



**2020**  
**DIVISION III MEN'S**  
**GOLF**  
**CHAMPIONSHIPS**

*PALM BEACH GARDENS, FL • Emory University,  
Palm Beach County Sports Commission, Hosts*

# ***HOST OPERATIONS***

## ***2019-20 MANUAL***

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## Section 1 - Introduction

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

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

### Definitions

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

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

**Host School/Conference:** An active NCAA member school 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 school/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 school/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 school/conference must be a part of the leadership of the LOC.

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

### Role of Host

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

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

The responsibilities of the host school/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 school/conference will work in collaboration with the NCAA staff to ensure that the mission of the championship is preserved. The NCAA believes that the most successful host schools/conferences are those that emphasize service, communication, promotion and marketing of the event, and fiscal responsibility.

### Role of NCAA

The NCAA championships and alliances staff, working in conjunction with the NCAA sport committees and other NCAA groups, 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, television programming, youth events, as well as many other aspects.

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

#### **Role of 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 sports 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 Division III Presidents Councils.

### **Section 2 - NCAA Committee and Staff**

<b>NCAA Division III Men's Golf Committee</b>	
<u>Central</u> Jim Ott Head Men's Golf Coach Illinois Wesleyan University	<u>Great Lakes</u> Penney Allen-Cook Commissioner Michigan Intercollegiate Athletic Association
<u>Mid-Atlantic</u> Bob Simms, chair Head Men's and Women's Golf Coach St. John Fisher College	<u>Northeast</u> Lou Parente Head Men's and Women's Golf Coach Johnson & Wales University (Providence)
<u>Southeast</u> Jeff Burns Director of Athletics Randolph-Macon College	<u>West</u> Butch Edge Head Men's and Women's Golf Coach University of Texas at Dallas

<b>NCAA Tournament Operations Staff</b>	
John M. Kuzio Coordinator of Championships and Alliances, Operations NCAA P.O. Box 6222 Indianapolis, Indiana 46206-6222 Office: 317-917-6384 Email: <a href="mailto:jkuzio@ncaa.org">jkuzio@ncaa.org</a>	

#### **Games Committee**

The games committee at the championships shall consist of the members of the men's golf committee present at the championships, the head rules official, the host school's tournament director (or designee), and other individual(s) appointed by the chair of the men's golf committee. The games committee will make all decisions pertaining to the conduct of the tournament, including, but not limited to, pairings, golf course setup and protests.

### **Section 3 - Alcoholic Beverages and Tobacco Products**

Alcoholic beverages shall not be advertised, sold or otherwise made available for public consumption at any Division II or III championship event sponsored by or administered by the NCAA, unless otherwise approved by the NCAA, nor shall any such beverages be brought to the site during the championship (from the time access to the competition site or area is available to spectators, until all patrons have left).

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 4 - Americans with Disabilities Act**

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.

#### **Section 5 - Awards**

##### **Awards Ceremony**

The awards ceremony will be conducted immediately following the completion of 72 holes of golf for the first through fourth-place teams and top-10 individuals. Please have some long tables and the awards (trophies out of the boxes) ready to present at a location near the scoreboard or other designated area. Members of the NCAA men's golf committee will organize the awards table and make the presentations. Please ensure that a PA system is available.

##### **Championship Awards**

The NCAA has ordered six (6) watches, six (6) individual awards and a team trophy for the national championship winning team. The NCAA has also ordered six (6) individual awards and a team trophy for the second through fourth place teams. MTM will send official NCAA awards to the tournament manager approximately two weeks before 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 re-taped, closed and secured in a limited-access area.

The shipment will include the following awards:

- Team Champions
  - Team trophy, watches (6), individual awards (6)
- Second, Third and Fourth place finishers
  - Team trophy (3), individual awards (18)
- Top 10 individual place finishers
  - Individual awards (only the medalist award will be sent, places two through 10 will be sent out following the championships)

In case of a tie, the NCAA national office will order additional awards. The Golf Coaches Association of America will present awards before the NCAA awards. No awards other than NCAA awards may be presented at the site of the championships unless approved by the NCAA. Please advise the NCAA national office if any group wishing to do so in conjunction with the championships contacts you.

MTM will send official NCAA participant medallions for each participating student-athlete to the tournament manager before competition. 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 re-taped, closed and secured in a limited-access area.

## Elite 90

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. Mark Bedics 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 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. Mr. Bedics or another 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 school the morning of the announcement to allow them time to prepare. In addition, the information will be given to the NCAA social media staff 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 school).

### 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 provided by Van Wagner Sports & Entertainment 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.
- If the award winner is recognized primarily at the student-athlete banquet, public address and video board announcements should be made whenever possible and applicable at the actual championship for additional exposure to fans who do not have access to the banquet.

#### In-venue presentation

The NCAA and host staffs are encouraged to look for opportunities for the Elite 90 award winner to be presented their award in the championship venue during a time when most participants and fans are in attendance. While this may not be appropriate for championships that are spread out over multiple venues, large areas, or have multiple games in one day that disperses the crowd chronologically – it should be explored for championships in which the majority of fans are gathered during a predetermined time frame and can provide their undivided attention to the award presentation. The presentation must also not conflict in any way with the student-athlete's participation or preparation for the championship. Examples could be:

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

#### Press release

On the day the winner of the Elite 90 award will be 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 school and to the NCAA championships manager. For selected championships, a press release will be written by a member of the communications or media communications staff and be provided to national media by 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 <http://www.ncaa.com/elite-90>.

### **Participant Awards**

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).

### **Champions Locker Room Program**

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

- The product is for team champions only. Individual championships are not a part of the locker room distribution.
- Please remove all hangtags and stickers (if needed) on the merchandise before being distributed.
- The merchandise should be distributed to the winning team only immediately after the handshake as soon as the game has officially concluded. Extra product (if any) should be given to the team's equipment manager.
- All winning team inquiries about obtaining additional locker room product should be directed to Event 1 for T-shirts (jared.hunt@hanes.com) or Top of the World for hats (npokorny@towlicensed.com). Please contact David Clendenin, associate director of licensing, at the NCAA national office should you have any questions, 317-917-6496.

### **Section 6 - Banquet**

Traditionally, two banquets/receptions are conducted during the championships. The NCAA banquet should be held with an informal setting at a site located near team hotel(s). The NCAA will provide funds to cover the cost of the banquet. The intent of this function is to act as an informal welcome from the host and community.

The Golf Coaches Association of America (GCAA) may host its awards banquet on a time and date to be determined. Hosts must note that the GCAA banquet is not an NCAA function and that all expenses are to be arranged through the GCAA. For specific information regarding the GCAA banquet, hosts should contact the GCAA staff directly.

### **Section 7 - Broadcasting/Internet**

Please log on to <http://www.ncaa.com/media> for information regarding broadcast/Internet rights.

### **Section 8 - Commercialism/Contributors**

#### **Advertising**

- No advertisements shall be displayed on the golf course immediately before or during the conduct of the championships.
- The facility agrees that no advertisements denoting, publicizing or promoting the sale of alcoholic or nonalcoholic beverages, cigarettes and tobacco products, professional sports organizations, or organizations or individuals promoting gambling shall be hung, installed or displayed anywhere on the golf course or within the facility during the term of the rental period. Any such advertisements existing at the time an agreement is reached between the NCAA and the facility, school or sponsoring agency shall be covered by the facility at its expense, as designated by the NCAA. The NCAA requests that all other permanently affixed advertising, banners, signs or displays on the golf course proper shall be covered by the facility at its expense, as designated by the NCAA.
- The facility shall not permit any temporary banners, signs, displays or advertising to be posted, hung or displayed on the golf course during the championships, without the prior approval of the NCAA.



- No announcements, except those approved in advance by the NCAA, or for public emergencies, shall be allowed over the public-address system.
- If making arrangements for apparel for volunteers, check with the NCAA manager to ensure compliance with the NCAA licensing program.
- Ensure that logos that appear on equipment provided by companies are the normal logos that appear on equipment sold to the public.

### **Ancillary Events**

The NCAA prohibits host institutions/conferences from conducting special ancillary entertainment activities for fans in conjunction with the championship. Should another entity (e.g., convention and visitor's bureau) elect to stage such activities, the following policies shall apply:

- All plans must be approved in advance by the NCAA.
- NCAA marks, logos, name or references to the championship or tickets may not be used.
- No activity connected with the championship may be sponsored by an entity that is not an NCAA Corporate Champion/Corporate Partner (CC/P).
- Such an activity may not take place on property controlled by the competition venue.

No entity may contact NCAA CC/Ps directly. All such contact shall be directed through the NCAA staff.

### **NCAA Corporate Partners**

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

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

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

For more information and a current list of corporate champions and partners, please click on the following link: [NCAA Corporate Champions & Partners](#)

### **Local Contributors.**

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

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

Local contributors may be provided an opportunity to purchase an advertisement in the souvenir game program, provided the corporation is not a competitor of any NCAA Corporate Champion. All advertisements must be submitted to the NCAA Corporate Relationships staff for advance approval. As

noted above, local contributors who purchase an NCAA-approved ticket package may not receive recognition of any kind without the advanced approval of the NCAA staff.

#### **Official Ball/Equipment Suppliers**

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

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

For a list of NCAA licensees and official equipment suppliers, please visit the membership side of [ncaa.org](http://ncaa.org).

#### **Temporary Promotional Displays**

Unless otherwise reviewed and approved activations from official NCAA Corporate Champions and Corporate Partners, temporary promotional displays are discouraged on property at NCAA championships. Questions related to temporary promotional displays or activity may be directed to the NCAA Championships & Alliances' Corporate Relations team.

### **Section 9 - 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.

#### **Drug-Testing Expenses.**

The NCAA Championship Drug Testing Proposed Budget should be completed and submitted to Drug Free Sport International. (Drug Free Sport), before the start of competition, if drug testing will occur at the site. The host institution shall submit the NCAA Drug-Testing Invoice upon completion of the championship for expenses related to drug testing. Receipts must accompany the invoice to receive reimbursement. The proposed budget and invoice are in the championship site coordinator manual.

NEW: Any collection, administrative and laboratory fees for drug tests (as requested by institutions or championship officials) that are not included in the approved championships drug testing plan will be invoiced to the institution.

#### **Facility Specifications.**

Hosts must identify a room where drug testing will be conducted. The area must have controlled access. Only those authorized by the Doping Control Officer (DCO) will be allowed in the area. The room must accommodate the drug-testing crew and selected student-athletes. Fully equipped restrooms must be adjacent to or near the testing room. Separate restroom facilities are required if the championship includes both genders. These restrooms must be secure and only available for drug-testing use.

#### **Host Notification.**

Drug-testing information must be kept confidential and provided only on a "need-to-know" basis. If testing is to be conducted at the site, the tournament manager and site coordinator will be contacted by Drug Free Sport.

The tournament manager and site coordinator will be notified no earlier than 30 days before the start of the competition as to whether testing will be conducted.

### **Media Obligations.**

At individual/team championships, student-athletes who are selected for drug testing must fulfill all media obligations before reporting to the drug-testing venue.

### **Participant Notification.**

Championship management staff is not permitted to make any announcement in advance or otherwise as to whether or not drug testing will be conducted at its championship site. All coaches and student-athletes should presume that post-event NCAA drug testing will occur at the championship event.

Couriers will notify student-athletes of their selection for drug testing.

### **Site Coordinator's Responsibilities (Host).**

The tournament manager is responsible for designating an individual, who has no other responsibilities in conjunction with the championship, to serve as the site coordinator for drug testing. This individual will work closely with Drug Free Sport and the DCO. The site coordinator's responsibilities are outlined completely in the site coordinator's manual.

