



HOST OPERATIONS 2024-25 MANUAL

Division III Field Hockey

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Information in this document applies to both preliminary rounds and final site competition unless otherwise specified.

INTRODUCTION

On behalf of the NCAA Division III Field Hockey Committee, thank you for being an important part of the 2024 NCAA Division III Field Hockey Championship.

Administration of the Division III Field Hockey Championship is under the direction of the Division III Field Hockey Committee. The hosts play an integral part in the successful administration of the championship.

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.

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.

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 Councils

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.

The support, commitment and involvement of the host institution/conference, its key staff members and local media are essential elements in hosting a successful NCAA championship.

The host institution/conference is the local entity responsible for making arrangements for the competition. By submitting a bid, each host institution/conference has agreed to provide services and assistance in connection with the various activities related to the championship as prescribed by the bid specifications.

The responsibilities of the host institution/conference are defined herein. The games management, media and marketing activities associated with the competition are to be administered and approved by the NCAA staff on behalf of the governing sport committee.

The host institution/conference will work in collaboration with the NCAA staff to preserve the mission of the championship. The NCAA believes that the most successful host institutions/conferences are those that emphasize service, promotion and marketing of the event, and fiscal responsibility and commitment to the NCAA's core values: leadership, inclusion, communication, collaboration and accountability.

As a core value, the NCAA and its championship host institution/conference must be committed to championing diversity, equity and inclusion across its functions, staff, partners, stakeholders and communications platforms. Host institution/conference should embrace the NCAA's stated interest of sustaining a welcoming, safe and supportive culture across all dimensions of diversity, including race, age, sex, class, national origin, creed, educational background, religion, gender identity, disability, gender expression, geographical location, income, marital status, parental status, sexual orientation and work experiences. The host institution/conference plays a central role in fostering, growing and preserving an inclusive culture on-site at NCAA championship events.

The purpose of this manual is to outline the responsibilities of the tournament director and other host institution personnel for the NCAA Division III Field Hockey Championship. It is designed to use in conjunction with, not in place of, the NCAA Division III Field Hockey Prechampionship Manual, which provides more general policies for the administration of the championship.

The host institution/conference is the local entity responsible for making arrangements for the competition. By submitting a bid, each host institution/conference has agreed to provide services and assistance in connection with the various activities related to the championship.

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 (in Division II, Bylaw 18).

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.

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

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.

2024-25 DIVISION III FIELD HOCKEY COMMITTEE	
Region I Laura-Ann Lane Head Field Hockey Coach Clark University (MA)	Region II Krystyanna Ramsdell Sports Information Director Worcester State University
Region III Wendy Andreatta Head Field Hockey Coach University of Rochester	Region IV Therese Doyle Associate Athletic Director Kean University
Region V Victor Brady, chair Head Field Hockey Coach Bryn Mawr College	Region VI Carrie Austin Head Field Hockey Coach The University of the South
<i>Championship Manager:</i> Caleb Kolby Assistant Director, Championships and Alliances NCAA P.O. Box 6222 Indianapolis, Indiana 46206 317-697-4743 (cell) ckolby@ncaa.org	<i>Assistant Coordinator:</i> Markell Staton Assistant Coordinator, Championships and Alliances NCAA P.O. Box 6222 Indianapolis, Indiana 46206 317-917-6651 mstaton@ncaa.org

Section 1 • Alcohol Beverages and Tobacco Products

ALCOHOLIC BEVERAGES

General

The NCAA shall determine in its sole discretion whether alcohol will be sold or distributed at the ancillary events.

The venue, LOC/host and/or caterer shall be responsible for any permits unless otherwise directed by the NCAA.

Promotional items (e.g., cups, shakers, flags, signs) with commercial slogans or identification or other unauthorized markings are not permitted inside the practice, competition and/or ancillary event venue(s), inside surrounding areas/facilities that are to be used, or outside on practice, competition and/or ancillary event venue property unless expressly approved in advance by the NCAA. Items such as newspapers, handbills, flyers, memorabilia, T-shirts, caps, etc. (except products sold or authorized by the NCAA or its vendors) may not be distributed on these premises. Demographic or other studies may not be conducted unless approved in advance by the NCAA.

An economic impact study can be executed at an NCAA championship to examine the effect of the championship(s) on the local economy. In some cases, the NCAA will conduct an on-site study and will provide the data to the host once the study is completed. In other cases, the NCAA will support the hosts' efforts to execute a study. This can be done using the hosts' own approach/tools or the NCAA's Economic Impact Study "In-a-Box" tool."

Unless expressly permitted in writing by the NCAA (subject to the applicable NCAA legislative 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 • Awards

CHAMPIONSHIP AWARDS PRESENTATION ENHANCEMENT TEMPLATE

At the final site, 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.

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. 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.

Preliminary Rounds

MTM, Inc., the NCAA national office awards supplier, will send official NCAA participant medallions for the nonadvancing team's squad size (24) to the tournament director prior to competition. When the awards arrive, the tournament director 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.

Finals

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. 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 semi-formal 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, semi-formal 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 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.

DIVISION III FIELD HOCKEY

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 Field Hockey 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.

PARTICIPATION

Preliminary Rounds

Due to the financial burden on a host institution, to be consistent with NCAA policy, and to provide each student-athlete participating in NCAA preliminary-round competition the same experience, **mementos will NOT be permitted at preliminary rounds.**

Finals

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 3 • Band/Spirit Squads and Mascots

BANDS AND CHEERLEADERS

Spirit Squad members, not to exceed 12 in number, plus the mascot and a sponsor shall be admitted, if in uniform, via the gate list furnished to the host institution by the competing institution's director of athletics; all other institutional representatives will be admitted only upon presentation of a ticket. A maximum of 12 spirit squad members shall be allowed on the field during the progress of the game. The spirit squad shall be seated on the apron of the playing area designated by the tournament manager.

All cheerleading squads must conform to the guidelines set by the American Association of Cheerleader Coaches and Advisors (AACCA). This includes all guidelines and prohibitions pertaining to partner stunts in indoor facilities. Neither the NCAA nor the host institution shall be responsible for supervising or monitoring routines performed by cheerleaders at championship events. Except as noted in this section, supervision of cheerleading squads, their activities, yells and stunts is solely the participating institution's responsibility. The participating institution shall ensure that the squad has sufficient training, supervision and equipment for any and all routines its squad may choose to perform. Tournament managers must inform participating institutions if the host facility has more stringent requirements. If so, the director of athletics at each institution must apprise his or her cheerleading squad of such requirements and ensure compliance.

Institutional mascots shall remain in the area established by the field hockey committee prior to competition. For all questions, please defer to the games committee at that site, and contact the championship manager as needed.

Band members, not to exceed 25 in number, plus the director, who are in uniform and performing at the championship, will not be charged admission to the competition. Bands, or any component thereof, are allowed to play after goals until play resumes and immediately after competition; bands may be allotted additional time per approval of the NCAA committee.

The logo restriction on student-athletes' apparel set forth in Bylaw 12.5.3 shall apply to commercial logos on uniforms worn by band members, cheerleaders, dance team members and the institution's mascot during NCAA championship events.

