



2021 DIVISION I MEN'S
LACROSSE
CHAMPIONSHIP

HOST OPERATIONS
2020-21 MANUAL

Quarterfinals

2021 Division I Men's Lacrosse Quarterfinals

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Introduction

Information in this document applies to finals site competition.

INTRODUCTION

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

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

DEFINITIONS

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

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

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

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

Role of Host Institution/Conference

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

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

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

The host institution/conference will work in collaboration with the NCAA staff to ensure that the mission of the championship is preserved. The NCAA believes that the most successful host institutions/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. 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, on- and off-field entertainment, fan and sponsor events, television programming, youth events, as well as many other aspects.

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

NCAA Committees and Staff

2020-21 Division I Men's Lacrosse Committee	
Southeast (Term expires 2021) Tim Leonard, chair Director of Athletics Towson University	Northeast (Term expires 2023) Gregory Raymond Head Men's Lacrosse Coach Hobart College
Southeast (Term expires 2024) Joe Breschi Head Men's Lacrosse Coach University of North Carolina, Chapel Hill	Northeast (Term expires 2022) Donna Woodruff Assistant VP and Director of Athletics Loyola University Maryland
West (Term expires 2023) Brandon Macneill Deputy Athletic Director and Chief Revenue Officer University of Denver	

NCAA Staff	
Ryan Tressel Director, Championships and Alliances Phone: 317-917-6316 Cell: 317-966-6443 Email: rtressel@ncaa.org	
Tricia Krummen Coordinator, Ticketing and Marketing Phone: 317-917-6534 Cell: 317-341-2782 Email: tkrummen@ncaa.org	Jared Kramer Associate Director, Ticketing and Marketing Phone: 317-917-6631 Cell: 317-478-1436 Email: jkramer@ncaa.org
Tommy Barrett Coordinator, Broadcast Services Phone: 317-917-6439 Cell: 317-319-6294 Email: tbarrett@ncaa.org	Carrie Snyder Assistant Director, Branding and Fan Experience Phone: 317-917-6492 Cell: 317-966-6769 Email: csnyder@ncaa.org
Nathan Arkins Assistant Director, Branding/Fan Experience - Signage Phone: 317-917-6790 Cell: 317-987-6847 Email: narkins@ncaa.org	<u>Merchandise</u> Jared Hunt, Event 1 Phone: 877-205-0014 Email: jared.hunt@hanes.com
<u>Souvenir Programs</u> Chad Laytham, IMG College Phone: 859-226-4511 Email: chad.laytham@learfieldimgcollege.com	

Alcoholic Beverages

For Division I

Alcoholic beverages (beer, wine, malt beverages or other alcoholic beverages with similar alcohol by volume content – i.e., ciders, seltzers, etc.) may be sold and dispensed at NCAA division I championship and ancillary events, provided that the host, venue, and/or concessionaire:

Comply with, and certifies in writing the compliance with, the NCAA Championship and Ancillary Event Alcohol Sales Policy, as amended by the NCAA from time to time, which addresses such matters as:

Permissible types of alcoholic beverages;
Eligibility for the sale and distribution of alcoholic beverages;
Indemnity, warranty, and insurance obligations; and
Verification

- Agree to (i) keep and maintain, or cause its designated vendor or concessionaire to keep and maintain, complete and accurate records of all (a) alcohol-related incidents (e.g., expulsions, arrests) and (b) sales transactions related to the sale of concessions at the NCAA Championship and related ancillary events, including gross revenue, cost of goods, allocable overhead, and applicable taxes; (ii) no later than sixty (60) days after the conclusion of the event, provide the NCAA with a report setting forth in reasonable detail such information, together with the corresponding dates of transaction, including (a) alcohol-related revenue generated on each day of the event, (b) the direct cost of selling alcohol at the event (including the cost of goods), and (c) the indirect cost of selling alcohol at the event (including overhead and increased security needs at the event venue site); and (iii) permit the books, records, and accounts of host, venue, and vendor/concessionaire pertaining to the sale of concessions at the event to be inspected, audited, and copied by NCAA or its agents at any time during normal business hours upon giving reasonable notice to host, venue, and vendor/concessionaire.