- **Confidentiality.** Keep testing information confidential at all times.
- **Couriers (individual-team championship).** The host will provide couriers to notify student-athletes of their selection for drug testing immediately after the event for which they were selected. The courier must stay with and accompany the student-athlete to the drug-testing area within 60 minutes of notification, unless directed otherwise by the DCO.
- **Championships Drug-Testing Site Coordinator Manual.** The Championship Drug Testing Site Coordinator Manual is available on the NCAA website at [www.ncaa.org/drugtesting](http://www.ncaa.org/drugtesting).
- **Escorts (team championships).** Two individuals (one per team) shall be assigned to serve as escorts for each game in which drug testing will occur. These individuals shall escort selected student-athletes and an school representative from the locker room to the drug-testing area.
- **Fluids.** A sufficient supply of individual cans or bottles of non-alcoholic and non-caffeinated fluids (e.g., bottled water, fluid replacement drinks) shall be available for distribution in the drug-testing area to student-athletes, as designated in the site coordinator's manual. These supplies should be obtained from the supply of beverages provided by the NCAA.
- **Meeting with Tournament Manager.** The site coordinator will meet with the tournament manager to discuss duties and budget development.
- **Second Meeting.** A second meeting shall be scheduled with the tournament manager after the host receives confirmation that testing will take place at a site. If testing will be conducted at the site, the coordinator shall:
  - **Assistance.** Assist the DCO during testing as directed.
  - **Confirmation.** Confirm receipt of the NCAA drug-testing notification memorandum.
  - **Credentials.** Ensure that the host issues All Access credentials and parking passes for the drug-testing crew and other necessary drug-testing personnel. Credentials should not reference drug-testing, doping control, etc. If an affiliation must be listed on the credential, games management is preferred.
  - **Doping Control Officer.** Contact the DCO assigned to the site to discuss logistics.
  - **Meet with Doping Control Officer.** Meet with the DCO the day before the scheduled testing date.
  - **Plans.** Meet with the tournament manager to finalize plans.
  - **Invoice.** Submit drug-testing invoice (with receipts) to Drug Free Sport within 45 days after the championship.
  - **Transportation.** Pre-arrange for transportation for student-athletes to and from the competition venue to the drug-testing area and back to the sports venue or team hotel, should transportation become necessary.
- **Transportation/Lodging (drug-testing crew).** The drug-testing crew is responsible for arranging their own transportation and lodging but may request the assistance of the site coordinator.

## **Section 10 – Facility, Equipment and Space Requirements**

### **Athletic Training**

An on-site training facility shall be available. This area should provide the necessary facilities for all training needs.

### **Concessions**

Food and beverage prices shall be no higher than similar events or primary tenants in the facility.

### **POWERADE**

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

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

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

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

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

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

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

If you have any questions regarding any of this information, please contact John Kuzio (317-917-6384; [jkuzio@ncaa.org](mailto:jkuzio@ncaa.org)).

## Equipment

Unless otherwise noted, the host shall provide the following equipment:

ITEM	QUANTITY	RESPONSIBILITY	COMMENT
Air horns	16	Host	8 per course
Apparel (officials, committee & volunteers)		NCAA	
Atomic clocks		Host/NCAA	
Awards		NCAA	
Concession stands		Host	
Coolers		Host/NCAA	
Copy machine	2	Host	1 per course
Computer	2	Host for weather detection	2 per course
Covered electric golf carts	Approx. 78	Host	49-Coaches 7-NCAA 17-Rules Officials 5-Host
Driving range signs		Host/NCAA	
Flags	72 NCAA logo-no hole number	NCAA	
Flagsticks	18/course	Host	
Golf balls	221 dozen	NCAA/Titleist	
Hole markers	18 (each tee box)	NCAA	Each course
Internet connection (wireless)		Host	
Marking paint		Host	
Portable toilets		Host	If needed
Public-address system		Host	Awards ceremony (Fri.)
Radios	60-75	Host	
Range balls		Host	
Scorecards		NCAA/Golfstat	
Scoresheets	43	NCAA	
Scoring boxes		NCAA	
Signs	see "Signage" section	Host/NCAA	
Stake & Roping		Host/NCAA	
Standards		Host/NCAA	
Starter's boxes	4	Host/NCAA	
Tables, chairs	10 tables, 20 chairs	Host	
Tees		NCAA	
Tee markers	72	NCAA	36/course
Tents-starters*	4 (10 x 10)	Host	2 per course
Tents-scoring*	4 (10 x 10)	Host	2 per course
Tent-merchandise*	2 (10 x 10)	Host	1 per course
Trash receptacles		Host	

\*For safety reasons, tents should not be pop-up style. They should be anchored.

### **Facility Availability**

The golf course must be available from 6 a.m. on the Sunday preceding the competition through the conclusion of the final round for the purpose of preparing for, practicing for and conducting the competition (Sunday and Monday are practice round days; Tuesday through Friday are competition days).

The host and facility agrees that the facility shall be available for use by the NCAA starting at 6 a.m. on the Sunday before the competition and until the conclusion of the final round. During that timeframe, the facility will be clean and accessible, and playing conditions must be safe and of championship caliber.

### **First Aid**

A first-aid station should be set up near the clubhouse. A representative of the host school's athletics training department should be available at the site at all times.

### **Golf Course**

The golf course and practice facilities must be reserved for commencing 6 a.m. Sunday through the conclusion of the final round Friday. No competition at the collegiate level will be allowed at the championship course within ten days of the championships.

The following general guidelines are for producing proper and uniform championship playing conditions. Some points may not be applicable in certain instances due to exceptional local conditions; however, if the course superintendent considers it inadvisable to follow any of them, any variances must be approved by the golf committee before the tournament, and to the games committee on or after Sunday of championship week. The committee prefers that carts be utilized on cart paths only beginning seven to 10 days from the start of the first practice round.

Courtesy Walks to Fairways. These should be cut at a height of one and a half inches and should extend from the teeing ground to the fairways of each hole.

Fairways. The games committee will be looking for prime landing areas that are "fair" which provide firm, tight turf with a premium on accuracy and avoid areas with fluffy lies or areas where soft and hard spots are next to each other. Before the championship, fairways should be cross-cut. During competition, at least the landing areas should be cut each morning at the standard height of 7/16 inch. In addition to daily cutting during the competition, fairways should be cut at specified level on each of the five days before the championship. Each fairway should be 20 to 30 yards wide depending upon hole design. Early morning dew conditions will require a method of whipping or other removal to provide a consistent test for all players.

Flags and Flagsticks. Flagsticks must be uniform in height (at least seven feet) and in diameter (maximum three-fourths inch from a point three inches above the ground to the bottom of the hole). NCAA will order all flags. (Traditionally, flags are given to each team and individual upon completion of the championship.)

Grounds Crew. Arrange to have the hours of work conform to the starting and finishing times for the competition. No non-emergency work may be done during play. Course markings, boundaries, tee settings and hole locations will be determined by the games committee. During the competition, a member of the crew will be assigned under direction of the games committee to cut holes the morning before play each day.

Hazards and Boundaries. Out of bounds should be marked with white stakes wherever possible approximately 12 yards apart (to 25 yards apart when well away from well-played areas) and should be clearly visible from one to another with the end stake "tied off" to signify the end of a boundary. These boundaries will be reviewed two days before the championship and additional stakes should be

on hand if there are to be any changes necessary at that time. Hazards will be defined according to USGA Rules of Golf. No marking should be painted for four weeks before the championship.

The course must supply paint, three marking guns and additional stakes. (Paint charges should be included in the championship budget.) The number of stakes will be indicated in the course preparation memo.

Practice Areas. Adequate practice facilities should include grass space for a minimum of 40 players to hit every shot including the driver. There should be a separate sand practice area, at least one putting green and a chipping green. If a pitching green is not available, a suitable target area should be developed. There also should be target and/or distance flags on the practice area the same height as the flag sticks on the course.

Professional Staff. It is expected that the golf course will be in exemplary condition to host a national championship. This event should be viewed by the host course and grounds crew as a "peak" event highlighting the golf course and talents of the finest amateur golfers in the nation; and should not be preceded immediately by any major competition unless approved by the NCAA.

Putting Greens. Greens should be cut each morning of the competition and each day for at least 10 days before the event. Greens should not be cut or rolled to a point where a ball could gain speed in putting down all but the most severe slopes. The speed of greens and hole locations will be discussed during the site visit for the event and set by the head rules official in consultation with the games committee.

Watering should be adequate to provide a firm but resilient surface but not a slippery one. Greens should not hold easily for a poorly played approach shot, but all well-played shots should hold.

Greens must be completely free of all aeration and verticutting marks. The practice putting green should be of the same character and receive the same maintenance as all the greens on the course. It should have the same stipmeter reading as the greens on the course.

The head rules official will select all hole locations for the championship. Hole locations are not to be marked until after the completion of the practice rounds. For the three days before the championship, hole locations should be either generally toward center or in non-championship positions. Collars and approaches around the green should be 1/4 to 3/8 inch in height.

Paint Sleeve. The course should have a paint sleeve for painting the inside edges of the cup.

Rain Delays. In the event greens become unplayable due to heavy rain, adequate squeegee-rollers, hoses, pumps and other equipment should be on site and available for quick water removal by the grounds crew. A loud siren or air horns must be provided to notify players on the course. It may be necessary to arrange for transportation of players, coaches and rules officials on and off the course.

Ropes and Stakes. The first and 10th tees and the ninth and 18th greens must be roped off. The scoreboard and any other congestion points should be roped off. The entrance to the scoring tents shall be roped off. Practice areas should also be roped off. Additional areas may be roped off after consultation with the head rules officials and games committee.

Rough. The first cut of primary rough should be cut daily, if possible, to a maximum height of two and a half inches for common or hybrid bermuda and three and a half inches for cold season grasses such as rye grass or Kentucky Bluegrass and should extend out approximately 20 feet on both sides of the intermediate rough. A second cut of primary rough of four and a half inches should extend out from the first cut of primary rough. The objective is a uniformly difficult recovery for the player who has made an inaccurate shot. The rough should not be so deep as to make a recovery impossible or to increase prospects of lost balls. Heavy poa annua seed heads should be topped off.

Intermediate rough should be 5 to 6 feet wide depending upon equipment and cut to a height of 1 1/2

inches next to the fairway and green to provide definition and fairness. This cut should be developed early to eliminate need for a large amount of "topping" at championship time.

Sand. Bunkers should have a "lip" to clearly delineate boundaries and eliminate possibilities of putting out, by raking sand away from present lip instead of edging out a new, sharp delineation. Extensive new sand that has not settled should be avoided. Sand should be free of rocks and obstructions and raked daily. The USGA recommendation of placing rakes outside bunkers, as far away from the bunkers as is practical and in positions where they will be least likely to affect play, should be observed.

Scoreboard. An adequate surface must be provided to post a minimum of 43 scoresheets (3'x2') along with space for leader boards for competitors. A covering should be available in case of inclement weather.

Tees. Teeing ground including the practice tee should be firm and cut daily at a height of 1/4 to 3/8 inch as determined during the site visit. Single color tee markers should be used from the first practice day. Tees where irons will be used should be covered during practice rounds in the area to be used in competition. The golf course staff should work in conjunction with the games committee to ensure that the course is set to championship specifications beginning with the first practice round. Prime areas on the tee boxes should be covered during the practice round and saved for rounds of competition.

### **NCAA Space Requirements**

The facility shall provide the space listed below:

Golfstat Scoring Area. An area should be set aside for approximately six to eight individuals to facilitate scoring. Wireless access is required.

Interview Area. An area shall be set aside to accommodate approximately 20 persons. Sight lines should be unobstructed. A stage area should be set to accommodate seating for six persons, including microphones. The host media coordinator shall oversee this area.