ARTIFICIAL NOISEMAKERS

Artificial noisemakers are not allowed during play (cowbells, drums, thunder sticks, whistles, air horns and electric amplification). Bands may not play when the game is in progress. Additionally, any artificial noisemakers that event management staff deems as interfering with spectators' ability to enjoy or watch the game will be removed.

NATIONAL ANTHEM

The United States of America's national anthem ("Star-Spangled Banner") shall be played or sung at the start of each day of competition. The national anthem will be played after player introductions. The host institution must provide back-up music for all games.

Color Guard (finals only). The host institution may provide a color guard for the championship. The color guard will be experienced at presenting the flags and old enough to understand the importance of the event.

WARM-UP MUSIC

The host institution (all games, regardless of seed) shall provide appropriate music of a general nature to be played throughout the entire pregame period. The host should not play the regular season warm-up playlist during a game in which they are competing.

Section 4 • Banquets/Entertainment

For the **championship finals**, arrangements should be made for a banquet to be held Thursday night prior to the semifinals for at minimum the official traveling party (29 persons) of each of the four participating teams. Other people that should be on the guest list include members of the NCAA Division III Field Hockey Committee, NCAA staff and additional host personnel (i.e., president, faculty athletics representative and workers greatly involved in the conduct of the championship). According to NCAA policy, game umpires may not attend the banquet or any hospitality function. The director of athletics and tournament director are the official banquet hosts. Additional tickets (if available) may be purchased for institutional personnel based on seating availability.

The format of the banquet should be determined in consultation with the field hockey committee and NCAA championship manager.

Usually, the participating teams feel more comfortable sitting together, so you may want to designate team tables using school colors, the team name and/or mascot. Members of the Division III Field Hockey Committee should have a designated table near the front of the room. If a committee member is affiliated with one of the participating teams, he/she will sit with their team.

It is recommended that the agenda include short welcoming statements by a representative of the host institution, the NCAA field hockey chair and by a student-athlete from each participating team. Any other way to make the banquet special is encouraged by the field hockey committee.

Members of the media and officials should **NOT** be invited to the banquet.

Alcohol must not be available for consumption in connection with the championship.

The NCAA championship banner should be hung on the wall in a prominent position. Participating team banners, colors and other decorations with team colors are strongly encouraged.

Section 5 • Broadcasting/Internet

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

NCAA.com will host all championship websites for final-round sites. The NCAA media coordination staff will provide a list of information that the host SID will need to provide for the site in question. For preliminary-round hosts that would like to develop their own championship websites, all content should be approved through Caleb Kolby (ckolby@ncaa.org; 317-917-6222).

Section 6 • 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 at the following site: [NCAA Drug Testing Program - ncaa.org](https://www.ncaa.org/sportscollection/competition/competition-operations/ncaa-drug-testing-program).

Section 7 • Facility, Equipment & Space Requirements

FACILITY GUIDELINES

1. The Americans with Disabilities Act requires that public establishments offer equal access and services to people who are physically and mentally challenged. 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 Act by the various facilities hosting NCAA championship events. 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.
2. Facility must be available for team practices/warm-ups the day before and the day of competition. Please alert NCAA Championship liaison immediately if another event on campus might conflict with the field hockey practices, games or hotel availability.
3. Provide a spacious locker room with chalk or white board for each team for practice and games. All team locker rooms should have the name affixed to the door. At minimum, one separate locker room for the game umpires should be provided. If two locker rooms are not available for umpires, then a separate changing area must be provided at minimum.
4. Arrange for a public address system to announce lineups, scoring and substitutions and make announcements.
5. The field must be properly and clearly marked in accordance with FIH rules and NCAA rules modifications. Repainting of lines is recommended if needed.
6. The host institution must provide a certified athletic trainer and athletic training facilities on practice and competition days for all teams and umpires.
7. Arrange for planned access to medical personnel, preferable a team physician.
8. Artificial noisemakers are not allowed during play (cowbells, drums, thundersticks, whistles, air horns and electric amplification). The tournament director is responsible for enforcement of this rule. The display of banners is subject to the approval of the games committee prior to display. Promotional items are also subject to the approval of the games committee prior to the event.
9. Team benches or chairs should be set for 40 individuals (per team) for championship games and should be located on the same side of the field as the scorer's table. Only authorized individuals with specific functions should be permitted in the bench area.
10. If a raised scorer's table with skirt is used, it should be set for the following individuals: three scorers (official scorer and one from each team, unless space is available in a press box), timer, alternate umpire and NCAA representative (seven places at finals). The scorers' table should have communication capabilities with the press box. The games committee (NCAA representative and tournament director) should be seated at the table. Chairs should be available for carded players.
11. The playing area, including a designated bench area that the teams must remain within, must be clearly marked and secure. Cones to mark the substitution area must be provided. Spectators must be at least 10 yards from the field and may not sit or stand behind the goals.
12. Water should be placed at each bench; supplementary replacement liquids may also be provided. The same should be made available to umpires.
13. A visible clock must be provided and will be the official time. If possible, the individuals who are running both the visible clock and the backup clock should be seated at the scorer's table.

14. It is strongly recommended that team names be put on the scoreboard, if possible.
15. Review crowd control policies with the NCAA representative. The tournament director is responsible for strict enforcement of these policies. The championship announcer should read the crowd control statement at least once during each game.
16. Size and placement of any logos on the playing surface must be approved in advance by the NCAA.
17. Arrange an area for each team to videotape its own game if it wishes to do so. Each participating team is automatically authorized to videotape its own games but may not videotape other games for scouting purposes. Hosts must videotape each game at their site to place on Spiideo video exchange platform following the conclusion of the game.
18. At the semifinals and finals, the media postgame interview room should be “dressed” appropriately: (a) place NCAA logos and banners on the table and walls; (b) use draping on tables and other areas as necessary; (c) set up table and chairs for the interviewees and moderator; (d) provide a sound system if needed; (e) provide water for each student-athlete and coach; and (f) name cards for each interview participant should be placed at the table. Refreshments for media may also be provided in this area.
19. There should be enough parking spaces adjacent to the facility for the committee, team personnel, game officials, NCAA staff and media. In addition, designate an area for team buses to drop off and pick up passengers.

BALLS

The Penn Monto Elite smooth ball will be the official game ball for the championship. The national office will send the tournament director's name and address to Penn Monto, and balls will be shipped to that individual. A minimum of 12 game balls will be shipped for each game at the site. If you have not received game balls the day before competition begins, please contact Caleb Kolby at the national office immediately.

At preliminary rounds, hosts must provide a minimum of 75 practice and warm-up balls for the opposing team at the first round site(s). The NCAA will provide 48 practice balls for second/third round sites and the hosts must provide 27 additional. The opposing team(s) should be provided the same amount of practice balls as the home team. Penn Monto balls should be provided for practice, if possible. If hosts do not own Penn Monto balls, then (2) game balls should be provided for practice/warmup and reclaimed after practice for the game. The color of the game ball will be white, unless both competing coaches and the games committee agrees to use orange game balls with approval of the NCAA Field Hockey Committee. Teams may supply their own balls for practices or warmup, there is no limit on the amount of balls utilized during practice or warmup.

CUPS, COOLERS, WATER BOTTLES (FINALS ONLY)

Preliminary Rounds. Items must not display any commercial marks (e.g., logos and graphics of commercial products such as Gatorade), or such marks must be covered completely (this requirement applies on the sidelines and in competition areas, media areas or any other back-of-house areas).