Agree to pay the NCAA an amount of twenty percent (20%) of the gross revenue generated from the sale of alcohol during the event (and any approved ancillary events), less the pro rata applicable sales tax and credit card fees (without deduction of any operating, costs of goods, indirect, or other expenses, such as overhead, marketing, fulfillment, general & administrative, interest, or other expenses), with such agreement to be reflected in a written agreement between the NCAA and the applicable parties (host, venue, and/or concessionaire) executed prior to, or simultaneously with, the NCAA's official selection of the host for the applicable championship.

General

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

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

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

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

For Divisions II and III

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

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

Tobacco Products

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

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.

Awards

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

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

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

Preliminary Rounds

MTM, Inc., the NCAA national office awards supplier, will send official NCAA participant medallions for the non-advancing team's squad size (32 for Division I) to the tournament director prior to competition. When the awards arrive, the tournament director should inventory all awards to be sure they are undamaged, are correctly inscribed and are in the appropriate quantities. The awards boxes should then be re-taped, closed and secured in a limited-access area.

Participant Awards

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

Bands/Spirit Squads/Mascots

Admission

Bands, cheerleaders and sponsor, and mascot will be admitted by the gate list. If a band exceeds 25 individuals, those in excess of 25 may not be seated with the band (even without their instruments). Cheerleaders may lead team onto field. Cheerleaders must stay on their half of the field.

Artificial Noisemakers

No air horns or artificial noisemakers are allowed, and electronic effects and bands may not play when the game is in progress.

Designated Areas

A maximum of 12 cheerleaders and/or spirit squad members and mascot are allowed on the field. Mascots must stay out of spectator seating areas. Spirit squad and mascots must stay on their team's half of the field. They shall otherwise remain in an area designated by the tournament manager with the approval of the committee. They are not permitted to roam the stands, even if that is their normal practice during home games. Flags carried by institutions' representatives are permitted on the field during timeouts but must not be used to taunt competitors or block spectators' views.

Electronic Amplification

Bands may not use electronic amplification equipment.

Fight Songs/Music

If a team does not have a band present, it may provide the institution's fight song to be played during timeouts. Alternate band and electronic music. Only one band can play at every timeout.

Maximum Number

A maximum of 25 band members, including the director, 12 uniformed cheerleaders and/or spirit team members, and one costumed mascot will be admitted free of charge. Each institution's administrator must submit a typewritten list to the tournament manager and committee liaisons at the administrators' meeting prior to the competition.

National Anthem

The national anthem may be played by one of the participating institutions' bands (to be determined by a coin flip if there is not mutual agreement). Please note that the highest seeded team's band, if available, may be asked to play the national anthem prior to each session.

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

Seating

Bands should be seated in the area behind its respective team bench. The band will sit in rows so as not to interfere with spectators, photographers or teams, subject to the approval of the men's and women's lacrosse committee liaisons.

Warm-Up Tapes

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

If a team does not have a band present, it may provide a tape of the institution's fight song to be played at the first time out of each set.

Broadcasting

Broadcasting

Please see the NCAA website at <http://ncaa.com/media>.

Televised Games

ESPNU will televise the Division I men's quarterfinals at noon and 2:30 p.m. Eastern time, Saturday, May 22, at James M. Shuart Stadium at Hofstra University in Hempstead, New York, and Sunday, May 23 at Notre Dame Stadium at University of Notre Dame in Notre Dame, Indiana.

ESPN2 will televise the Division I men's semifinals at noon and 2:30 p.m. Eastern time, Saturday, May 29 and the Division I men's final at 1 p.m. Eastern time. Monday, May 31 at Pratt and Whitney Stadium at Rentschler Field in East Hartford, Connecticut.

Space Allocations

Space for broadcast equipment shall be reserved according to the following priorities: (a) ESPN, (b) NCAA Productions, and (c) news coverage.

Meal Area

The TV production crew requires a meal area for 50 people near the production trucks. The producer shall make these arrangements directly with campus catering and pay all expenses.

Services and Personnel

The NCAA and any other broadcasting entity will pay only for services and personnel it deems necessary for the telecast of the event. The host institution must pay any other charges.