Media Work Area. The facility shall provide work areas for approximately 20 working press. Telephone, fax and copy machines shall be made available to the working media. The host media coordinator shall oversee this area. Telephone lines and high-speed Internet shall be made available for all work stations.

NCAA Committee Room. A room shall be designated on the course premises for meetings of the NCAA golf committee with seating for at least 10 people with adequate table space and storage space for golf committee briefcases, radios, cameras, etc. A phone line, high-speed computer lines and electricity must be available. Areas should include space for radio setup. Wireless access is required.

NCAA Rules Officials Room. A room shall be designated on the course premises for meetings of the NCAA rules officials with seating for at least 20 people with adequate table space and storage space for briefcases, radios, cameras, etc. A phone line, high-speed computer lines and electricity must be available.

Training Room. An on-site training facility shall be available. This area should provide the necessary facilities for all training needs.

### **Official Suppliers**

Titleist shall provide 221 dozen competition balls for the championships. One dozen balls should be given to each student-athlete and any remaining balls should be given to the NCAA championship manager.

### **Parking**

- Officials - The host shall provide the rules officials with 12 reserved parking spaces. Additional secondary space will be required based on the number of rules officials that will attend the competition.
- NCAA - The host shall provide the NCAA with 8 reserved parking spaces.



- LOC - The host shall provide the LOC with parking spaces including an area for volunteers to park.
- Participant – The host shall provide 50 spaces for the finals.

### Signage

The following signs are recommended for the championships:

QTY	MESSAGE	PLACEMENT	DIMENS	MATERIAL
2	NCAA Committee	NCAA office	18x12	coroplast
2	Rules Officials Headquarters	Rules Officials office	18x12	coroplast
2	NCAA Registration	Headquarters Hotel	18x12	coroplast
2	NCAA Registration (right arrow)	Headquarters Hotel	18x12	coroplast
2	NCAA Registration (left arrow)	Headquarters Hotel	18x12	coroplast
1	Scoring Central	Scoring office	18x12	coroplast
1	Championships Headquarters		18x12	coroplast
2	Media Center (Media/Coaches Only)		18x12	coroplast
3	Players, Coaches and Rules Officials Only		18x12	coroplast
2	Pro Shop Open to Public		18x12	coroplast
1	Restaurant Open to Public		18x12	coroplast
2	Scoring Tent Players and Rules Officials Only	9 <sup>th</sup> & 18 <sup>th</sup> greens	18x12	coroplast
1	Volunteer Check-In		18x12	coroplast
1	Reserved (Host Athletics Director)	Parking Lot	18x12	coroplast w/stand
1	Reserved (Tournament Manager)	Parking Lot	18x12	coroplast w/stand
1	Reserved (Championships Committee)	Parking Lot	18x12	coroplast w/stand
8	Reserved NCAA	Parking Lot	18x12	coroplast w/stand
12	Reserved Rules Officials	Parking Lot	18x12	coroplast w/stand
12	Players and Coaches only	Putt green and range	18x12	coroplast w/stand
tbd	NCAA Parking Permit Only	Parking Lot Entrance	realty size	komatex
tbd	NCAA Public Parking (right arrow)	streets leading to parking lot entrance	realty size	komatex
tbd	NCAA Public Parking (left arrow)	streets leading to parking lot entrance	realty size	komatex
tbd	Permit Parking Employees and Volunteers	Parking Lot Entrance	realty size	komatex
tbd	Parking Permit Players, Coaches, VIP & Media	Parking Lot Entrance	realty size	komatex
tbd	VIP Passes Only		realty size	komatex
tbd	NCAA Parking		realty size	komatex
	<b>ONE WEEK BEFORE CHAMPIONSHIPS</b>			
Finals-42	Team Signs	Team parking	18x12	coroplast w/stand
Finals-6	Individual Names	Team parking	18x12	coroplast w/stand

## Section 11 - 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 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.

#### **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 ([NCAA.org/Student-Athlete Programs/Health and Safety](http://NCAA.org/Student-Athlete_Programs/Health_and_Safety)).

#### **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 percent reduction in honorarium), 91-120 days (50 percent reduction in honorarium) and 121 days or more (100 percent 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.

#### **Lodging Expenses.**

Game Officials. Room and tax shall be direct billed to the host school and be reimbursed via budgeted disbursements on the final financial report. Officials will be responsible for their own incidentals.

Golfstat (official scorer). Room and tax shall be direct billed to the host school and be reimbursed via budgeted disbursements on the final financial report. The official scorers will be responsible for their own incidentals.

NCAA Affiliates. Will be responsible for their own expenses.

NCAA Committee Member(s). Hotel rooms and taxes shall be direct billed to the host school and reimbursed via the budgeted disbursement section on the final financial report. The committee member(s) will be responsible for their own incidental charges.

NCAA Staff. Staff members are responsible for their own lodging expenses.

#### **Travel Reimbursement for Participating Schools.**

The NCAA will reimburse the competing institutions for transportation and per diem expenses in accordance with the appropriate NCAA policies. The competing teams shall be responsible for their local transportation, unless otherwise allowed under NCAA policy. Once the championship is completed, participating institutions should submit online expense forms via the travel expense system (TES) to the travel group at the NCAA national office within 30 days of the competition. Please note, that if you host a championship, the submission of per diem and/or transportation reimbursement is a separate process and submission from completing the host budgeting and approval process defined above.

### **Section 12 - Game Management**

The NCAA Division III Men's Golf Committee, subject to the approval of the Division III Championships Committee, determines the format for the NCAA Division III Men's Golf Championships.

The team and individual champions will be determined after 72 holes of play or the conclusion of the last fully completed round. Forty-three (43) teams and six (6) individuals not on one of those teams will be selected to participate in the championships. After 36 holes of competition, the field will be cut to the top 18 teams and top six (6) individuals not on one of those teams. Ties for the cut will be broken by a sudden death playoff or, if necessary, by the non-sudden death tiebreaking procedures set forth in this section.

#### **Communication**

The host should establish a general mailbox system with individual folders for each competing school at the course for all coaches and staff. Also, a text messaging system for head coaches shall be established before the first practice round, as well as, a listing of coach's cell phone and hotel room numbers for the committee. This is especially helpful when communications (especially delays or changes) need to be communicated in a quick and thorough manner.

#### **Practice and Competition Times (Subject to change)**

##### **Sunday**

8 a.m.	Range opens
10 a.m.	Practice round (shotgun start both courses).

##### **Monday**

7 a.m.	Range opens.
9 a.m.	Practice round (shotgun start both courses).

##### **Tuesday**

6 a.m.	Range opens.
7:30 a.m.	First round begins (both courses).

##### **Wednesday**

6 a.m.	Range opens.
7:30 a.m.	Second round begins (both courses).

##### **Thursday**

6 a.m.	Range opens.
7:30 a.m.	Third round begins (primary course).

**Friday**

6 a.m.

Range opens.

7:30 a.m.

Fourth round begins (primary course).

**Decorating and Advertising**

Signage. There may be no commercial advertising, signs or displays of any kind, including those of the NCAA corporate partners, hung, posted or displayed anywhere within the competition site (i.e., any area which can be seen from the competition area, including the scoreboard) during any session of the championships.

Exceptions. The following are exceptions to this policy: approved NCAA and radio/television banners and permanent, previously existing contracted advertising displays that were accepted by the NCAA at the time the site was selected. However, such displays shall not be illuminated and should be covered if possible.

Television/Radio Banner. At televised events, only the NCAA and television and radio banners may be hung (one banner per network). The banner may not be in any location opposite the main television cameras.

Alcohol, Tobacco and Gambling. No advertising denoting, publicizing or promoting the sale of alcoholic beverages, tobacco products, gambling publications and services, or any professional sports organization shall be hung, installed or displayed anywhere within the competition area during the championship, unless the host is obligated to do so under contract(s) entered or before submitting its bid proposal to the NCAA.

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.

Spectator Responsibilities. Signage regarding the spectator rules and the prohibition of cameras/videos should be displayed at the entrance of the facility.

**Evaluations**

All evaluations will be sent from the NCAA after play.

**Golf Carts/Pull Carts**

Golf carts will be provided for members of the games committee and selected tournament officials. One cart will be assigned to the designated coach of each competing school and individual.

A single cart will be provided to the designated coach for practice and competition rounds. The cart is to be utilized by the designated coach only and should not be used to transport spectators, team personnel, athletics administrators, student-athletes, golf clubs or golf bags. Items for competitors such as rain or all-weather gear and refreshments are permissible for transport.

A designated coach may not use the cart to “drive around” the golf course before the start of the practice round or their teams first starting time of each day. Before a team’s first starting time, the coach is considered a spectator.

Participants may not use caddies, golf carts, or motorized pull carts during the championship rounds. Non-motorized push/pull carts may be used by any participant at the finals. It is up to the school to secure the non-motorized push/pull cart.

## Hospitality

Fruit and snacks, along with Dasani water should be available to the student-athletes and coaches on the 1<sup>st</sup> and 10<sup>th</sup> tees and various holes around the course. Sideline product (Dasani water, PowerAde) and equipment (coolers, ice chests, and cups) will only be provided by the NCAA at the championship site.

## Medical Procedures

Host schools must designate a tournament physician who will be on duty, or readily accessible, during the conduct of the championships.

The head trainer should establish a location at the golf course to act as a temporary training room. Basic treatments should be available for the student-athletes during practice rounds as well as all competition rounds.

The golf courses and host school also must establish a medical policy in the case that a spectator or participant is hurt while on the golf course.

Each scheduled practice and championship round requires (a) the on-site presence of a person qualified and delegated to render emergency care to a stricken participant; (b) planned access to a physician for prompt medical evaluation of the situation, when warranted; (c) planned access to a medical facility, including a plan for communication and transportation between the competition-site and the medical facility for prompt medical services, if warranted; (d) access to a working telephone or other telecommunications device; and (e) a thorough understanding by all parties, including the leadership of the participating teams, of the personnel and procedures associated with the emergency-care plan. The entire athletics staff (coaching, medical and paramedical personnel) is strongly encouraged to become proficient in cardiopulmonary resuscitation techniques. The host school must provide standard procedures and equipment for handling injuries involving blood.

## Meetings

**Administrative Meeting.** The coaches' pre-championships rules meeting will be conducted Monday afternoon following the completion of the practice round. The purpose of this meeting is to review policies and procedures governing the conduct of the championships and local rules and procedures regarding the course. The NCAA golf committee chair will conduct the meeting in conjunction with presentations from the head rules official and championships administration.

The head coach of each team/individual **MUST** be present. Other school representatives (i.e., director of athletics, trainer, sports information director) may attend.

**Host Committee Meeting.** A meeting with representatives from each of the departments/areas involved with the administration of the championships and the NCAA golf committee will be conducted during championships week as set forth in the championship management checklist. The purpose of this meeting is to review the schedule of events and policies and procedures of the championships.

**Rules Officials' Meeting.** The director of course and rules administration will conduct a meeting before the start of the first competition round to review course setup, local rules and potential ruling areas.

## Pairings

The teams and individuals are seeded and paired by the men's golf committee for the first two days of competition. The teams will be paired in threesomes. For the third and fourth rounds of competition, pairings will be by position according to score, with the times listed in the championships handbook. **Tee times shall not be altered to accommodate travel schedules.**

## Personnel

The following provides a general description of the personnel needed to conduct the championships. In some cases, one person can assume responsibilities; however, the golf committee recommends that the tasks be delegated as provided in this operations manual. Below is a general outline of the various areas of responsibilities

that must be met. Unless otherwise noted, the host shall provide the following personnel.

Athletic Trainers. An adequate number of athletic trainers are needed to provide treatment before and after rounds of competition and practice.

Computer Operator. The NCAA has contracted with Golfstat to provide a software system to develop pairings, compile results and provide statistical information. The host will hire an individual to operate the software system. This individual will be the official scorer.