If the host has to provide and/or purchase product for any NCAA championship use (e.g., student-athlete banquet, committee tent/suite), the host must purchase and provide only Coca-Cola products (e.g., Dasani, POWERADE, Coca-Cola, Sprite). Participating teams and student-athletes in NCAA championships continue to be free to use/consume permissible hydration beverage(s) of their own choice; however, equipment carrying any branding other than POWERADE, as referenced above, must be absent of any commercial marks.

Finals. 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. 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. If an established relationship between a host and NCAA Corporate

DIVISION III FIELD HOCKEY

Champion/Partner (CC/P) exists, a host may request donated or discounted product from local or regional representatives of that CC/P. Although the host may make this request without first having to contact the NCAA national office, the host must inform the NCAA before delivery of any product received as a result of the request.

You will be asked to inventory the amount of product that is left over at the conclusion of the championship(s). The national office will provide a form and a reminder letter. It is important that you are as accurate as possible on your count, so that we may ensure that future championships are receiving adequate amounts of bottled water and POWERADE equipment.

If you have any questions regarding any of this information, please contact Caleb Kolby (317-917-6222).

DECORATING AND ADVERTISING

Banners at facility. The following banners are permissible inside the facility:

- Television banners
- NCAA radio banners
- NCAA banner
- Appropriate institutional (team) banners (authorized by NCAA representative)

Covering. The facility shall not permit any advertising banners, signs or displays of any kind to be hung, posted or displayed anywhere within the seating area (i.e., any place that can be seen from the playing court or seats), including the scoreboard, during the championship session or practices, other than NCAA, television and radio banners, as specified by the NCAA. No local/school radio banners are allowed.

Institutional Signage. Institutional signage does not need to be covered. Championship banners 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. The NCAA will provide video board content to sites that have such capabilities. The video board content is important to the overall championship experience for student-athletes and those in attendance. Please work directly with your NCAA championship liaison to identify if video board content will be provided directly or if downloading from the Van Wagner box NCAA FTP site is necessary.

Questions related to video board content logistics should be directed to:

Brandon Anthony
Van Wagner Sports & Entertainment, Inc.
Telephone: 574-807-5287
Email: banthony@vwbsnvanwagner.com

Electronic Messages. No host or venue specific electronic messaging or video board advertising may be displayed during NCAA championships, other than those messages promoting the championship and information provided by the NCAA and Turner/CBS. This includes promotion of upcoming events at the championship site. All messages must be approved in advance by the championship staff liaison.

Table Banner (site specific for finals). The NCAA will provide one banner for the scorer's table. No other ornamentation or signage is allowed on the scorer's table. Cover the scorer's table with bunting or other appropriate material if the banner does not cover the entire table.

Section 8 • 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. At the final site, a courtesy car will be provided.

Local Transportation for Teams. For team sports, eligible for reimbursable ground transportation, must arrange ground transportation through Short's Travel, STM Driven. 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 9 • Game Management

ANNOUNCER

The announcer is one of the key ingredients to a successful championship. An effort should be made to acquire a professional announcer with experience in announcing field hockey games. The announcer is responsible to the field hockey committee.

If possible, a host institution designee shall provide typed information on statistics, interesting notes about the participating teams and announcements (e.g., promotional announcements about the next game) to the announcer prior to the competition.

Guidelines. All announcements should pertain only to the Division III Field Hockey Championship. If a special announcement is needed, it must be approved by the NCAA representative. Promotional messages and/or announcements at the championship shall be limited to NCAA activities (i.e., championships, clinics, Special Olympics Partnership). At no time should commercial contributors be recognized (see Section 5).

The announcer shall not be a “cheerleader” for any team. The announcer shall adhere to NCAA procedures rather than those that may have been in effect during the regular season.

The announcer should be asked to: (1) prepare information beforehand; (2) meet with a designated person from each team to learn the correct pronunciation of all those involved (players, coaches, institutional personnel, umpires and NCAA committee members); (3) have team statistical information as well as tournament records on hand for easy reference; (4) maintain an unbiased stature; and (5) review rosters and introduce the entire team.

Meeting with Division III Field Hockey Committee or Game Committees. The announcer shall meet with the Division III Field Hockey Committee during the coaches meeting to review time schedules, coordination of national anthem and starting lineups.

Crowd Control. The announcer shall review crowd-control procedures with the committee and the tournament manager. (These procedures may include notes regarding intermission between games, awards ceremony, exits, seating, safety measures, first-aid stations and security measures after each game.)

Emergency. All emergency calls and announcements must be approved by the Division III Field Hockey Committee.

Script. A draft script has been created as a guideline for the announcer and will be provided to hosts closer to the event. In addition, the script for the awards ceremonies is provided.

GAMES COMMITTEE

1. The function of the games committee is to supervise the conduct of each championship session and assist the NCAA representative with the administration of the event. At preliminary rounds, the games committee consists of the NCAA site representative, tournament director, one representative from each participating institution (preferred administrator, coach is acceptable if no traveling administrator) and other necessary host institution personnel. The head umpire should be consulted, as necessary.
2. At the finals, the games committee shall include members of the Division III field hockey committee, the tournament director of the host institution (or designated representative) and any additional persons deemed necessary by the chair. The Division III field hockey committee chair will serve as chair of the games committee. The umpire supervisor should be consulted as necessary.

GAME TIMES/ORDER OF GAMES

Games shall be played as follows unless otherwise approved by the field hockey committee:

First round:	Between 1-2 p.m. on fields without lights; between 1-6 p.m. on fields with lights. If the visiting team is traveling 250 miles or more, the start time must be between 1-4 p.m.
Second round:	11 a.m. and 2 p.m.
Third round:	1 p.m.
Semifinals:	12 p.m. and 3 p.m.
Final:	1 p.m. (Field hockey committee determines order and time for all games. Committee reserves the right to approve game times outside of suggested times, if necessary.)

GENERAL PREPARATIONS

1. The tournament director shall contact the competing teams immediately by telephone and e-mail regarding the following instructions and information:
 - a. Details on hotel reservations;
 - b. Game and practice times.
 - c. Coaches meeting time and place (can be virtual);
 - d. Discuss team arrival time (mode of transportation; if by air, flight number).
 - e. Schedule of any social activities; outline championship banquet procedure (Finals only);
 - f. Reminder to make arrangements for publicity and statistical information to be sent to Learfield, immediately;
 - g. Directions to the campus and hotel; and
 - h. Official travel party.
2. If possible, assign an individual to act as host for each team.
3. Provide an information packet/participant manual for each team upon arrival (include campus information, listing of restaurants and medical arrangements.)
4. The tournament director must contact the lead umpire with logistical information (meeting time/locations, lodging, etc.).
5. The tournament director should confirm with the NCAA Division III field hockey committee that all arrangements have been made with participating teams and umpires.

INSURANCE

If event is held on-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 GL 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 GL 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.