Power, Lighting and Parking

The host institution shall not charge the NCAA or any other broadcasting entity a fee in connection with the use of the facility's power, lighting or parking facility.

Facility

Adequate broadcast facilities shall be available at the facility, and the host institution will make available the space necessary to provide for a satisfactory broadcast of the championships. In order to install and setup the necessary technical equipment, the engineering crew must have free access to the facility where camera/audio cables are to be run 36 hours prior to the event.

Production Requirements

The host institution verifies that the facility will meet the following requirements 36 hours prior to the event, and any expenses incurred to meet these requirements are the responsibility of the host institution:

Power Service for Production Vehicles

Two dedicated services of power (both 3 phases, 200 amps per leg, 208 volts) for mobile unit and satellite uplink truck will be available.

Production Truck Parking

An area for parking the mobile unit will be available within 150 feet of the power service in an area closest to the anticipated camera positions. This designated area should provide enough room for a mobile unit 60-feet long by 18-feet wide. There must be room next to the mobile unit for a second vehicle (uplink truck) approximately the same dimensions.

Seat Kills

Should it be necessary to eliminate seating to provide for adequate broadcast coverage, permission will be granted. There will be no admission charges to the NCAA for the elimination of such seats, and there will be no charge to the broadcast network unless the NCAA's contract with said broadcast network provides for such a charge.

Stadium Alterations

Construction of platforms and other stadium alterations requested by the network shall be done at the network's expense. The necessary electrical power shall be available to operate the related television equipment at the facility.

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 ticket sales and attendance at the championship by developing inclusive promotion and awareness opportunities and utilizing diverse targeting strategies.
- 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 by creating and promoting messaging that resonates with people of all race, sex, class, national origin, creed, education background, religion, gender identity, disability, gender expression, geographical location, income, marital status, parental status, sexual orientation and which appeals to diverse communities.
- Explore opportunities with traditional media (print, radio and television) in your area.

Marketing Plan

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

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, drive ticket sales and promote attendance at championship events. The NCAA Online Marketing Website can be accessed at NCAACHampsPromotion.com.

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

Each NCAA Championships host marketing contact and tournament manager will receive an email with the marketing website address, username, 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 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.

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.

*Please note, a limited number of Division I predetermined hosts will create all marketing collateral by coordinating directly with the NCAA Championship Marketing contact; they will not have access to the NCAA Online Marketing Website.

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 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 for a listing of official NCAA social media accounts.

Applicable Marketing Bylaws

NCAA Division I Bylaws - Pertaining to NCAA Championship Promotions

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

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

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

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

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

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

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

NCAA Division II Bylaws - Pertaining to NCAA Championship Promotions

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

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

member institution that hosts a portion of the championship or by the conference. (Adopted: 1/11/89, Revised: 1/12/04)

12.6.1.2 - To Intercollegiate Event. A professional sports organization may serve as a financial sponsor of an intercollegiate competition event, provided the organization is not publicly identified as such. A professional sports organization may serve as a financial sponsor of an activity or promotion that is ancillary to the competition event and may be publicly identified as such. **[D]De Minimis** - Violations of articles designated as "de minimis" shall be considered institutional violations per Constitution 2.8.1; however, the involved prospective student-athlete's or student-athlete's eligibility shall not be affected. (Adopted: 1/10/92, Revised: 8/5/04, 10/28/10, 6/22/11, 1/14/12)

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

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

(b) Are not sent exclusively to prospective student-athletes;

(c) Are available to the general public; and

(d) Do not promote the institution's athletics program.

NCAA Division III Bylaws - Pertaining to NCAA Championship Promotions

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

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

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

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

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

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

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

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

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

Championships Merchandise/Licensing

Administration

The NCAA corporate relations 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 percent commission fee for providing these services. The 20 percent 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 percent 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. At the conclusion of the event, everything sent must be returned to Event 1 within two days of the conclusion of the event.
- f. An appropriate number of selling locations and sellers throughout the facility in order to meet the demands of the projected crowds.
- g. Selling locations that are well displayed and fully stocked prior to the public's access to them.
- h. Strict adherence to the merchandising and display standards as outlined below:
 - Merchandise made available for sale at all times during the event.
 - Each item neatly displayed with correct prices clearly marked.
 - Merchandise should be neatly folded at all times.
 - Neatly dressed personnel that are customer-oriented.
 - Skirted tables for display and checkout.
 - Display boards and grids to properly display product at all selling locations
 - 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 phone line 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 percent 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 percent 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 percent 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.