Computer/Clerical Assistants. Several individuals should be available to process the daily results and assist in the preparation of the tee times and pairings during competition.

Couriers. Approximately 5 individuals (e.g., student trainers) to escort student-athletes to drug-testing site (if selected for drug testing).

Course Maintenance. Enough individuals to have the course properly prepared before each round of practice and competition. The maintenance supervisor should check with the games committee chair and tournament manager each day to ensure that the course is prepared according to NCAA guidelines.

Course Superintendent. Ensures that the course is prepared according to NCAA golf committee specifications before the arrival of the games committee. Assists the games committee in the marking of the course, if necessary, and assists in the determination of the hole locations and tee markers during the conduct of the championships. Must be available to work with the golf committee member and head rules official assigned to set the course for competition. Secures all necessary equipment for the conduct of the championships.

Drivers for Evacuation Vans (if applicable). There shall be one driver for each evacuation van who does not have any additional responsibilities. These drivers shall be available to drive the vans anytime players are on the course.

Drug-Testing Site Coordinator. Preferably a physician or athletic trainer. Responsible for assigning couriers, setting up drug-testing facility, purchasing supplies and, if assigned, handling financial responsibilities. Works closely with NCAA national office and games committee. This individual cannot have any other responsibilities at the championships.

Financial Officer. The financial officer is responsible for the preparation of the proposed budget and approval of all expenditures. Proper control over expenditures shall be maintained since proposed budgeting procedures will be followed to the letter. Within 60 days after the championship, it is the responsibility of the host to complete and forward to the NCAA national office the financial report for the championships.

If desirable, the financial officer may also handle the drug-testing budget and financial report.

Forecaddies and Spotters. Enough individuals to assist on difficult holes to ensure a proper pace of play.

Greenside Scoring or Walking Scores. When player entry live scoring is not utilized, individuals will be needed to communicate with scoring central to report and update the score of each individual. They will be responsible for the recording of scores of each player in each group after it has finished the hole. After recording the scores, you will be asked to communicate these scores to scoring central using a two-way radio or cell phone.

Grounds Crew. Arrange to have the hours of work conform to the starting and finishing times for the competition. No non-emergency work may be done during play. The superintendent should assign a member of the crew to assist the NCAA in marking the course beginning two days before the championships. The games committee and rules officials will determine course markings, boundaries,

tee settings and hole locations.

During the competition, a member of the crew will be assigned under the direction of the games committee to set tees and pins the morning before play each day.

Hospitality Coordinator. Oversees and plans all hospitality activities according to NCAA guidelines. Plans any pre-championship banquets including contributions to offset the cost, and any other social activities for the players, coaches and rules officials. The hospitality coordinator should also be responsible for the setup of awards ceremony.

Hospitality Staff. These individuals will monitor the entrance to the tents. Only individuals with the appropriate credentials should be provided access to these areas.

Leaderboard Operator. These individuals will be assigned to one of the on-course leaderboards. Three individuals would be assigned to each shift on the leaderboard as individual and team scores are disseminated via the hand-held devices (radios or smartphones).

Marshals. Enough individuals are needed to assist in controlling the galleries. The number can be determined dependent upon the expected crowds. Policies regarding spectator controls should be posted and included on the tickets, credentials, signage at No. 1 and No. 10 tees and the scoreboard.

Media Coordinator. Handles pre-championship publicity. Prepares press kits for members of the media and coordinates all press passes. Organizes the pressroom and prepares summary of daily team and individual results. Organizes all press conferences. Assists television personnel in the telecast of the event.

Merchandising/Concessions. Appropriate number of individuals to handle expected crowds. Should have sufficient number of helpers to provide services to players after the ninth and 18th holes. Ensure NCAA merchandising policies and procedures are followed.

Meteorologist. The host should provide a local A.M.S. meteorologist to assist the games committee.

Miscellaneous. At the discretion of the tournament manager, additional personnel may be needed to adequately conduct the championship.

Professional Staff. It is expected that the golf course will be in exemplary condition to host a national championship. This event should be viewed by the host course and grounds crew as a "peak" event highlighting the golf course and talents of the finest amateur golfers in the nation and should not be preceded immediately by any major competition unless approved by the NCAA.

Registration Workers. Three to four (3-4) clerical, golf-oriented workers to organize and run the registration desk before the championships. Please refer to No. 4 under the Policies and Procedures section.

Rovers for Scoring and Leaderboard Operators. These individuals will perform the duties mentioned above when providing breaks for the greenside scorers and the leaderboard operators.

Rules Officials. The director of rules and course administration will coordinate with the local golf governing body for rules officials. The rules officials' hotel room and tax will be placed on a direct bill to the host.

Runners. Students or volunteers who assist in any capacity needed to effectively operate the championships.

Scoreboard and Scoring. Supervises the scoreboard and the scoring procedures between the scoreboard, scorer's table and the media.

Individual should be able to print neatly. Prepares all scoreboard material (scoresheets provided by NCAA office), including listing of teams, daily scores and any other information on the board. To avoid changes, names should not be printed on the championship scoresheets until line-ups have been submitted by the coaches in person. A plastic covering should be ready and easily hung in case of rain.

Scoring Central Assistants. Five individuals to assist with computerized scoring operations. These individuals will take scores from greenside reporters via phone or radio and enter them into the computer.

Scoring Runner. As players finish the ninth and 18th holes (players will be starting on both the first and 10th tees), it will be the runner's responsibility to record each player's total score at that point and report it to the main scoreboard.

Security. Adequate security should be planned according to the expected crowd. If parking is a problem, security should be planned in this area. A security person also should be assigned to drug testing site.

Spotters. Several holes on the course may require a fairway spotter to aid the players in locating errant tee shots. It will be this person's job to position himself/herself in the driving area to assist the players to find such errant shots.

Standard Bearers. Individuals will be assigned to the final threesomes to carry the portable standard, keep track of the contestants' score and update the standard after each hole for the final day of stroke play. Ten individuals will be needed for the final day.)

Starters. The host shall assign one starter each for the first and 10th tees of each round for each golf course. Responsible for operating the tees and ensuring all threesomes tee-off on time. Should obtain and ensure that all necessary materials are at the tees on time (i.e., scorecards, pencils, pin sheets, public-address system, etc.). Starters should be prepared to assist with additional announcements and/or initiatives of the NCAA committee. **Starters should be dressed in slacks with a jacket and tie.**

Shuttle Drivers. Volunteers to drive disabled spectators to viewing areas and to drive members of the media with heavy equipment. Some courses may require player shuttles as determined during the course setup.

Tournament Manager. The tournament manager is responsible for overall conduct of the championship. All internal subcommittee chairs should report to the tournament manager. Serves as the liaison with golf committee and NCAA national office staff representative.

### **Playing Rules**

The championships shall be conducted according to the United States Golf Association's Rules of Golf with certain modifications as noted in the Division III Men's Golf Pre-Championships Manual.

### **Practice**

Practice facilities must be available during the championships, and those competing will be advised of the dates and times when the facilities will be available. Contestants and coaches will not be allowed to play or walk the course before the first practice round or use the practice facilities.

Two practice rounds shall be scheduled before the championships. The practice rounds will be a shotgun beginning at 10 a.m. and 9 a.m. with starting holes assigned by the committee. Golf course personnel must work in conjunction with the rules officials' association and the NCAA men's golf committee members to ensure the course is properly set for the practice round. Groups of five are permissible during practice rounds; however, no groups of six are allowed and coaches are not allowed to play.



## Printed Material

Conditions to Competitors. (OFFICIALS) The "hard card" containing the conditions to competitors will be prepared by the rules officials and be made available on the 1st and 10th tees.

Hole Location Sheets and Pace of Play. (OFFICIALS) The games committee will review hole-location sheets and should provide sufficient number of sheets color-coded by day at the first and 10th tees each day of the championship. The host must order four different colors of paper on which hole locations will be run. (Evacuation plans may be copied onto the back of the hole-location sheets.)

Local Rules Sheets. (OFFICIALS) All local rules should be printed and distributed to all participants and coaches. A sufficient number should be available at the starters table each day and at championships headquarters. The games committee will review the local rules sheet (see Examples).

Pairing Brochures. (HOST) The host will produce a daily pairing brochure to be distributed to spectators, officials, coaches and players. The host will be responsible for assigning a volunteer to coordinate the printing of the brochures each night. Practice-round pairings will be provided to the host and will be available at registration. Pairings for competition rounds will be generated by the official scorer and printed by the host. Provide sufficient number for coaches, media and rules officials. Distribute at headquarters hotel. Volunteers who are serving as markers should also receive a copy each morning.

Scorecards. (NCAA/HOST) Scorecards will be provided by the NCAA. The host school will need to print the backside of the scorecards for each day of competition. A laser printer will be needed. Scorecards should be printed with only the name of the championships, name of course and host on them (See Examples). Par and yardage for each hole as it will be played in the championships must be printed on the card. Scorecards must be approved in advance by the NCAA national office.

Score Sheets. (NCAA) Are received from the NCAA office and placed on the scoreboard. Should be appropriately marked to identify the championships, year and host. Name of school, location, head coach and each player by position should be hand lettered on the sheet. Score sheets should be placed on the scoreboard in alphabetical order. They are three feet wide and two feet high.

Summary Sheets for Scoreboard. (NCAA) The NCAA will provide results of 18-36-54 and 72-hole total for teams and individuals. These sheets cannot have any commercial identification on them. The NCAA will send extra score sheets, the back of which can be used for summary sheets.

Tee Signs. Signs shall be made for each hole with the yardage and par for championships play.

Yardage Books. (CLUB/HOST) A minimum of 160 yardage books should be available and complimentary or for purchase by participants.

## Registration

The information in this section outlines the procedures that schools must follow to register student-athletes in the championships to ensure that this aspect of the championships operates efficiently.

Schedule. Registration shall be open from 4 to 8 p.m. Saturday (hotel) and 8 to 9 a.m. Sunday (golf course).

Staff. The registration desk shall be located at the headquarters hotel or the golf course, and should be staffed by **golf-oriented people**. Registration constitutes the formal beginning of the events. Every possible question regarding the championship week must be anticipated and be answered accurately when registration opens.

Materials. Registration material should include, but is not limited to, maps of the area, names of popular restaurants, championships programs and suggestions of "things to do and see" in the area.

Procedures. Registration personnel should give each coach a packet including general information as well as identification badges for the coach and players, a parking pass, championship scorecard, banquet tickets for the coach and players, etc. A school representative must accompany each player. The team travel party is six (6).

During registration, coaches will be submitting their team lineups for the competition. The official scorer will supply lineup sheets. Registration personnel must collect the lineups and give them to the official scorer, who will use them to complete pairings sheets.

## **Results**

At the end of each day of competition at the championship, an electronic copy of the results for all regional/championship competition must be sent to Rick Nixon ([rnixon@ncaa.org](mailto:rnixon@ncaa.org)) at the NCAA national office. A complete set of results should also be sent immediately following the end of the competition as well.

## **Scoring**

USGA rules for stroke play, plus any local rules implemented by the NCAA Men's Golf Committee, will govern the championships.

A daily team score is computed totaling the lowest scores of four of the five team members. The final team score is determined by totaling each daily score. Sudden-death playoffs will be used for breaking ties for individual championships. See appendixes in the pre-championships manual for playoff procedure.

Scoring Procedure. Golfstat shall compute the scoring for teams and individuals.

Scorecards. The NCAA will provide the scorecard shells to be used during all rounds. The host school is responsible for printing the scorecards for all practice and competition rounds. All yardage information will be determined after consultation with the golf committee.

Team Score Sheets. The NCAA will send the host 45 team scoresheets for the main leaderboard. The size of each sheet is 3' x 2'.