REPORTING RESULTS

1. Each host should email the NCAA media coordination and statistics contacts (nmoeller@ncaa.org), the Stat Crew packed file from each NCAA championship game/match upon completion of each day of competition. On the final day (Finals site only), the email should include the all-tournament and Most Outstanding Player selections.
2. Forward results to the ncaa.com website in the following manner:
 - Email the information to: ncaa-content@turner.com.
 - Specify the division, sport, round and region in the subject area.
 - Paste the text (official results, including date of competition, round, etc.) directly into an email or.
 - Send email as an attachment in a Microsoft Word document or Windows Notepad text document.
 - Please convert photos to .jpg format and attach to an email.
 - Attach HTML box score, if available.
3. Have copies of the statistics available for competing teams and media immediately following each game.

Section 10 • Health & 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
 - Sickle 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

Planned access to an ambulance shall be provided by the championship host. If it is determined that an ambulance should be provided on site, the championship host shall obtain the ambulance service and the incurred cost is reimbursable by the NCAA. Any ambulance used must be equipped in accordance with all applicable government regulations and industry medical and safety standards.

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.

Section 11 • Lodging

NCAA Nonpredetermined Preliminary-Round Competition

For all NCAA nonpredetermined preliminary round competition, unless otherwise stated, the host institution/agency or the NCAA (see sport specific section for details) shall make reservations for the participating institutions/student-athlete(s) and advise them of the arrangements. The selected hotel properties shall be within no more than 30 miles (30 minutes) of the competition site and be priced at a fair and reasonable market room rate. The selection of a competition site may be dependent on availability and quality of rooms for participating institutions/student-athletes. Each participating institution/student-athlete is obligated to confirm or cancel the accommodations.

Championship participants are mandated to stay at the NCAA's contracted hotel properties for the event. If a participating team would like to leave the contracted hotel, it must notify the NCAA and then notify the hotel. A participating team may be charged for the day of their stay plus the new hotel's night stay if a participating team decides to depart the contracted hotel.

The participating institution may use the rooms for persons accompanying the official traveling party.

If an institution fails to make satisfactory arrangements for use of assigned rooms with the hotel, full charges for the rooms will be billed to the institution.

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 12 • Meetings

MEETINGS

Administrative Meeting. For first-round and second/third-round competition, an administrative meeting must be conducted at least two hours prior to the first game. It is preferred that the meeting is conducted the night prior to the game(s) if all participants have arrived on site. For the finals, an administrative meeting shall be conducted the evening before the first day of competition. The purpose of the meeting is to review policies and procedures governing the conduct of the championship and to introduce the games committee. The head coach of each team must be present; the assistant coach may attend. The entire games committee should be present during the meeting. The head umpire or umpire evaluator should also attend if possible.

Section 13 • Media Services

CREDENTIALS

1. Preliminary-round host institutions are responsible for providing credentials. Each credential type must be of a different color and all credentials must be laminated. Credentials for each institution should be distributed no later than the coaches meeting.
2. All media credentials must include the information in Appendix A. If specific credentials are not printed, the sports information director is responsible for distributing the information contained in Appendix A to the media.

MEDIA

The following guidelines for the working press should be distributed to all media personnel before the tournament begins. The host institution is responsible for administering these guidelines.

1. A working area must be available for the press. If there is no press box, set up tables for working press as close as possible to the field without interfering with players and umpires. Note: Tables must be at least five yards from the edge of the field.
2. Arrange facilities for two-person radio crews, if necessary.
3. Photographers are permitted between the 25-yard line and the end line on the sideline with the team benches, anywhere on the sideline opposite the team benches and from the corner flag to the circle's edge on the end lines. On the sidelines, all of the areas designated for photographers must be five yards from the edge of the field. On the end lines, all areas must be 10 yards from the edge of the field. Do not allow anyone to be directly behind the goals, except during shoot outs when photographers will be allowed on the half of the field away from the shoot out. Photographers will not be allowed in front of or directly behind the team behind the team bench areas unless they are included in the institution's bench limit of 40. Photographers shall not be permitted to use flashes. After the last game of a session, photographers will be allowed to shoot the postgame celebration and the awards ceremony at any area identified by the host media coordinator.
4. Arrange for a press conference. The media coordinator shall identify a moderator. Individuals also shall be assigned to escort the coach and players from each team's dressing room to the interview room to ensure that all representatives arrive at each news conference at the scheduled time.
5. The host institution's sports information director is responsible for arranging press interviews with both coaches and selected players after a 10-minute cooling-off period. The cooling-off period begins when the teams disperse after the postgame huddle. The nonadvancing team's coach and athletes should be interviewed second other than the championship game, where they will go first. Interviews will not be delayed so members of the media can conduct individual interviews. Refer to the prechampionship manual.
6. Arrange for a press hospitality room, if feasible, with admittance only by appropriately identified personnel.
7. Permit news media to use telephones on a first-come, first-served basis. Installation of additional telephones is not a permissible item of game expense unless approved in advance by the national office.
8. Provide a broadcast stream, play-by-play (and complete statistics for media after each day's competition.
9. Placement of television cameras and monitors must be approved by the NCAA representative, if needed.
10. Permission to broadcast or telecast any competition must be obtained from the NCAA broadcast services staff.

Section 14 • Merchandise/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 National Collegiate 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. At the conclusion of the event, 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

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- 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.
 - Restocking 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 phone line to support the merchandise sales effort at no cost.
- i. Calling Event 1, Inc. to request reorders should sales warrant.
 - j. 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.
 - k. Total gross sales revenues and a final copy of the inventory report must be sent to Event 1, Inc., within 2 business days of the conclusion of the event.
 - l. 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.
 - m. 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 7 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.

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 15 • Officials

UMPIRES

- a. The umpire coordinator shall assign two field umpires and one reserve umpire to each game. The reserve umpire shall supervise the scorers' and timers' table, ball runners and the team bench area.
- b. Each host shall provide an official scorer, timer, announcer, scoreboard operator and preferably six ball runners for each game.
- c. If an umpire must remain overnight, reserve a single room for each umpire (unless they request otherwise). The umpires' hotel expenses (room and taxes only) should be paid by the host institution and included on the financial report.
- d. The NCAA Administrator will inform the host institution of umpire assignments. The host should contact the umpires immediately to provide all information regarding arrival time, game times, time and place of umpires meeting, hotel accommodations and any other necessary information.
- e. Provide an information packet for each umpire upon arrival (include campus information, listing of restaurants, medical arrangements, etc.).
- f. Do not include umpires in social gatherings held in conjunction with the championship.
- g. The lead umpire must inspect the playing area and equipment two hours before the first game each day for all rounds of the championship.

Section 16 • Participating Teams

SQUAD SIZE AND TEAM BENCHES

Teams participating in the championship are limited to a maximum of 24 players that are eligible to compete. Players must be designated before the game. After the line-up is submitted (no later than 30 minutes prior to game time), no replacements will be permitted for any reason. An institution that is advised it is in violation of this regulation and does not promptly conform to it shall automatically forfeit the competition. There shall be no inordinate delay of the competition to allow the institution to conform to the rule.

Bench areas will be set for 40 people per team and may include student-athletes, team personnel and institutional staff only. The 40 persons shall be comprised of the following:

- Twenty-four (squad size) student-athletes in uniform;
- Up to 16 additional team personnel and uniformed student-athletes with bench area access. Any rostered student-athlete not on the squad size may be in uniform but is not eligible to compete;
- Up to two medical personnel (each must display a credential and purchase a game ticket unless included in official travel party head count). *Specifically, if a team has only one medical person, then that respective bench can comprise up to 39 persons and so forth.*

The games committee will issue all credentials during the administrative meeting or upon a participating institutions first arrival to the championship host site. The designated host sports information contact(s) and athletic trainer(s), as well as one sports information representative from visiting institutions, shall be allowed bench/field access in a working capacity without counting toward the allowable bench party count. The institution's mascot may not be counted nor included in the bench party. The event manager may provide additional chairs for the tournament doctor and a security representative.

