEONEDIGITAL.COM

CONCEPT AND DESIGN

1137 N. GATEWAY BLVD. NORTON SHORES, MI 49441 231-755-0123 FAX 231-799-4099 | SOURCEONEDIGITAL.COM

ONE TO THE NATURE OF THIS COLOR PRINTING PROCESS AND/OR ONLY WHEN VIEWED COMPARED TO THE FINAL PRODUCTION PRICE IS WE CAN NOT GUARANTEE THAT THE COLOR WILL MATCH EXACT TO THE FINAL PRINTED PIECE. TO GUARANTEE COLOR MATCHING THE PRINTING SYSTEM MUST BE USED. THE APPROVAL/ACCEPT IS THE PROPERTY OF SOURCE ONE DIGITAL. IT IS PRESENTED WITH THE UNDERSTANDING THAT IT IS NOT TO BE COPIED OR REPRODUCED WITHOUT OUR WRITTEN CONSENT. CLIENT IS RESPONSIBLE FOR CHECKING APPROVAL AND COPY OF FINAL PROOF COPY IS TO BE PROVIDED BY CLIENT AND LEGAL REQUIREMENTS CHECKED BY CLIENT/LEGAL DEPARTMENT IF NECESSARY. THE UNDERSIGNED CERTIFIES THAT THIS VERSION OF THE FINAL PROOF IS CORRECT AND APPROVED. YOUR SIGNATURE ON THIS PROOF AUTHORIZES SOURCE ONE DIGITAL TO PRODUCE THE FINISHED PIECE.

VERIFIED BY:							
REP / COORDINATOR	GRAPHICS	PRE-FLIGHT	PRINTING	FINISHING	PACKAGING	SHIPPING	INSTALLATION
SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE

ADDITIONAL NOTES ON BACK:

Option 1



Option 2





CLIENT

NCAA - Enhancement Signage

JOB #

187374

ADDITIONAL NOTES

Standard weld & grommets

PROJECT

Backdrop

DATE

10.31.16

APPROVED

SIZE

120"W x 120"H

CITY

PROOF #

PROD

DATE

AW

NOT APPROVED

PLEASE MAKE NOTED CHANGES

1137 N. GATEWAY BLVD

NORTON SHORES, MI 49441

231-755-6123

FAX 231-799-4099

1 SOURCEONEDIGITAL.COM

CONCEPT AND DESIGN

DATE TO THE NOTICE OF THIS COLOR PROOFING PROCESS AND/OR ONLY WHEN WE HAVE COMPARED TO THE FINAL PRODUCTION PRICE IS. WE CAN NOT GUARANTEE THAT THESE COLORS WILL MATCH EXACTLY TO THE FINAL PRODUCTION. TO GUARANTEE COLOR MATCHING, THE PRODUCTION SYSTEM MUST BE USED. THE SIGNING AUTHORITY IS THE PROPERTY OF SOURCE ONE DIGITAL. IT IS PRESENTED WITH THE UNDERSTANDING THAT IT IS NOT TO BE COPIED OR REPRODUCED WITHOUT OUR WRITTEN CONSENT. CLIENT IS RESPONSIBLE FOR CHECKING APPROVAL AND COPY OF FINAL PROOF. COPY IS TO BE PROVIDED BY CLIENT AND LEGAL REQUIREMENTS CHECKED BY CLIENT'S LEGAL DEPARTMENT IF NECESSARY. THE UNDERSIGNED CERTIFIES THAT THIS VERSION OF THE FINAL PROOF IS CORRECT AND APPROVED. YOUR SIGNATURE ON THIS PROOF AUTHORIZES SOURCE ONE DIGITAL TO PRODUCE THE FINISHED PIECE.

SIGNATURE

DATE

VERIFIED BY:

REP / COORDINATOR	GRAPHICS	PRE-FLIGHT	PRINTING	FINISHING	PACKAGING	SHIPPING	INSTALLATION
SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE	SIGNATURE / DATE

ADDITIONAL NOTES ON BACK

Option 3



Option 4