Scoring. Scorecards for all championships shall be kept in strict accordance with Rules of the USGAs "Scoring in Stroke Play."

Results. Daily summaries should be provided with the top teams listed with their totals. In addition, a separate summary of the individuals should be prepared with their daily totals listed. Enough summaries should be available for the coaches and media.

Pairing Sheets. Pairings sheets for the second and third rounds should include (by use of parentheses) each player's previous score and each team's previous score.

## **Spectators**

Spectators must remain on cart paths or in the rough and approximately 15 yards from the players always (including all designated practice areas). There may be NO communication between players and spectators that could be deemed as advice of any nature for the duration of the 18 holes. All school personnel, except for the designated coach(es), are considered spectators. Ringers on electronic devices must be turned off. Carts will not be provided for spectators.

Since all NCAA championships are considered smoke-free, spectators will be asked to refrain from smoking except in designated areas. Failure to adhere to these policies could result in removal from the course.

### Violation/Penalties:

First – Warning.

Second – Spectator will be removed from the course for the remainder of the day.

Third – Spectators will be removed from course for the remainder of the competition.

Disabled Spectators. Carts are not provided to fans watching the golf tournament. However, if spectators need the use of a cart, the individual must provide medical documentation from the individual's physician requesting the use of a cart. Information should be provided in advance, if possible, or on site to the NCAA championship manager. If approved, spectators will be permitted to rent a cart.

#### **Participant Information**

The NCAA will provide a template to each host to update site specific information into the manual. Templates will be provided to hosts before March of each year.

#### **Host Personnel**

**Tournament Director.** This individual shall be the director of athletics/commissioner of the host school/conference and shall maintain ultimate responsibility for the local operation of the event. Bid proposals from prospective host schools/conferences shall be authorized by the tournament director.

**Tournament Manager.** The tournament director shall appoint a knowledgeable person, preferably with experience in tournament administration and game management, to serve in this position. The function of the tournament manager is to ensure that the policies of the committee are applied. Specific responsibilities may include direction and supervision of facility arrangements, ticket sales, and development of participant information, security, lodging, transportation, promotions, financial administration and adherence to the policies outlined in the NCAA operations manual for hosts.

The tournament manager will also provide the NCAA with a post-championships evaluation including suggestions for future conduct of the championship.

**Media Coordinator.** The media coordinator, preferably the sports information director of the host school/conference, shall work with the NCAA media coordinator or championships manager to ensure that the committee's policies regarding media are applied. Responsibilities may include planning and supervision of media work areas, coordination of all news conferences, statistical services and communications.

#### **Squad Size**

Participating teams are limited to a squad size of five (5) eligible student-athletes.

#### **Weather Policy**

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

The host will need to provide a computer in the NCAA committee area with high-speed connection.

It is the responsibility of the host to provide:

1. An area in which the weather system may be set up and monitored. This area should be close to the NCAA committee area and out of public traffic patterns.

2. Qualified personnel to be trained on the weather system and available throughout practice and competition rounds to monitor the system.

Weather Evacuation Plan. The host school is responsible for creating an evacuation plan in case of severe weather. This plan must be included in the participant manual and distributed to all participants, coaches, officials and staff. This plan should include the appropriate means and staff to provide a safe haven for all on course players and personnel, as well as a spectator plan.

### **Webcasting**

**(THE FOLLOWING PROCEDURES ARE ONLY NECESSARY IF THERE IS LIVE TELEVISION COVERAGE OR WEBCAST AND ARE SUBJECT TO CHANGE)**

The finals **may** be televised and/or webcasted. A member of the NCAA broadcast services staff will attend the championships and work as a liaison with the television/webcasting crews.

Representatives of the designated production company and the NCAA will conduct a site visit during the year.

The production company will provide specific requests. Following are some guidelines that will help you prepare for the telecast:

#### **Tentative schedule for week of the championships.**

Thursday	--	Set-up and run cables to designated holes
Friday	--	Webcast

Camera towers will be built before the television/webcasting set up days. They should be removed within a couple of days of the completion of the tournament.

Golf Carts. A minimum of two (2) carts (some with flatbeds).

Credentials and Parking Passes. Approximately 10 credentials for crew (8) and talent (2) and approximately 3 parking passes.

## **Section 13 - 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.

Notes:

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

#### **Section 14 - Lodging**

For this championship, the NCAA has contracted hotel rooms at a negotiated rate for use by participating member institutions. An institution is obligated to stay at the assigned hotel property. If an institution prefers to relocate, which is generally not approved by the NCAA, to a different hotel the following must occur:

The participating institution will obtain a release for the rooms from the hotel manager in writing and approval from the NCAA. Please note, the institution is responsible for the first night's room charges even if it fails to use those rooms.

The participating institution may use the rooms for persons accompanying the official traveling party if relocating the team only. If a team chooses to relocate to a different hotel, the team is not permitted to move to a hotel (if applicable) where another team or the game officials' designated headquarters hotel is located.

Additionally, 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. If an institution chooses not to stay at one of the designated hotels, the participating institution must notify both the hotel and the tournament manager by 5 p.m. on a specified date. The NCAA shall provide final approval.

The host institution will advise participating institutions in the participant manual that it is the participating institutions' responsibility to confirm the hotel reservations and provide rooming lists.

#### **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 pre-determined, non-negotiable rate included in the contract between the two parties, except as specified in the following sections.

## Section 15 - Championships Presentation/Fan Engagement

### Ancillary Events

The NCAA prohibits host schools/conferences from conducting special ancillary entertainment activities for fans in conjunction with the championship. Should another entity (e.g., convention and visitor's bureau) elect to stage such activities, the following policies shall apply:

- All plans must be approved in advance by the NCAA.
- NCAA marks, logos, name or references to the championship or tickets may not be used.
- No activity connected with the championship may be sponsored by an entity that is not an NCAA Corporate Champion/Corporate Partner (CC/P).
- Such an activity may not take place on property controlled by the competition venue.

No entity may contact NCAA CC/Ps directly. All such contact shall be directed through the NCAA staff.

### Decorating and Advertising

**CC/P Signage Requirements.** NCAA Corporate Champion and/or Partner banners should be displayed on the concourse (for indoor championships) or at the entrance (for outdoor championships) at eye level, preferably. Two of the banners recognize the Corporate Champions and two recognize all NCAA CC/Ps. Each banner is approximately 4 feet high and 12 feet long and include grommets for hanging.

### Materials Sent to High Schools

Per Bylaw 13.4.4.3, a school hosting an NCAA or conference championship may provide a poster promoting the championship and send it to a high school coach and/or their educational school. It is not permissible to send such a poster to a prospective student-athlete.

### 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 (CC/Ps) and licensees are permitted to use NCAA marks and logos in commercial advertising and promotions, unless written approval is provided by NCAA Marketing. All and any proposed commercial advertising and promotions, if not by a CC/Ps, must be reviewed by NCAA Marketing staff prior to approval and production.

### Planning and Promoting Fan Enhancements

Fan enhancement should be coordinated with and approved by NCAA staff before execution. The promotion of fan enhancement, including giveaways and ancillary events, are subject to the established Championships Marketing and Commercialism/Contributors guidelines outlined in the Host Operations Manual. Fan enhancement marketing should be included in the overall championship marketing plan with priority given to championship ticket sales and attendance.

### Promotional Ideas

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

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

- Newspapers. Alternate morning and evening papers in the metropolitan area as well as surrounding communities. Be sure to include specific information about how to obtain tickets.
- Radio and Television. If your budget prohibits purchasing, attempt to solicit promotional messages as free public service announcements.

- Banners. Hang at key intersections of the city and on your campus.
- Billboards. Display throughout the city if they are an effective advertising medium in your area.
- Electronic Message Boards. Run championship information on electronic message boards on campus and around town.

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

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

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

Fliers. Send ticket fliers and cover letters to:

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

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

Internet. Provide championship information on your school's page on the Internet.

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

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

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

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

Public Speaking. Establish community support by:

- Obtaining the support of key political and corporate leaders.
- Arranging speaking engagements by coaches and athletic department personnel at chamber of commerce meetings, booster-club meetings, etc.

- Arranging radio and television appearances by campus or local “personalities” to promote the championship.

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

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

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

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

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

#### **Promotions Assistance**

The NCAA online marketing website is a comprehensive tool designed to help hosts create marketing products which will generate awareness and promote ticket sales for the championship. The NCAA online marketing website can be accessed at [www.NCAAchampspromotion.com](http://www.NCAAchampspromotion.com).

Championship hosts should customize and download all necessary artwork to promote the championship from the online marketing website. Hosts should make every effort to use the NCAA Championships online marketing templates, produce the items locally and obtain reimbursement for production costs, up to the reimbursable allocation provided for the championship you are hosting.

Each NCAA Championships host marketing contact and tournament manager will receive an email with the marketing website address, username, password and specific marketing budget allocated for the championship you are hosting. The reimbursement amount is separate from the marketing/promotions budget allocated by host schools through the championship bid process. Please contact us at [ncaachampspromotions@ncaa.org](mailto:ncaachampspromotions@ncaa.org) if you are unable to locate this information.

Customizable artwork templates available on the marketing website include:

- Poster
- Flyer
- Print Ad
- Email blast
- Banner
- Web Banner
- Billboard
- Table Tent
- Social Media Graphic

If you have needs for artwork outside of what is available on the NCAA online marketing website, you may contact Sean Ward ([ncaachampspromotions@ncaa.org](mailto:ncaachampspromotions@ncaa.org)) for assistance.



All requests – artwork and reimbursement – 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 online marketing website. The website ensures proper usage of NCAA logos, trademarks, and ensures consistent branding across all 90 NCAA Championships.

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.

#### :30 Video/Television Spot

The NCAA creates TV/Video Spots for select championship sites and a limited number of predetermined regional rounds.

- All spots are available for download via the NCAA online marketing website.
- Spots may be may be uploaded to websites, burned onto discs, or sent via email to other parties that may need them.
- Spots are provided in several formats to allow for use over a variety of platforms (e.g. websites, social platforms, TV commercials, videoboards, etc.).
- The video/television spot is available for download in the following file types:
  - HD: apple ProRes LT (104 mbps)
  - SD: dv25(25 mbps)
  - Web proxy: .mp4 (1.5 mbps)

#### :30 Radio Spot

The NCAA creates radio spots for all predetermined championship final sites that are not sold out and for a limited number of predetermined regional rounds.

- The radio spots can be used on radio stations, websites, burned onto discs or emailed.
- The file format available for download is .mp3 (.32 mbps).

Social Media Guidelines. Host institutions/conferences may use already established social media accounts (e.g. Facebook, Twitter, 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/socialmedia](http://NCAA.org/socialmedia) for a listing of official NCAA social media accounts.

NCAA Logos. The official NCAA championship logo is provided so that you may assist the NCAA in publicizing the championship. The logo should be used as a part of all materials that are produced to promote the championship.

All NCAA logos are available online at [www.ncaalogos.com](http://www.ncaalogos.com) to NCAA member schools, 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 Durenka Robie at [drobie@ncaa.org](mailto:drobie@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 logos may not be sold.

## **Section 16 – Championships Marketing**

### **Contacts.**

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

### **Expectations.**

- Know the marketing budget. The NCAA championship tournament manager on your campus or the NCAA Tournament Operations point person can communicate your marketing budget.
- Develop marketing goals. The primary focus should be driving attendance at the championship.
- Map out the timeframe 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.
- Explore opportunities with traditional media (print, radio and television) in your area.

### **Marketing Plan.**

Host institutions/conferences shall establish a marketing plan in coordination with the NCAA Championships Marketing contact. 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 D.