For all rounds of the competition, the home team shall be designated via the top of the bracket, shall wear a predominantly dark uniform and be seated in the designated home bench area.

TEAM HOSTS

Each team should be assigned a campus or community host to assist it during its stay if possible.

Section 17 • Practices

ADMINISTRATIVE RESPONSIBILITY

It is recommended that each participating institution have an administrator accompany the team to closed practices to ensure that only those individuals credentialed and affiliated with the institution or designated by the coach (again, excluding media) are allowed in the closed practice. This individual may be an athletic trainer, sports information director (SID) or another administrator. If there is not a traveling administrator, the coach can participate in the games committee, but it is not preferred.

PRACTICE GUIDELINES

1. Teams will not be allowed to practice on the competition field earlier than the day before the competition. They may make arrangements to practice at an alternate facility two days before the competition, but the host institution is not obligated to assist with these arrangements.
2. Each team should be allowed to practice on the competition field for 75 minutes on the day before the competition begins. If this is not possible for all teams, a practice field of the same surface must be available for all teams the day before the game. For first-round games, if both teams are practicing the day before the game, practices shall be limited to 75 minutes on the game field, weather permitting. If the visiting team is not practicing at the game site, the home team may use the field for their regularly scheduled practice time. Practices will be closed and supervised by the NCAA site representative. The practice field must have goals and be lined.
3. **Practice times must be approved by the NCAA representative at each site.** The farthest traveling team playing at each site will select their preferred practice time. For second and third round participating team calls, the farthest away team should select first, followed by the next furthest, and so on. Teams should provide their priority rank order based off who could potentially advance. After first round games are complete, the NCAA site rep and tournament director should reconfirm practice slots based off advancement and email that out to the group. Practice time/schedule can be altered if agreed upon by the participating teams, the NCAA site representative, and the tournament director with approval of the NCAA Field Hockey Committee. Teams are limited to the times to which they are scheduled. No practices on the game field are allowed on day of competition at second/third round and semifinal/final sites. If a team requests a walkthrough on the day of the first-round game, the team should be permitted on the game field for 30 minutes. The home team is also permitted for the same allotment of time, if requested. All first-round game-day practices must be completed at least 90 minutes before the scheduled start time of warmup.
4. Teams may access the field 70 minutes prior to the start of the game for pregame warmup. When there is a doubleheader, 45 minutes is guaranteed. As soon as the countdown clock begins, teams must stay on their designated half of the field. Teams may not do a full field run-around as part of their warmup.

Section 18 • 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 19 • Promotions, Marketing and Fan Engagement

BANNERS

All commercial identification within the competition area must be covered. Any signage promoting alcohol, tobacco or gambling must also be covered.

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 Championships Bid Portal.

EXPECTATIONS

- Know the marketing budget. The NCAA championship tournament manager on your campus or the NCAA championship manager 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.
- Track marketing efforts and analyze results post-championship to share with your NCAA marketing contact.

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 sproutloud.com/cn/ncaachampspromotions.

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
- Video board
- 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.

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 (Facebook, X, etc.) 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 \(ncaa.org/sports/2021/3/3/digital-social-media.aspx\)](https://ncaa.org/sports/2021/3/3/digital-social-media.aspx) for a listing of official NCAA social media accounts.

NCAA Logos

The NCAA owns and controls all rights and interests in its name, logo, seal, trademarks and service marks. Use of these marks is prohibited without advance written approval by the NCAA. Host institutions/conferences should review information outlined in NCAA Bylaw 31.6.1. Only official NCAA Corporate Champions/Partners and licensees are permitted to use NCAA marks and logos in commercial advertising and promotions.

All **NCAA logos** are available to NCAA member institutions, licensees, Corporate Champions and Corporate Partners. To access the logos, each user is required to register for a unique username and password. Once the request for access to the site is granted, you can search the Digital Library for the logos you need. All logos should follow the NCAA Brand Guidelines provided on this site to ensure proper use. Please contact ncaachampspromotions@ncaa.org with any questions concerning the NCAA Digital Library.

Signage

Each round of every NCAA championship will receive a shipment of official NCAA signage that helps identify the event as an NCAA championship. The signage includes a quantity of banners and decals displaying NCAA logos in a variety of sizes.

Possible uses of NCAA signage include displaying it at the championship site, especially in the competition area within camera angles, and all related championship functions. Signage should always be displayed during news conferences and banquets.

NCAA-produced signage materials may be reused at other championships. Before discarding materials, please check with an NCAA championships representative. Materials containing NCAA marks and public address may not be sold.

SOCIAL MEDIA MARKETING GUIDELINES

The official NCAA social media pages and official hashtags are located here: ncaa.org/socialmedia

Host Promotion of Championships

A lot of hosts already have an established presence in social media. Examples are school, LOC, Sports Corporation, venue or city pages/accounts. These pages/accounts are all acceptable places to promote hosting of an NCAA championship through the use of marketing messages and products supplied from the NCAA (links, web banners, flyers, etc.). The NCAA also promotes the championships (and the host involvement) on the appropriate NCAA social media pages/accounts. If the championship does not have an official NCAA page on a social media site, a host is still not permitted to create a page for it. The NCAA will make efforts to promote this championship on the other established pages/accounts, as necessary. Collaboration is encouraged through the use of cross-posting on Facebook (@ linking within text to drive fans to each other's pages) and mentions on Twitter (@ links to show coordination in posts). In addition to collaboration, idea-sharing is also encouraged and can be coordinated through the championships Assistant Director of Social Media, cdion@ncaa.org.

A host should not create a social media account or page (Facebook page, Twitter feed, Instagram, Snapchat, Tumblr account, etc.) solely devoted to promoting an NCAA championship. These pages become outdated, distract fans from established pages and fracture the NCAA message.

Top considerations when planning for social media event marketing:

1. **Know your social media audience.** Utilize account analytics to learn about your fan demographics and monitor the engagement levels on your posts. Figure out what engages your fans.
2. **Encourage community.** Ask for feedback and opinion. This helps engage the user and may provide you with some good input. Also, reply to user questions with correct and helpful answers.
3. **Cross-post.** Cross-posting or mentioning others will help increase your visibility and spread credit throughout social media platforms.
4. **Use images.** Pictures are necessary to grab attention and interest. Users are more likely to engage versus text only.

5. **Be concise.** This is required on Twitter (140 characters) but should also be used on Facebook and other platforms without this limit. Get to the point within two sentences. Less than that, if possible.
6. **Lead your video.** You have mere seconds to garner a user's attention on social media. Make sure your videos have an immediate point of interest to keep users engaged.
7. **Like or Follow people to help you.** Networking with members of the media, partner organizations and constituents on Twitter and Facebook is just as beneficial as in real life. On Facebook, like their pages, cross-post to them when you mention them or make them one of your favorites. On Twitter, retweet, join in on hashtags (#NCAA) and mention feeds in your posts.
8. **Keep it light.** While it is important to stay on message and deliver the facts, this is social media, after all. Have fun with it.
9. **If you hesitate about posting something, you probably shouldn't.** There are no redos in social media. A "delete" doesn't mean you can delete someone seeing it.