Championships Presentation/Fan Engagement

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.

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.

Public-Address and Text Board Scripts

The public-address scripts allow game management to keep the flow of the championship moving through the communication of important information to those in attendance. Communicate with your NCAA championship liaison to secure a PA script for the championship you are hosting.

Video Boards

The NCAA will provide video board content to sites that have such capabilities. The video board content is important to the overall championship experience for student-athletes and those in attendance. Please work directly with your NCAA championship liaison to identify if video board content will be provided directly or if downloading from the NCAA FTP site is necessary.

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

Brett Ausbrooks – Producer

Van Wagner Telephone: 602-317-7538

Email: bausbrooks@vanwagner.com

Electronic Messages

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

In-Venue Entertainment

NCAA championship hosts are encouraged to explore in-venue entertainment options during the championship to keep fans engaged, excited and to enhance the atmosphere for both the fans and student-athletes. Various potential areas of in-venue entertainment and the guidelines associated with them are discussed below. Please discuss any forms of in-venue entertainment you would recommend with your NCAA staff point person for suggestions and approval.

Break in action contests or promotions

Hosts should consider continuing regular season halftime/quarter break/timeout contests and promotions or creating new, unbiased or non-sponsored versions of these promotions to use during NCAA championships. Entertainment can also include local performance groups or youth scrimmages. Guidelines and ideas for consideration:

- Must not include any commercial recognition (unless approved/provided by an NCAA corporate champion, partner or official equipment supplier and signed off by a member of the NCAA Corporate Relations staff)
- Must be appropriate and in good taste
- Must fit safely within given time constraints with no chance of interfering with the competition
- Must not negatively impact the championship playing surface in anyway
- No links or resemblance to gambling
- Participants must be randomly selected
- No bias toward or against any participating team
- Campus and venue rules must be considered when developing the contest or promotion
- NCAA championship merchandise purchased by the host (e.g., extra volunteer apparel, committee or contributor gifts, items or certificates purchased from Event 1) make good prizes for these contests as prizes with commercial recognition would not be permitted

National anthem singers

Hosts are encouraged to explore their resources to bring in local, regional or even nationally recognized celebrities or groups to sing the national anthem (e.g., state beauty pageant winners, recording artists with strong local ties, famous local choir groups or bands). Guidelines and ideas for consideration:

- Local groups or personal contacts who could provide this service at no cost are recommended
- No bias toward or against any participating team (e.g., performers should not wear the apparel of a participating team)
- A brief description and “thank you” for the performing group or individual may be incorporated into the script, but no commercial recognition, sponsorship, sales or recruitment messages should be included
- Anthem should take two minutes or less to perform, however please build extra time into the script for introduction and placement of the color guard (if applicable), and introduction/applause for the performer

Youth sport team recognitions

The introduction of local youth sport teams on-field before NCAA championships can often add excitement, tie in the community, provide additional PR and help drive attendance through not only the youth athletes, but also their parents, family and friends. This is encouraged if it is appropriate for the championship. Guidelines and ideas for consideration:

- Must be unobtrusive to the competition and allotted warm-up time for the student-athletes
- Youth teams recognized should be younger than high school age to avoid any possible recruiting concerns
- Must not include any commercial recognition (unless approved by the NCAA)
- The youth group being represented must provide chaperones, transportation, and assume all supervision of the youth teams while they are at the championship
- The host should provide detailed information to the youth group regarding parking/drop off procedures, entry to the facility, meeting location, instructions for the presentation, seating after the presentation, etc.
- The host should provide on-field staff or volunteers to guide the youth group through the presentation

Enhanced team introductions

Examples of this could include using special music or video introductions provided by each team, smoke machines or on-field fireworks, inflatable tunnels, youth athletes forming a tunnel or holding hands with student-athletes as they are introduced, local or school bands playing, etc. Guidelines and ideas for consideration:

- Must be appropriate and in good taste
- Must fit safely within given time constraints with no chance of interfering with the competition
- No bias toward or against any participating team and should be equally executed for all participating teams
- Should be discussed with the NCAA point person in advance

Musical entertainment

Participating school bands will be scheduled into the overall championship presentation when they are available. When they are not, the host institution marching band, other school bands or local bands may be appropriate for entertainment during pre-game, halftime or other breaks in the action or for greeting fans in the stadium entrance or other congregating area.