### **Marketing Collateral.**

NCAA Online Marketing Website. The NCAA Online Marketing Website is a comprehensive tool designed to help hosts create marketing products which will generate awareness and promote ticket sales for the championship. The NCAA Online Marketing Website can be accessed at [NCAACHampsPromotion.com](http://NCAACHampsPromotion.com).

Championship hosts should customize and download all necessary artwork to promote the championship from the website. Hosts should make every effort to use 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, password and specific marketing budget allocated for the championship you are hosting. The reimbursement amount is separate from and in addition to the

marketing/promotions budget allocated by host institutions through the championship bid process. Please contact [ncaachampspromotions@ncaa.org](mailto:ncaachampspromotions@ncaa.org) if you are unable to locate this information.

Customizable artwork templates and marketing resources available on the NCAA Online Marketing Website include:

- PRINT
  - Poster
  - Flyer
  - Print Ad
  - Table Tent
- DIGITAL
  - Email blast
  - Banner
  - Social Media Graphics
- OUTDOOR
  - Billboard
  - Banner
- RESOURCES
  - Marketing Best Practices
  - Social Media Guidelines

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

All requests – artwork and reimbursement – 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 Online Marketing Website. 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.

**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.

### **:30 Video/Television Spot**

The NCAA creates TV/Video Spots for select championship sites and a limited number of predetermined regional rounds.

\* All spots are available for download via the NCAA Online Marketing Website.

\* Spots may be may be uploaded to websites, burned onto discs, or sent via email to other parties that may need them.

\* Spots are provided in several formats to allow for use over a variety of platforms (e.g. websites, social platforms, TV commercials, videoboards, etc.).

\* The video/television spot is available for download in the following file types:

\* HD: apple ProRes LT (104 mbps)

\* SD: dv25(25 mbps)

\* Web proxy: .mp4 (1.5 mbps)

### **:30 Radio Spot**

\* The NCAA creates radio spots for all predetermined championship final sites that are not sold out and for a limited number of predetermined regional rounds.

\* The radio spots can be used on radio stations, websites, burned onto discs or emailed.

\* The file format available for download is .mp3 (.32 mbps).

### **Social Media Guidelines.**

Host institutions/conferences may use already established social media accounts (e.g. Facebook, Twitter, 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/socialmedia](http://NCAA.org/socialmedia) for a listing of official NCAA social media accounts.

### **Applicable Marketing Bylaws.**

#### **NCAA Division III Bylaws - Pertaining to NCAA Championship Promotions**

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

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

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

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

(a) The printed material includes only information relevant to the championship events;

(b) The printed material is available to the general public, including all high schools in the local area; and

(c) The printed material contains no information related to the institution's athletics program.

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

(a) The advertisement includes only information relevant to the championship events;

(b) The advertisement is available to the general public, including all high schools in the local area; and

(c) The advertisement does not contain information related to the institution's athletics program or the conference's member institutions.

## Section 17 - Media Coordination/Credentials

### Credentials.

Working passes may be issued to bona fide working personnel, including media representatives; money clips shall be provided to student-athletes competing in the championships, as well as their coaches. For the championships, the NCAA will provide all credentials except for the money clips. The NCAA will provide all wristbands for the designated coaches the finals. Conditions placed on the use of credentials must be printed on the backside of credentials. Credentials are not transferable. The following credentials should be used:

Media  
Event Management  
Official

All Access  
Television

Badge. Good for gate admittance. Allows unlimited access to any area. Issued to NCAA committee members, NCAA staff, NCAA media coordination staff and selected individuals from the host school.

Coaches (48). Allows access to all areas.

VIP (20). Good for gate admittance.

Webcast (10 – if applicable). Allows access to all designated working areas, locker room areas, media work room and the interview area. Issued to announcers, producers, directors, technicians and cable pullers.

Event Staff (50). Allows access to all designated working areas, including locker room areas and media work rooms.

Media (10). Allows access to designated working media areas, locker room areas, the media work room, the interview area.

Volunteers (100). Allows access to all areas.

Medical (5). Allows access to all areas.

Team. An issued credential may not be given to another team member or individual. The maximum numbers of credentials are as follows:

5 – participating student-athletes

1 – designated coach

Individuals. Two credentials will be issued to individual representatives: one student-athlete, one designated coach.

Policies. Regarding the issuance of credentials, the following policy has been established:

1. One for each participant that has been selected to participate in the championships.
2. One for each designated head coach. (Different color from other credentials)
3. One for each assistant coach, if requested during registration.
4. One for each member of the NCAA golf committee, rules officials and NCAA representatives in attendance.
5. Media members administered by the media coordinator utilizing media guidelines policy.
6. Representatives of golf manufacturers will receive a credential. However, the credential is not good for admittance to the competition. Tickets must be purchased to receive admittance.

Security. The host shall make available, upon request, a listing of all tickets sold and credentials that have been issued. Tight security should be established in this area.

#### **Hospitality.**

Arrange for a press hospitality room/area for personnel with the appropriate credentials.

#### **Photography.**

NCAA Photos (also known as Clarkson-Creative/Clarkson) will be on site for the final day of competition, unless otherwise specified. Hosts institutions are not required to have a photographer when Clarkson is not on site. An additional photographer may be hired by NCAA staff to shoot additional days and ancillary events, if the staff so chooses. For those instances, it is necessary to have the hired photographer(s) complete the photography services agreement.

All photographers will agree to the NCAA Championship Photography Terms and Conditions upon requesting a credential. Photo sales on site are strictly prohibited.

Images for use by NCAA member institutions are available at a special rate and are bound by the following rights:

"For official NCAA member institution athletic department website and publications only. Other reproduction, distribution, and/or display print production is prohibited unless specified in writing."

For internal member institution use, please contact Clarkson-Creative at [info@ncaaphotos.com](mailto:info@ncaaphotos.com) with the name of the image(s) you would like to purchase, and an online transaction will be set up to download the image(s). All images should be credited, where it appears, to: ©Photographer's Name/NCAAPhotos. For all other uses, please contact Andy Krause ([Andrew.Krause@gettyimages.com](mailto:Andrew.Krause@gettyimages.com)).

Any other entity, with the exception of the NCAA membership, seeking a championship event photo must license it through Getty Images. To license an NCAA championship event photo, please visit <http://on.ncaa.com/NCAAonGetty>.

For additional questions regarding championship photography, please contact Levida Maxwell by email ([lmawell@ncaa.org](mailto:lmawell@ncaa.org)) or phone 317-917-6356.

#### **Results Distribution.**

Daily summaries should be provided with the top teams listed with their totals. In addition, a separate summary of the individuals should be prepared with their daily totals listed. Enough summaries should be available for the coaches and media. Please see tournament manager's checklist in this manual.

### **Tournament Media Coordinator.**

As designated by the tournament director, a media coordinator must be appointed for the competition. This person is responsible for monitoring the media area, as well as the reports and photographers while on the course. They will coordinate the efforts of the host sports information office and those of the participating schools. This individual would have the final responsibility in administering the media guidelines adopted by the NCAA.

### **Working Area.**

A working press area should be arranged to accommodate tables and chairs for approximately 25 - 50 with a phone line or high-speed internet connection at each station.

Copy Machine. A minimum of one copy machine, preferably two, shall be available in the media work area. The computer operator, if necessary also may use this machine. The machine in the work area must be able to collate and be available to the individual media representatives.

**The following method should be used to report results to NCAA.com for immediate posting:**

EMAIL. Those schools with e-mail access should send all information in the following manner:

- Email the information to: [ncaa-content@turner.com](mailto: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 MS Word document or Windows Notepad text document;
- Please convert photos to JPEG format and attach to an email.

## **Section 18 – Medical Procedures**

### **Medical Procedures.**

Schools and athletics health care providers should adhere to federal, state and local regulations; NCAA bylaws and sport playing rules; and the NCAA Sports Medicine Handbook. Athletics health care providers for the student-athlete should be appointed by and should report to school administrators who are independent from coaches (e.g., health center, campus hospital/medical center, student affairs).

The host schools/conference shall coordinate medical care and coverage for each scheduled practice or contest of any round of an NCAA championship. The host should assign a certified athletic trainer to coordinate the medical arrangements for the championships.

Each scheduled practice or contest of any round of an NCAA championship should include the following (see NCAA Sports Medicine Handbook for more information):

1. The presence of a person qualified and delegated to render emergency care to a stricken participant.
2. The presence or planned access to a physician for prompt medical evaluation of the situation, when warranted.
3. Planned access to early defibrillation.
4. Planned access to a medical facility, including a plan for communication and transportation between the athletics site and the medical facility for prompt medical services, when warranted. Access to a working telephone or other telecommunications device, whether fixed or mobile, should be assured.
5. All necessary emergency equipment should be at the site or quickly accessible. Equipment should be in good operating condition, and personnel must be trained in advance to use it properly. Additionally,

emergency information about the student-athlete should be available both at campus and while traveling for use by medical personnel.

6. An inclement weather policy that includes provision for decision-making and evaluation plans (Refer to Sports Medicine Handbook; Guideline1d on Lightning Safety).
7. A thorough understanding by all parties, including the leadership of visiting teams, of the personnel and procedures associated with the emergency care plan.
8. A catastrophic incident plan to provide information and the support necessary to family members, teammates, coaches and staff after a catastrophe (see the sports Medicine Handbook; Guideline1e on Catastrophic Incident in Athletics).
9. A concussion management plan on file.

## **Section 19 – Championship 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 8AM 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. Non-notification 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. After 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 to meet the demands of the projected crowds.
- g. Selling locations that are well displayed and fully stocked prior to the public's access to them.
- h. Strict adherence to the merchandising and display standards as outlined below:
  - Merchandise made available for sale at all times during the event.
  - Each item neatly displayed with correct prices clearly marked.
  - Merchandise should be neatly folded at all times.
  - Neatly dressed personnel that are customer-oriented.
  - Skirted tables for display and checkout.
  - Display boards and grids to properly display product at all selling locations
  - Selling locations located in high traffic and easily located locations.
  - Vendor shall be responsible for hanging any display or signage material provided by concessionaire.
  - Keeping selling areas clean and neat at all times.
  - Re-stocking of back-up inventory in a fast and efficient manner.
  - Transferring merchandise between the slower and higher volume stands to meet the demands of the consumers.
  - Providing electricity and either hard internet lines or dedicated secured WiFi network connection to support the merchandise sales effort at no cost.
  - Calling Event 1, Inc. to request re-orders should sales warrant.
- i. A complete inventory accounting of all merchandise sold with a final inventory count and merchandising report supplied to Event 1, Inc., no later than 24 hours after the conclusion of the event.
- j. Total gross sales revenues and a final copy of the inventory report must be sent to Event 1, Inc., within 2 business days of the conclusion of the event.
- k. The remaining inventory forwarded to Event 1, Inc., or the next event site as determined by Event 1, Inc., within two days of the conclusion.
- l. Having met each of the above requirements, Event 1, Inc. will pay to the host institution/conference, sponsoring agency or its assigned vendor, a commission equal to 20% of sales net of taxes and credit card service fees. The host institutions will keep commissions earned and the remaining money owed to Event 1 must be sent within 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.**

#### **Section 20 - Neutrality**

Host schools should keep in mind that an NCAA event is not a home event. Neutrality is important; therefore, such items as the use of players on programs and host school signage should not be used to create a "home" atmosphere.

#### **Section 21 - Officials**

Members of the NCAA Division III Men's Golf Committee, NCAA Rules Officials, and other designated individuals will serve as the officials and will make decisions pertaining to the conduct of the championship, such as pairings, rulings, protests, etc.

The rules officials will be represented by volunteer officials from across the country. Arrangements have been made for Golfstat to provide the computerized scoring system for the championships.

#### **Confidentiality**

Officials' assignments should remain confidential always.