Please send direct questions to Chris Dion, cdion@ncaa.org, or send ideas or news to the general box, socialmedia@ncaa.org.

Section 20 • Safety and Security

The NCAA is committed to supporting a safe and secure environment for championship events and is appreciative of the many federal, state and local partners who aid in maintaining a safe events for all athletes, coaches, fans and staff.

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 with your bid materials. In addition, you will be prompted to provide information for the Critical Incident Response Team form when completing our bid via the NCAA Championships Bid Portal. Please be as specific as possible when providing emergency contacts and numbers.

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

Lightning and Weather Detection Service

To support and facilitate host institution management of weather and other environmental considerations and requirements, the NCAA has made arrangements to provide a complimentary lightning detection and weather monitoring system to each host institution on a complimentary basis for all rounds of competition for outdoor championships. It is important that the location address provided by the site representative and tournament director in the monitoring system is the actual physical location of where the event is taking place.

It is expected that the host institution will identify one or more tournament staff members that who will have designated responsibility for weather monitoring. The site representative, host tournament staff, and any other stakeholders should share relevant email and/or cell phone contact information to enable timely receipt of all weather updates. A severe weather plan should be created and available for reference. It is expected that the host institution will identify one or more tournament staff members that who will have designated responsibility for weather monitoring and the timely communication about all monitoring system and other weather updates and that the site representative and responsible host tournament staff will submit relevant email and/or cell 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 in the monitoring system is the actual physical location of where the event is taking place. The tournament director should also consider contacting a local meteorologist or the nearest National Weather Service office to further facilitate weather and environmental monitoring as part of each event.

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.

If necessary, please review the Division III Field Hockey inclement weather policy provided in selection materials. For any questions on this document, please contact the NCAA Championship manager. The NCAA Championship Manager should be involved prior to any decision related to the inclement weather policy document.

Section 21 • Ticketing

TICKET POLICIES/OPERATIONS

1. **Ticket Design/Printing.** If championship tickets must be printed, the NCAA will manage the design and printing of the tickets, assigning specific duties to the LOC/host and competition venue as needed. The NCAA will forward artwork of the proposed ticket design to the LOC/host and competition venue for review and input. The NCAA logo shall be the only logo used on the front or back of the tickets unless specifically authorized by the NCAA. The name of the host institution/conference may be printed on the front of the ticket(s) and/or on the cover of the ticket booklet. The NCAA will coordinate the printing of the tickets unless the NCAA directs the LOC/host or competition venue to coordinate the printing. The LOC/host shall incur all expenses associated with ticket printing, unless directed otherwise by the NCAA.
2. **Ticket Pricing.** With input and a recommendation from the LOC/host, the NCAA shall establish all ticket prices, including tickets for suites and standing room only. One hundred percent (100%) of the revenues from ticket sales shall be included in the championships receipts to help offset the NCAA guarantee (if applicable), championship expenses, and further revenue sharing opportunities. Revenue from the sale of championship tickets and championship-related event tickets will be exempt from sales, amusement, entertainment taxes and other surcharge obligations to the extent possible. The NCAA is a 501c(3) tax exempt organization. If a tax exemption is not applicable, then all applicable taxes and rates shall be disclosed (disclose in the sport-specific facility questionnaire) and any increases in the tax rates from the time the bid was submitted shall be absorbed by the bid respondent or rebated back to the NCAA.

Please note any minimum and maximum ticket prices as set forth by the committee or needed to meet financial guarantees.

The NCAA does not allow complimentary tickets to its championships. However, the NCAA will permit the purchase of tickets to use for championship promotional efforts. All ticket promotions must be approved in advance by the NCAA.

3. **Control of Ticket Sales.** The NCAA shall control all ticket sales for the championship, assigning specific duties to the LOC/host and competition venue as needed. The LOC/host and competition venue shall cooperate fully with the NCAA's official ticketing vendors and/or ticketing partners (e.g., primary ticket sales system provider, official ticket and hospitality package provider, official ticket exchange). The NCAA shall not be responsible for securing an exemption to any exclusive contracts the LOC/host, competition venue or surrounding areas/facilities might have, nor will the NCAA be responsible for any buyout or other means necessary to secure such an exemption.

Admittance to the competition venue on game days will be by ticket or NCAA-issued credential only. Every individual, regardless of age, must have a game ticket for admission, unless specified by the NCAA or venue policy. Unless specifically granted an exception, the NCAA requires that the competition venue utilize a ticket scanning system at all general public access points into the competition venue. The host venue system will be used for access control, box office walk-up sales and day of event issue resolution in the box office.

4. **Control of Venue Seating.** The NCAA shall control all seating assignments within the competition venue, including club seating, press boxes, hospitality clubs and restaurants.

The NCAA shall be responsible for determining the allocation and the location of all ticket allotments.

The LOC/host or competition venue may not resell allotted championship game tickets at any price, nor may enter into a sponsorship agreement or hospitality/travel package agreement with any ticket broker, tour packager or other secondary ticket marketer to provide championship tickets in return for other considerations unless specifically authorized by the NCAA.

5. **Suites.**
 - a. The competition venue shall stipulate a quantity of private viewing suites available for the sole use of the NCAA or its designees at the time of the bid. All revenue from such suites will belong to the NCAA.
 - b. The NCAA will provide tickets, as necessary to the LOC/host and/or competition venue for those suite holders displaced to fulfill the NCAA suite seat requirements.

- c. Subject to NCAA approval, suites not made available to the NCAA or its designees shall remain under the control of the competition venue, but the face value ticket revenue for such suite seats will belong to the NCAA.
- d. Suite holders will have the opportunity to purchase tickets for the suite to which they have purchased tenant rights. The venue's box office staff if assigned by the NCAA, shall solicit and confirm suite purchases by suite holders. At that time, suites not purchased by suite holders will be made available to the NCAA for additional use/sales opportunities in accordance with the agreed upon financial parameters.

6. LOC/Host Ticket Policies.

- a. **Allocation.** For all championships other than Division I men's basketball, the NCAA shall allocate to the LOC/host a maximum of 10% of the saleable competition venue seats. These tickets shall be used to accommodate LOC/host guests, including but not limited to local contributors.
- b. **Budget Relief.** At its sole option, the NCAA shall notify the LOC/host of certain budget relief that may be provided in exchange for a reduction in the LOC/host ticket allotment.
- c. **Ticket Allocation Limitation.** No more than 20 tickets shall be made available from the LOC/host or competition venue to any one entity without NCAA approval.
- d. **Assignment Information.** The LOC/host shall provide the NCAA with the names of those individuals assigned to each seat within the LOC/host's ticket allocation.