Affiliated award recognitions

If appropriate, national award winners for the given sport who are in attendance but not competing at the time of the scheduled recognition may be awarded on field during NCAA championships (e.g., Elite 90 award winner, coaches' association player of the year winner, coach of the year, etc.). Please consult with the NCAA point person to determine appropriateness.

Military involvement

Military involvement in NCAA championships may include national anthem performances (military singer, instrumentalist or band), color guard, band performances of patriotic songs, fly-overs, parachute teams, precision drill teams, etc.

Commercialism/Contributors

Space Requirements

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

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

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

Premiums Guidelines

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

Laser Pointers. Laser pointers of any kind.

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

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

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

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

NCAA Corporate Champion and Corporate Partner Program

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

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

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

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

[NCAA Corporate Champions & Partners](#)

Local Contributor Program

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

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

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

NCAA Trademarks

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

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

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

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

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

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

Identification of commercially-named venues on NCAA materials

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

NCAA logo use by commercially-named venues

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

The following conditions apply to this NCAA logo use:

- The NCAA championship site-specific logo can be used by the venue to communicate the NCAA event as one of the variety of upcoming events at the facility. The NCAA logo must be used only once and only as a part of a group of other logos of events being held at the venue.

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

NCAA trademarked protection language:

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

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

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

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

The examples below are written only to represent the most typical examples. If you are unsure of exact wording for a specific example, please contact Durenka Robie at drobie@ncaa.org or 317-917-6825.

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

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

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

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

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

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

NCAA Licensed Trademarks:

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

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

Helpful Links:

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

[NCAA Trademarks](#)

[NCAA Trademark Protection Program](#)

[NCAA Digital Library](#)

[NCAA Corporate Champions and Corporate Partners](#)

Official Championships/Licensee Suppliers

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

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

For a list of NCAA licensees and official equipment suppliers, please visit <http://www.ncaa.org/championships/marketing>.

Advertising/Signs/"Look and Décor"

- a. **Advertising/Banners/Signs/Displays.** The host shall not permit advertising, marketing identification, banners, signs or displays of any kind to be hung, posted or displayed anywhere within the general public seating/viewing area of the competition, practice and/or ancillary event venue(s) (i.e., any place that can be seen from the playing surface or seats), including the scoreboard and the playing surface prior to or during the conduct of the championships, other than NCAA, media partner or NCAA corporate champion/partner branding/recognition (e.g., signage, banners, scoreboards, LED scorer's table, video board, ribbon board, PA announcements) approved by the NCAA. For more information on the NCAA Corporate Champions and Partners program, please see page 30). Any permanently-affixed (or previously leased) advertising banners, signs, cup holders, select equipment bearing corporate marks (e.g. TV's, computer monitors, stats monitors or displays), product/exhibit displays (e.g. car displays, branding exhibits/kiosks, etc.) shall be covered with décor elements or other NCAA directed elements by the competition, practice and/or ancillary event venue(s) and at the expense of the venue(s) as specified by the NCAA, including costs of production and installation and strike. Similarly, for any surrounding areas/facilities that are to be used by the NCAA for official events, no advertising, marketing, identification, banners, signs, decals, sampling, distribution or displays of any kind shall be hung, posted or displayed anywhere within those areas unless authorized by the NCAA. All professional signage/marks/pennants/banners/retired numbers/etc. may continue to be displayed. NCAA staff representatives have the discretion, during their site visit or when on-site in advance of the tournament, to have the building staff remove a sign/banner. Collegiate championship banners or those with retired numbers of collegiate performers can remain. All usage of marks must follow NCAA brand guidelines and must be approved by NCAA staff in advance.
- b. **Alcohol/Tobacco/Gambling.** All alcohol, tobacco and gambling advertisements/corporate identification within broadcast view or viewable by game attendees in the competition venue bowl must be covered at the expense of the host or venue. Any alcohol, tobacco or gambling advertising that is deemed by the NCAA as not viewable from within the bowl does not need to be covered, whether in the concourse or in ancillary venues. All other advertisements/corporate identification in the noted areas must, at a minimum, not be backlit unless otherwise authorized by the NCAA. This would apply to preliminary rounds and the championship rounds for all the NCAA's 90 championships.
- c. **External Signs.** All exterior venue corporate signage, other than professional franchise identification, must be covered as specified by the NCAA and must be covered with décor elements as specified by the NCAA at the expense of the competition, practice and/or ancillary event venue(s).
- d. **Commercially-Named Venues.** Commercially-named competition, practice and/or ancillary event venue(s) may display no more than two pre-existing interior signs consisting only of the competition, practice and/or ancillary event venue(s)' name