#### **Host Communication**

The host is requested to forward lodging, schedule of events and travel directions to the director of rules and course administration staff member responsible for each respective competition. Directions should be provided to/from the airport and the headquarters hotel and the hotel and the golf course.

#### **Meals**

The host is responsible for providing the following meals for the rules officials:

1. **Breakfast.** Coffee, juice, fruit and pastries should be available in the officials' room or at their hotel.
2. **Box Lunches.** Each day of competition the lunches should be delivered to the officials' room for distribution.

#### **Section 22 - 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 before the first day of the event.

All digital programs available can be found at <http://www.ncaa.com/gameprograms>.

#### **Content/Editorial.**

**IMG College Responsibilities.** Responsible for all program production, including editorial content, layout and design, advertising, and printing.

**Host Responsibilities.** Media contact should provide IMG College with text and photos for editorial pages about host school/venue/city, if requested by IMG College.

Any pages promoting the host school/venue/city will not be display advertisements; those interested in purchasing ad space for sponsors, etc., should contact Doug Iler ([doug.iler@learfieldimgcollege.com](mailto:doug.iler@learfieldimgcollege.com)).

### **Supplemental Handouts.**

At championships sites where a digital program is available, IMG College allows the host school/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 IMG College approval.

### **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.

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.

If you have any questions, please feel free to contact your NCAA administrator or Chad Laytham ([chad.laytham@learfieldimgcollege.com](mailto:chad.laytham@learfieldimgcollege.com)) at IMG College.

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## **Section 23 – Safety and Security**

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

The suggestions outlined in 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 events, not all Best Practices will be reasonable or applicable.

The Best Practices should not be viewed as a complete or primary source of information for developing or implementing the safety program for the competition venue hosting an NCAA championship. Rather, facility

managers and local public safety personnel should consider the current national threat level, nature of specific threats and the full range of resources available when responding to changes in the threat condition levels.

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

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

### **Preparation**

The facility liaison and NCAA staff shall review with the local law-enforcement agencies their procedures for circumstances requiring emergency evacuation of the facility or interruption of the game. Facility management is reminded of its responsibility to provide sufficient security and/or law-enforcement personnel to ensure that access to the competition and surrounding areas is restricted to players and credentialed individuals.

Each host will be asked to provide the following:

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

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

Interruption of Play. The officials have the authority to interrupt play. If play is interrupted because of events beyond the control of the committee, it shall be continued from the point of interruption at a time determined by the committee. If necessary, the remaining schedule shall be adjusted by the games committee. The committee should review the following procedures for interruption of play:

Officials. Assure that the officials know the exact situation when play was halted.

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

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

Rain Delays. In the event greens become unplayable due to heavy rain, adequate squeegee-rollers, hoses, pumps and other equipment should be on site and available for quick water removal by the grounds crew. A loud siren or air horns also must be available to notify players on the course. It may be necessary to arrange for transportation of players, coaches and officials on and off the course.

Resumption of Play. The games committee shall determine the revised schedule after consultation with the committee. Also, the games committee has the authority to reschedule play or change the number of holes played.

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

#### **Crowd Control**

The tournament manager must review crowd control policies with the committee liaisons and is responsible for strict enforcement of these policies. The tournament manager must post signage with the spectator rules location at the first and tenth tee.

#### **Personnel**

Adequate uniformed security (not necessarily uniformed police) must be provided for any area in which a credential is required or where crowd control is necessary. The committee representative will discuss with the tournament manager specific plans in this regard (e.g., number of security personnel necessary in each area). The tournament manager is responsible for reviewing all credentials with security personnel.

Emergency Plans. Facility management must have specific written policies and procedures outlining the facility's emergency/evacuation plans and plans for assignment of security officers in and around the competition site. The NCAA representative and tournament manager should meet with security personnel to discuss existing security procedures and review potential security threats; review the facility to determine potential security problems, and discuss the emergency/evacuation plan.

Local Spokesperson. The host school, working with facility management and Federal, state, county and city law-enforcement agencies, shall designate one individual to coordinate security efforts and serve as a local spokesperson during an emergency.

#### **Non-permissible Items.**

The tournament manager and facility staff are responsible for enforcing the NCAA policies described on each ticket back or distributed at the point of purchase. The facility shall encourage patrons to return non-permissible items to their automobiles. Also, an area shall be established for the checking and securing of such articles at the patron's expense.

Laser Pointers. Laser pointers are not permitted.

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

#### **Spectator Photography/Video Cameras.**

Flash photography is not permitted on the course. Each school is allowed one video camera. Signage regarding spectator cameras rules/no flash photography or videotaping should be visibly posted at the entrance of the facility, tees 1 and 10, the practice green and range.

#### **Distribution of Materials**

No person or group may distribute the following materials in the facility or adjacent areas that fall under the control of the course management without the advance written permission of the NCAA: handbills, flyers,

newspapers, memorabilia or promotional materials for other events or activities.

#### **Section 24 - 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 make all arrangements directly through Short's Travel and communicate arrangements to the individuals who have been approved to rent cars.

The host school is urged to assist each team in arranging for local transportation (i.e., reserve team buses in advance or provide names and telephone numbers of companies that could be contacted).

#### **Section 25 - Volunteers**

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; and
- Assist the LOC with championship operations.

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 school/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.

#### **Apparel**

The NCAA will coordinate ordering and production of the apparel through the NCAA volunteer apparel program. 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 2 ¼ inches square.

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

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

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

#### **Assignments**

Below are the essential volunteers for the administration of the championships. The number of assignments will vary depending on golf course setup, number of scoreboards and number of spotters needed on the fairways.

The volunteer positions are **for each golf course**:

➤ •Scoring runner .....	2
➤ •Hospitality tent .....	2
➤ •Spotters.....	18
➤ •Media room .....	1
➤ •Souvenir merchandise .....	1
➤ •Supplemental .....	3
➤ •Ecology (trash).....	1-2
➤ •Water (coolers and cups).....	2
➤ •Parking/traffic .....	TBD
➤ •Results/pairing sheets distribution .....	1
➤ •Leaderboard operations.....	6-12
➤ •Two- or Three-hole scoring (or more frequent)	6-9
➤ •Standard bearers .....	10 (Friday only)
➤ •ADA Volunteers .....	2-4
➤ •Shuttle cart drivers.....	TBD
➤ Greenside/walking scorers.....	varies

### **Recognition**

On receipt of a list of key volunteers (maximum of 25 individuals) provided by the host, the NCAA shall prepare an appreciation certificate for each volunteer included on the host's list. This process may be initiated at any time in order that the certificates may be presented at a volunteer recognition event.

### **Volunteer Equipment Checklist**

#### Greenside/Walking Scoring

- Two-way radio or smartphone
- Headset or earpiece
- Clipboard with score sheets
- Pencils

#### Leaderboard Operators

- Two-way radio
- Headset or earpiece
- Placards with team names and 10 blanks.
- Clipboard with scoreboard sheets
- Pencils
- Black and red markers
- Spray bottle
- Towel

#### Rovers

- Two-way radio

#### Standard Bearer

- Scoring standard
- Apron with numbers
- Scorecard

#### Scoring Runner

- Clipboard with score sheets
- Pencils

#### Spotter

- Three yellow flags

**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.



### **HOST TIMELINE**

The following calendar and time schedule, which begins one year before the championships, is provided to assist the local organizing committee in preparing for the championships:

#### **MAY**

- Check the courses and facilities to determine if any major modifications or maintenance will be required during the summer months.
- Attend Division III NCAA golf championships and meet with the respective committee to review plans for the tournament. Give a preliminary report of plans during championships one year before the tournament you will host.
- Coordinate hotel reservations as outlined in the manual.

#### **JUNE**

- Meet with local committee to review your meeting with NCAA golf committee and information obtained from trip to championships.

#### **JULY**

- Review promotional plans (championships only). Forward recommendations for these to the national office for approval.
- Contact corporations and civic groups regarding ticket sales and contributions to the tournament.
- Arrange for housing accommodations and compile a list of available hotels/motels, rates, locations, telephone numbers and persons to contact.
- Plan for coaches'/participants' dinners or other functions with the hotel/motel or university personnel.

#### **AUGUST**

- Review equipment to determine what needs repair and make plans to acquire items that will be needed for the championships.

#### **SEPTEMBER**

- Contact the national office to receive updated information regarding any changes in tournament format or general administration.
- Begin reviewing scoring procedures and materials needed to implement.
- Make arrangements for meeting rooms and facilities to be used by games committee and coaches association during championships.
- Arrange for site visit with NCAA representative, committee chair and director of rules and course administration.

#### **OCTOBER**

- Prepare rough draft of any promotional literature. Send draft to the national office for review and approval.
- Confirm that your school has primary liability insurance in place. Forward copy of appropriate certificate to NCAA office.
- If possible, conduct regular-season tournament and use the same personnel and equipment that will be used for national championships. Where feasible, an NCAA representative will attend the tournament.

#### **NOVEMBER**

- Establish local support group of university personnel and assign duties. Forward organizational chart of key personnel to the national office.
- Begin process of securing ample volunteers needed for championships.
- Contact a physician and trainers to arrange for coverage during the championships.
- Plan with campus security and police for security and traffic control. Be sure to check that the budget lists an adequate amount for security and traffic control.

**DECEMBER**

- Contact Event 1 regarding the sale of NCAA merchandise.
- Print promotional literature (if applicable).

**JANUARY**

- Establish a press conference to promote the tournament or send promotional literature to a selected mailing list.

**FEBRUARY**

- Review proposed budget to determine if it is in line with expected expenditures.
- Identify personnel and facility for possible drug testing per instructions from the national office.
- Send draft of informational mailing to the national office for approval.
- Update NCAA championship manager on course conditions.

**MARCH**

- Order mailing labels from the national office for informational mailing.
- Order tents for first and 10th tee boxes and ninth and 18th greens (as needed).
- Information mailing for the championships sent to all schools that sponsor men's golf.
- Confirm operation of practice range.
- Update NCAA championship manager on course conditions.

**APRIL**

- Ensure that all equipment is on site and make plans to have installed before championships.
- Check arrangements regarding meeting rooms and equipment needed for committee and coaches association.
- Develop evacuation plans for the golf course.
- Update NCAA championship manager on course conditions.

**Fourth Week Before Tournament**

- Review checklist to ensure that all details have been attended to and are completed or in the final stages of completion.
- Update NCAA championship manager on course conditions.

**Third Week Before Tournament**

- Call key officials and volunteers to ensure their availability.
- Begin to prepare registration material (i.e., material to be stuffed in participants' packages, credentials, banquet information, practice information, etc.).
- Update NCAA championship manager on course conditions.

**Second Week Before Tournament**

- Review proposed budgets and contact the national office if there are questions.
- Contact local hotels to confirm housing arrangements.
- Update NCAA championship manager on course conditions.

**Week Before Tournament**

- Conduct final run-through of all preparations for the championships with local committee and volunteers.
- If notified of drug testing, purchase appropriate materials, confirm personnel and set up drug-testing facility.
- Update NCAA championship manager on course conditions.

**Week of Championships**

**Saturday** Registration TBD

- Sunday**      Meet with committee to inspect/survey the course.  
Registration – 9 to 11 a.m. (if needed).  
Practice round.
- Monday**      Meet with committee as needed and provide report on preparations for tournament.  
Meet with key officials and committee. Survey course to ensure readiness.  
Check warning systems for inclement weather.  
Practice round.  
Coaches meeting approximately 3 p.m. (following practice).  
NCAA Banquet – 7 p.m.
- Tuesday**      First round of competition.
- Wednesday**      Meeting in a.m./p.m. with committee and all officials.  
Second round of competition.
- Thursday**      Meeting in a.m./p.m. with committee.  
Third round of competition.
- Friday**      Meeting in a.m./p.m. with committee  
Fourth round of competition followed by awards ceremony.