7. Competition Venue Responsibilities.

- a. **Seating Manifest.** The competition venue shall forward the NCAA a complete ticket manifest with a PDF or CAD drawing of the venue's configuration and cooperate fully with any NCAA ticketing partners.
- b. **Broadcast Partner Site Survey.** The NCAA's broadcast partner, in conjunction with the NCAA and the competition venue, may conduct a site survey approximately nine months in advance of the championship to determine the host set location, camera locations and determine the need for "seat kills."
- c. **Final Manifest.** Upon completion of the site survey and determination of "kill" seats, the competition venue shall provide the NCAA with a final seating manifest, reflecting all saleable seats, available suites and available hospitality/party suites.
- d. **General Public Assignments.** Subject to NCAA approval, the assignment of general public seats is the competition venue box office's responsibility, unless directed otherwise by the NCAA. The seat locations shall be designated by the NCAA. The competition venue must comply with all applicable city, state or federal laws and regulations including those concerning access and seating for the disabled and assist with inquiries from ticket holders in need of disabled tickets. Additionally, the box office shall assist with all lost, stolen, or misdirected ticket issues. The competition venue shall be responsible for the labor necessary, as well as costs incurred, to process and distribute lost, stolen, or misdirected tickets.
- e. **Participating Institutions' Tickets.** The competition venue's box office shall send the paper or mobile tickets allocated to the participating institutions by a date designated by the NCAA, unless directed otherwise by the NCAA. An invoice, manifest, seating diagram, instructions and payment deadline information shall be sent with the participating institution's tickets. The competition venue shall be responsible for the labor necessary, as well as costs incurred, to ship paper tickets.
- f. **Sales Reports.** The competition venue's box office shall be responsible for providing the NCAA with timely and accurate sales reports. Reports should be provided on a regular basis, as directed by the NCAA. The competition venue's box office shall cooperate fully with the NCAA's official ticketing vendors and/or ticketing partners in providing the reports.
- g. **Final Ticket Database.** Each host conference, institution and/or venue must provide ticket purchaser information to the NCAA upon request, as well as, at the conclusion of the competition. Collecting purchaser information is essential for marketing efforts and post-event purchaser surveys which allow the NCAA to improve the championships experience. All relevant purchaser information must be submitted in an Excel or CSV file. The information should include, but not be limited to: Last Name, First Name, Address, City, State, Zip Code, Email, Phone Number and purchase information such as Total Seats Purchased and Total Purchase Price.

Section 22 • Transportation

PARTICIPATING INSTITUTIONS

Teams eligible for air travel must arrange make arrangements through Short's Travel. Short's can be reached at 866-655-9215 or by email at ncaaalo@shortstravel.com.

Institutions that fly, and are eligible for NCAA paid transportation on-site, will be required to use Short's Travel (STM Driven) to book on-site ground transportation. Short's Travel (STM Driven) can be reached at 844-814-3939 or at ncaachamps@stmDriven.com.

The home side ground transportation will be arranged by the institution in accordance with NCAA safety standards. Institutions that are eligible to drive to the championship will book ground transportation independently in accordance with the NCAA safety standards and seek reimbursement through the NCAA Travel Expense System (TES).

Expense reimbursement for participation in championships will be filed through our online system. The TES can be found at travel.ncaa.org.

All NCAA Championship travel information can be found [here](#).

PARKING

The host institution is responsible for securing complimentary parking at team hotels for team buses and any courtesy vehicles provided, if possible. The competition venue shall provide a designated complimentary parking area for team buses and courtesy cars at the competition venue.

Section 23 • 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.
- 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 identity, 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 C). 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 apparel during the required volunteer training sessions to ensure each volunteer's commitment. When ordering apparel 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 • Credential Guidelines

Each Individual or entity signing for or using a credential for access to any NCAA championship games practice, press conference, or other in-venue activity associated with the championship (the “Events”) and his/her/its employers (each signer, user and employer, a “Bearer”) agrees to the following: General Each Bearer must be and hereby represents that he or she is acting on a specific assignment for an accredited media agency and has a legitimate working function in conjunction with the Event attended. The credential is not transferable and may be revoked at any time with or without cause. The rights and privileges granted to Bearer shall automatically terminate if any term of this credential shall be breached. The unauthorized use of this credential subjects the Bearer to ejection from the facility and prosecution for criminal trespass, without limiting any other rights and remedies at law or in equity. While within the venue, Bearer shall, at all times, adhere to the policies in place for the Event, as well as access limitations, and direction provided by the NCAA and its designated agents.

Bearer assumes all risks incidental to the performance by the Bearer of Bearer’s services in connection with the Events and assumes all risks incidental to the Events, whether occurring before, during or after the actual playing of the Events, and agrees that the NCAA, its member institutions, and their respective employees, directors, officers, student-athletes, coaches, and contractors shall not be liable for injuries or loss of personal property or equipment connection therewith.

In the event that the name or likeness of any individual using this credential is included in any broadcast, telecast, photograph, film, video or other media taken in connection with the Events, such individual grants the NCAA the nonexclusive, transferable, perpetual right and license to use (and to sub-license the use of) such name and likeness in any media worldwide whether now known or thereafter devised.

Bearer agrees to indemnify the NCAA and save harmless the NCAA, its officers, agents, contractors, employees, and each of its member institutions, their officers, agents and employees, of and from any and all claims, demands, causes of actions, liabilities, damages and expenses (including reasonable attorneys’ fees) arising out of anything done or purported to have been done by Bearer or his/her employer, including but not limited to Bearer’s breach of any term of the credential. With respect to any claim that might give rise to liability of the Bearer as an indemnitor, the NCAA shall: (a) have the right to fully participate in the litigation of such claim with counsel selected by Bearer and approved by the NCAA at the sole expense of the Bearer; and (b) not be obligated, without their consent, to participate in any settlement of such claim.

Media. The use of any account, description, picture, photograph, video, audio, reproduction, or other information concerning the Events (the “Event Information”) other than for news coverage of, or magazines, books or stories about, the Events, or for First Amendment-protected purposes, is prohibited, except (a) with the prior written consent of the NCAA or (b) as specifically licensed herein. Nothing in these terms and conditions authorizes or allows Bearer to violate any of the NCAA trademarks, copyright and other proprietary rights. If the event is televised by an NCAA broadcast rights holder, authorized media entities shall use the network feed via the video and audio distributing facilities provided by the NCAA to acquire video. If the event is not televised by an NCAA broadcast rights holder, media entities may shoot ENG highlights from the designated area(s). These media entities recognize that any videos may be used within a 72-hour period after the game and the film clip or video portion of each such showing shall not exceed three minutes in length for regularly scheduled, televised news programs and 60-seconds of editorial coverage on the media entities’ official Web site. A media entity cannot charge a subscription or any other fee to the end user specifically for viewing highlights of NCAA championships. Media entities shall adhere to the specific policies that govern the length of video and times that it may be aired. If the event has live-television coverage, television entities may not air highlights of a game until the network’s broadcast of that event has been completed. All credentialed media, including television stations, networks, cable systems, participating institutions or their designees, are prohibited from making available game film or video to any other organization without advance written permission from the NCAA, even though the planned use may be editorial in nature. Such film or video may be aired only by the specific station or entity to whom this credential is issued. These rights may not be assigned, transferred or otherwise disposed to any person, firm or corporation. Any agency wishing to use NCAA film or video in any other manner must obtain written permission for such usage from the NCAA. Real-time transmission of streaming video, digital images, real-time audio, including play-by-play and statistics, of any game of the championship is exclusive to the NCAA’s Web site and/or any other Web site designated by the NCAA and its rightsholders. “Real-time” is defined by the NCAA as a continuous play-by-play account or live, extended live/real-time statistics, or detailed description of an event. Each Credential Holder (including institutional, television, Internet, new media, and print publications) has the privilege to blog during competition through the Credential Entity. However, the blog may not produce in any form a “real-time” description of the event. Periodic updates of scores, statistics or other brief descriptions of the competition throughout the event are acceptable. Credential Holder agrees

that the determination of whether a blog is posting a real-time description shall be in the NCAA's sole discretion. If the NCAA deems that a Credential Holder is producing a real-time description of the contest, the NCAA reserves all actions against Credential Holder, including but not limited to the revocation of the credential. If media intend to blog at an NCAA championship event, the media entity must indicate so through the credentialing process. Any media entity posting a blog during an NCAA championship must submit a direct link to the blog to ncaa.com Blog Central. In return, all media entities entering a blog must post the ncaa.com logo/link on their site. All blogs must be free of charge to readers. All must adhere to the conditions and limitations of this NCAA Blogging Policy.