at the top of the venue, with placement designated by the NCAA. The competition, practice and ancillary event venue(s) signage design and placement must be approved by the NCAA. If the commercially-named competition, practice and/or ancillary event venue(s) is an existing NCAA Corporate Champion or Corporate Partner, the NCAA, in its sole discretion, may allow additional branding of the commercially-named venue(s).

- e. **Covering existing signage/product branding.** In regard to any signage that is to be covered in accordance with these bid specifications, the practice, competition and/or ancillary event venue(s) shall not limit or prohibit the ability of the NCAA to use signage or other elements of its own third-party designees in covering such existing signage/product branding.
- f. **NCAA Corporate Champion and Partner Branding/Recognition.** The NCAA shall have the right to display branding/recognition (e.g., signage, banners, scorer's table, video board, ribbon board, PA announcements, inflatables, projections, kiosks, decals, window clings, lighting, street teams, logos, etc.) for the Association, its corporate champions & partners and media partners inside and outside of the competition, practice and/or ancillary event venue(s). These locations include but are not limited to the concourse, within the competition bowl and venue exterior without limitation.
- g. The NCAA shall provide the competition venue with the appropriate stickers/field stencils for the approved playing surface markings for the championship.
- h. If facility approves, patrons are permitted to bring in small signs (signs which can easily be held by one person and cannot block the view of anyone seated around them), as long as any writing or slogans on them are in good taste. In addition, it is permissible for patrons to bring in non-noise-making items (in compliance with NCAA and facility premium guidelines) as long as they do not include any (non-CCP) commercial identification.
- i. At no charge, the NCAA will have full access to, and control of, any and all LED and other digital signage inventory, both internal and external to the competition venue. This includes TV monitors, video screens, video walls, LED fascia, and all external signage, digital or otherwise. This includes any and all digital inventory to be made available at the time of the championship, inclusive of any inventory that may be added by the venue after this bid document is signed.

Critical Incident Response/Emergency Plan

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 prior to 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 Game. 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 of games also shall be adjusted by the games committee. The committee should review the following procedures for interruption of a game.

Scorer's Table. Assure that the game clock, shot clock and score are accurately recorded.

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

Student-Athletes and Coaches. These individuals should proceed to the bench area or, on instruction from the NCAA staff or committee members, retire to the locker rooms or outside the building to await further instructions.

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

Responsibility. Building 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.

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

Meeting. The committee chair or designated site representative at preliminary rounds, NCAA staff and game-management staff (facility manager, game management liaison and senior law-enforcement officer) should assemble immediately at the scorer's table to assess the situation.

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

Resumption of Play. As soon as possible, play shall be resumed from the point of suspension. The games committee shall determine the revised schedule after consultation with the committee. If possible, the contest should be resumed in the primary facility. If necessary, the games committee has the authority to limit attendance to credentialed individuals, those on each institution's pass list; other individuals designated by each institution's director of athletics and required facility operations personnel. Also, the games committee has the authority to reschedule the game or session in a nearby facility (e.g., on campus or elsewhere in the city,) provided the alternate facility meets the provisions of NCAA playing rules.

Spokesperson. The committee chair or his or her designee (site representative at preliminary rounds), 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.