**Following Championships**

- Within 24 hours, complete merchandising inventory and report form; also, contact Event 1/Gear For Sports regarding any unsold merchandise and package for immediate shipping. Mail form to Event 1 within 14 days along with a check representing gross sales less commission and tax.
- Within 60 days, complete financial report and return to the NCAA.
- Forward a listing of volunteers to receive certificates (not more than 25) to the national office.

### CHECKLIST FOR TOURNAMENT MANAGER

The following checklist is provided to assist the tournament manager to ensure they do not overlook the many details that must be addressed in preparing for the golf championships. The items have been listed in alphabetical order for ease of reference. Please refer to the appropriate sections of this manual and the Division III Men's Golf Championships Handbook for more detailed information on each item.

#### Commercial Involvement

- \_\_\_\_\_ 1. Review the NCAA corporate partner policies with national office staff to ensure that you are following the policy when attempting to solicit local contributors.
- \_\_\_\_\_ 2. Ensure that logos that appear on equipment provided by companies are the normal logos that appear on equipment sold to the public.

#### Registration Procedures

- \_\_\_\_\_ 1. An advance mailing must be prepared and sent to all member schools that sponsor golf not later than two months before the championships. The mailing will include information on housing, transportation, practice facilities, tentative schedule of events, etc. Contact the national office to obtain mailing labels. **A draft of this mailing must be approved in advance by the national office.**
- \_\_\_\_\_ 2. Prepare an alphabetical list of qualified schools and/or participants for use by registration desk personnel.
- \_\_\_\_\_ 3. Prepare coaches packets to be distributed upon arrival to include general information regarding the championships, passes for participants and coaches, tickets to hospitality functions, program, team transportation reimbursement form, etc.
- \_\_\_\_\_ 4. Make arrangements for a room large enough to accommodate the registration procedures.

#### Course

- \_\_\_\_\_ 1. Confirm that the courses and its facilities meet the requirements of the Americans with Disabilities Act.
- \_\_\_\_\_ 2. Ensure that courses have been set up according to specifications as outlined by the NCAA golf committee and the rules officials. Refer to "Course Requirements" in this manual.
- \_\_\_\_\_ 3. Provide diagrams to the committee of each green with dimensions for determining hole-locations.
- \_\_\_\_\_ 4. The director of rules and course administration will prepare the notice to competitors (local rules).
- \_\_\_\_\_ 5. Obtain the necessary equipment to conduct the tournament and ensure that NCAA rules and regulations are followed regarding permissible logos. Refer to "Equipment" in this manual.
- \_\_\_\_\_ 6. Arrange for sufficient personnel to serve as marshals and spotters.
- \_\_\_\_\_ 7. Arrange for sufficient personnel to serve as scorekeepers.
- \_\_\_\_\_ 8. Arrange for transportation of disabled individuals to specified locations on course.
- \_\_\_\_\_ 9. Arrange for snacks and drinks on course during both practice and competition per guidelines.

Drug Testing

- \_\_\_\_\_ 1. Appoint an on-site coordinator, preferably a physician or member of your athletics training staff. Specific information regarding the NCAA drug-testing program is sent annually to all head athletics trainers.
- \_\_\_\_\_ 2. Supervise on-site coordinator's appointments of personnel and drug-testing site setup.
- \_\_\_\_\_ 3. If notified of drug testing (approximately one week before the championships), be prepared to implement per instructions from the national office.

Evacuation Plan

- \_\_\_\_\_ 1. Prepare a course evacuation procedure and have necessary equipment available in the event of emergency or inclement weather (horns, sirens, transportation). Print it on the back of the hole-location sheet.

Hospitality

- \_\_\_\_\_ 1. Outline all hospitality plans before the championships with the national office staff.
- \_\_\_\_\_ 2. One banquet will be hosted by the GCAA. Any plans to organize an NCAA reception must be approved by the respective men's golf committee.

Results

- \_\_\_\_\_ 1. The host shall plan to distribute results and pairing sheets to each of the team hotels Tuesday through Friday evenings.
- \_\_\_\_\_ 2. The host shall forward each day's results to the official NCAA Championships Internet site [www.ncaa.com](http://www.ncaa.com). Specific forwarding procedures will be sent from the national office before the competition.

**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.

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

APPENDIX D

## 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:**

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

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

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

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

**Marketing Budget.**

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

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

<b>Host Marketing Budget from Bid Specs Allocation:</b>	<b>Budgeted</b>	<b>Actual Cost</b>



	2.		
	3.		
	4.		
	5.		

Thank You!



## **NCAA Championships Microsite Guidelines**

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

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

### **Dining, Shopping and Attractions**

The following topics are permissible to house within your microsite:

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

### **Local News**

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

### **Venue and Transportation Information**

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

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

### **Volunteer Information**

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

### **Travel Information**

Hotel, car rental and other travel accommodations should link to: [www.NCAA.com/Travel](http://www.NCAA.com/Travel).

### **Selections, Preliminary Rounds and Broadcast Schedule**

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

### **Email Sign Up**

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

### **Logo Usage**

For championship logos, please submit a request to access the NCAA Digital Library at <https://sportgraphics.widencollective.com/t5/login>.

### **Copyrights, Licensing, Trademarks and Corporate Marks**

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

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

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

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

### **Social Media**

All social media icons should link to the appropriate NCAA-hosted platforms for the championship. The official list of NCAA social media pages and hashtags may be found at [NCAA.com/Social](https://www.ncaa.com/Social)

### **Mobile Version**

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

**Metrics**

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

- Referral Pages
- Page Views
- Time spent on site
- Click thru information
- Unique Visits/Traffic Numbers

**Local Contributor Recognition**

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

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

**Microsite Examples**

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

- Utah March Madness First & Second Round:  
<http://www.uteathletics.com/ncaa/>
- Oklahoma City Women's College World Series Microsite:  
<https://www.visitokc.com/wcws/>

Once your site has been developed, please send the URL to [Levida](#) Maxwell ([lm Maxwell@ncaa.org](mailto:lm Maxwell@ncaa.org)) for review and approval.

Should you have any questions, please contact:

Levida Maxwell

Coordinator, Digital and Social Media, Championships & Alliances

317-917-6356

[lm Maxwell@ncaa.org](mailto:lm Maxwell@ncaa.org)

## **Championship Awards Presentation Enhancement Template**

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

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

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

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

These items can be covered through the operations budget, as well as, the LOC budget. **The NCAA has pre-approved artwork with pricing available.** (**Awards Staging PDF**) If you need assistance with ideas or ordering the pre-approved items, please contact Durenka Robie at 317/966-6434 or [drobie@ncaa.org](mailto:drobie@ncaa.org). Otherwise, please work directly with your primary signage contact at the NCAA on overall ideas, approvals, production and implementation with the operations staff.

### **Sample Enhancements**

#### **DI Cross Country – custom signage produced for the awards podium**





**DI Field Hockey – custom sign the team can keep**



**DI Men's Ice Hockey – Custom logo cutouts with “National Champion” on sticks each student-athlete can keep**





**DI Rowing - Custom table throws, award staging area with custom backdrop and streamers**

## **Student-Athlete Banquet**

To celebrate and welcome all participating student-athletes and championship personnel, the host may provide a banquet (or other student-athlete recognition event) on the evening prior to the NCAA championship. The number of guests, financial assistance provided by the NCAA and total budget shall be determined after consultation with the NCAA staff. NCAA corporate champions, partners or official equipment suppliers may receive approval to sponsor the banquet, but no local sponsors are permitted. Officials should not be included in this or any social event including the participating coaches and student-athletes.

The NCAA may provide a video featuring the teams and student-athletes advancing to the final site depending on the amount of footage available and cost of obtaining. If practical, the NCAA staff will request the video from the NCAA Broadcasting group or Van Wagner Sports & Entertainment and inform the host.

The host will be responsible for coordinating all other details and logistics of the banquet including location, emcee, speakers, transportation, catering, A/V equipment, a printed program, etc. in consultation with the NCAA staff. The exact run of show and presentations included can be altered slightly to accommodate the number of student-athletes, teams and guests present as well as unique venue, sport or local elements. However, the run of show listed below and the 90-minute time frame should be used as a guiding template. Please note, that a 60-minute event is ideal and the event should not last longer than 90 minutes.

Words of reflection or invocation are not required but may be included at NCAA student-athlete banquets. The NCAA supports a flexible policy which allows each host to follow the traditions and protocols of their university. If included, any words of reflection or invocation should be respectful and inclusive of all.

### **Run of show**

6:30 p.m.	Greet teams and student-athletes, direct to tables or attractions (emcee or NCAA chair)
	Soft A/V presentation (e.g. music, slideshow of participating teams and student-athletes, NCAA anthem video, DII or DIII branding video – optional)
6:45 p.m.	Welcome/comments to student-athletes and guests from the event emcee and/or a city/host institution representative
6:50 p.m.	Dinner buffet lines open or plated dinner served
7:20 p.m.	Guest Speaker (optional)
7:40 p.m.	Comments by Head Coaches or Q&A with selected student-athletes (optional)* <ol style="list-style-type: none"> <li>1. Team 1</li> <li>2. Team 2</li> <li>3. Team 3</li> </ol>

## 4. Team 4

7:50 p.m. Comments by the NCAA committee chair and the presentation of Elite 90 Award

Championship Video (if available)

7:55 p.m. Closing Comments (emcee with talking points from NCAA or NCAA chair)

\* Comments by head coaches may not be practical at some championships, especially those with a large number of teams or individual qualifiers

### Best Practices

While the guidelines above provide a standard framework for the student-athlete banquet, the event should be tailored to suit the needs, size and unique aspects of the championship. The purpose of the event is primarily to congratulate, celebrate and welcome all of the participating student-athletes to the NCAA championship and the host community.

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

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

### Sample Enhancements

- Unique venue – a skybox club overlooking the host university's football stadium; a historical or cultural center; an aquarium or museum where brief tours can be incorporated into the programming; an iconic restaurant, theater or arena in the area; a beach party setting; etc.
- Slideshow – before and/or after the formal presentation, a slideshow of participating team or student-athlete images is shown on video boards or mixed with NCAA branding messages (host would be responsible for collecting images from schools or preliminary round hosts)
- Speakers – relevance to the participating student-athletes is the most important factor. Former NCAA champions or graduating student-athletes who went on to professional or Olympic fame in the given sport are ideal, however other options available at no or little expense to the host should be explored as some speakers transcend their sport or

profession. Examples of previous speakers include: Todd Martin – Tennis, Dot Richardson – Softball, President of the USGA – Golf, Bill Belichick – Lacrosse (Boston), ESPN personalities, comedians, motivational speakers, well-known football or basketball coaches at the host institution, etc.

- Photo opportunities – opportunities for teams or individuals to pose for a photo in front of a championship backdrop (possibly with the championship trophy) or in conjunction with unique or iconic elements of the area (e.g., with giant hanging shark in Florida, with longhorn steer in Texas, in winners circle at Churchill Downs, overlooking city skyline, football stadium, etc.)
- Favors unique to the sport or area – examples include: mini soccer balls, mini lacrosse sticks, baseball shaped cheese – Wisconsin, make-your-own beach flip flops – Florida; please check with your championship administrator regarding budget, appropriateness and possibility of items provided by official equipment suppliers before pursuing
- Special entrances for student-athletes – red carpet into venue, spotlights, limos, local youth teams wearing team colors or with pom poms/signs to greet the student-athletes
- Band/DJ/Interactive Games – are generally only appropriate in more informal settings with numerous teams of both genders, relaxed time constraints, fun atmosphere, etc.
- Event 1/Championship merchandise – sales booth or display area with order forms on-site
- Special Olympics Component – speaker, athletes, etc. (recommended for all DIII championships)

#### Coaches' association award guidelines

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

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