The NCAA is the owner of trademarks, copyrights, and other proprietary rights connected to the championship. Member institution name, logo, mascot, and other intellectual property of a school, is controlled by each member institution. The member institution name and team name may be used for news purposes and consistent with the First Amendment. The credential confers on Bearer a limited, nonexclusive and nontransferable license to take photographs of the Events, and to allow the entity that engaged the Bearer to take the photographs to use such photographs, only for news coverage of, or magazines, or stories about, the Events, other editorial purposes, and reprints of news pages from such entity's publications, provided that such use is not likely to create, or does not actually create confusion in the minds of the trade or public that Bearer or its reprints or any elements therein, or the items on which they are reprinted, are sponsored or endorsed by, or are associated or affiliated with the NCAA or that the NCAA licensed Bearer to use their trademarks or copyrights. Neither the Bearer nor the entity that engaged the bearer may sell photos taken at the Events to third-party entities including but not limited to other commercial entities or the general public. In exchange for the access granted by the credential, the NCAA shall have the right to purchase prints of any published photographs taken by the Bearer in connection with the credential, at the best financial terms offered to third parties, and such the NCAA shall be licensed at no additional charge to use the photographs for news coverage purposes only. The NCAA may not distribute reproductions of the photographs to others or license others to reproduce the photographs.

Any secondary use of any picture, audio description, videotape/film or drawing of the game taken or made by the accredited organization or individual to whom this credential has been issued (including, but not limited to, noneditorial, advertising, sales promotion or merchandising) is prohibited without prior specific written approval of the NCAA. Radio stations that have not purchased rights shall not carry any broadcast report from courtside on a live basis or any live description of any game action while it is still in progress and are subject to all other requirements as listed in the "NCAA radio policies." Bearer further agrees to release the NCAA and all persons and educational institutions involved in the management or production of the competition from any claim or liability arising from failure to provide space for telecasting/broadcasting, or other facilities for the television/radio station, Internet media, network, cable system, or other media entity.

Appendix B • Pregame Itinerary



NCAA FIELD HOCKEY Pregame Timing Sheet

Guidance – Pre-Game Timing Sheet

A pre-game timing sheet should include the following information and be distributed to both teams, the scoring table and the umpires. The times included on the example are a guide and may vary depending on location/host. You should replicate the timing for your specific game time.

Pregame Time Sheet Example

Note: Update the Time Column based off your game start time.

Date and time of game:

Visiting team:

Location of game:

TIME	GAME	CLOCK EVENT
12:50 p.m.	60:00	Clock starts; Field available for warm-up
1:20 p.m.	30:00	Lineups due
1:50 p.m.	0:00	Captains, umpires meet Teams clear field
1:51 p.m.	0:00	Teams line up on the sidelines
1:52 p.m.	0:00	Teams walkout
1:53 p.m.	0:00	Player Introductions at midfield
1:57 p.m.	0:00	National Anthem
2:00 p.m.	15:00	Game begins
2:00 Break		
SECOND QUARTER		
	15:00	Second quarter begins
HALFTIME		
	10:00	Clock begins when teams clear the field
	9:00	Watering of the field begins (if necessary)
THIRD QUARTER		
	15:00	Third quarter begins
2:00 Break		
FOURTH QUARTER		
	15:00	Fourth quarter begins
OVERTIME PROCEDURE		
	5:00	Intermission following the end of regulation
	10:00	First OT (sudden victory)
2:00 Intermission (if necessary)		
	10:00	Second OT (sudden victory)
2:00 Intermission (if necessary)		
		Shoot outs

DIVISION III FIELD HOCKEY

During a doubleheader, if a shortened 45-minute timing sheet is needed, please use below.

Each team is guaranteed a 45-minute warm-up.

Note: Update the Time Column based off your game start time.

TIME	GAME	CLOCK EVENT
1:05 p.m.	45:00	Clock starts; Field available for warm-up
1:20 p.m.	30:00	Lineups due
1:50 p.m.	0:00	Captains, umpires meet Teams clear field
1:51 p.m.	0:00	Teams line up on the sidelines
1:52 p.m.	0:00	Teams walkout
1:53 p.m.	0:00	Player Introductions at midfield
2:00 p.m.	15:00	Game begins

WEATHER POLICY – Identification of who is making the weather decision and the locations each party should go to for shelter. Identify games committee and decision-making tree during administrative meeting, review as needed pregame.

Introduction of Officials and Players.

Teams are led onto the field in two lines by the officials. The officials are the first to be introduced. The captain of each team leads the line of players. The officials will stop at midfield. At midfield, the teams, in single file, will turn 90 degrees and move toward their respective goals, ultimately forming a single line at center field facing the direction as determined by the venue. The announcer then introduces the visiting team's reserves, followed by starter, assistant coach(es) and head coach. The announcer then introduces the "home" team using the same format. After both teams have been introduced and the national anthem has been played, the players should return to their respective benches to prepare for the start of the game.

The National Anthem should only be played before the first game of the day on days where there are two games.

Appendix C • Ticket Disclaimer and Volunteer Waiver

2024-25 STANDARD TICKET BACK DISCLAIMER LANGUAGE

The NCAA's standard ticket back language is posted online at ncaa.com/ticket-terms.

The ticket back language should be placed on the back of all ticket stubs, but if it cannot be done (e.g., no new ticket stock is produced), this language must at a minimum be posted at all ticket windows for patrons to see, be included as an insert with the ticket mailing, etc. Patrons must be put on notice regarding the restrictions.

ASSUMPTION OF RISK, RELEASE AND WAIVER OF LIABILITY AND INDEMNITY AGREEMENT

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 D • Host Marketing Plan



CHAMPIONSHIPS

NCAA® CHAMPIONSHIPS HOST MARKETING PLAN

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?

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:					

DIVISION III FIELD HOCKEY

Print Publications:					
Facebook Fans:					
Twitter Followers:					
Local Event Calendar Listings:					
Other:					

Marketing Plan. Please outline your specific marketing strategies, including all traditional and non-traditional 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: \$

Total Marketing Budget: \$

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

Host Marketing Budget from Bid Specs Allocation:	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.		
	1. 2. 3. 4. 5.		
	1. 2. 3. 4. 5.		
	1.		

	2.		
	3.		
	4.		
	5.		

Thank You!