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 located 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 two separate testing rooms (one for each team) where drug testing will be conducted. The areas must have controlled access. Only those authorized by the Doping Control Officer (DCO) will be allowed in the area. Each room must accommodate the drug-testing crew, selected student-athletes and their institutional representatives. Each testing room must have fully equipped restrooms adjacent to or in close proximity to the testing room. These restrooms must be secure and closed to the public.

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 seven days before the start of the competition as to whether testing will be conducted.

Media Obligations

Each team is provided a postgame cooling-off period. At the conclusion of the cooling-off period, a member of the drug-testing crew will notify the student-athletes who have been selected for testing. Notification may take place in the locker room (if applicable) or on the field of play. Any student-athlete selected to participate in any postgame news conference is required to attend the news conference prior to checking in at the drug-testing venue. The student-athlete will be escorted to the drug-testing area after all media obligations have been fulfilled.

Next-Day Testing

If competition begins at 10 p.m. or later (local time), both teams will be given the option to defer testing until the next morning. If a team decides to test the next morning, that determination must be confirmed by the institution no later than immediately following the contest and all student-athletes selected for testing from that team must defer until the next morning. Once testing has begun, testing must be completed and cannot be deferred until the next morning. If deferred until the following day, the testing must begin no later than Noon (local time) at the original test site. The host must arrange necessary transportation for teams that elect to test the next morning, or for individuals being tested who need to remain at the facility after other team members have departed.

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.

The DCO or designee will notify the participating team’s representative no earlier than two hours before the start of competition that drug testing will be conducted at the site.

Seating

At team championships, escorts and the drug-testing crew may sit in the non-playing participant or overflow media seating areas on the days when testing occurs.

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.

- **Contact Information (team championships).** The site coordinator will provide official travel party roster and the team drug-testing representative's contact information to the DCO.
- **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.
- **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 institutional 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 Doping Control Officer (DCO) assigned to the site to discuss logistics.
 - **Meet with Doping Control Officer.** Meet with the Doping Control Officer the day prior to 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.

Equipment

Equipment Information

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

Cups, Coolers and Water Bottles

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

Hydration Program

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

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

If the host 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.

Use of NCAA-Provided Coolers from Previous Years

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

If you have any questions regarding any of this information, please contact Ryan Tressel (317-917-6316; rtressel@ncaa.org).

Backup Game and Penalty Clocks

The host shall provide one backup clock at the scorer's table. The host shall provide two visual score clocks, one near each goal. The host shall provide a backup air horn to signal the end of quarters or halves.

Game Goals

The vertical post shall be 7-1/2 feet in overall length and shall be inserted into 1-1/2 foot by 2-inch vertical sleeves, which are inserted into the ground exposing six feet of goal pipe above the ground. The sleeves shall be capped at the bottom, and the top of the sleeves shall be at ground level. Flat-iron type construction or an obtuse-angle support system is also permissible, depending on the field surface.

Game Nets

A new set of white game nets shall be strung prior to the practice sessions on the game field and pre-game warm-ups, a portable goal shall be placed inside the game goals in order to assist in preserving the game nets.

Scoreboard

Team names shall be displayed on the scoreboard. The higher seeded team is the "home" team.

Inclement Weather

Facilities must have tarps for the two goal creases and face-off/draw spot in addition to material to apply to these areas before and during the game.

If weather conditions could alter the approved schedule, the tournament director and/or site representative must contact the NCAA championship administrator before any decisions to change the schedule are finalized and communicated to participants. Be prepared to summarize the weather situation and have a recommendation for an alternate schedule.

Lightning and Weather Detection Service

The NCAA has made arrangements to provide a lightning detection and weather monitoring system to all rounds of competition for outdoor championships. This system will assist the event management staff and the NCAA site representatives in case of inclement weather during the championship. A tournament staff member should be dedicated to weather monitoring. This service is provided complimentary so that all sites will have the resources available to ensure the safety of our student-athletes, spectators and event management staff. Both the site representative and host tournament director should request to include his/her 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 or weatherbug.com. It is also recommended that the tournament director make contact with a local meteorologist.

Competition Site Requirements/Diagrams

Concessions

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

No food, beverage or merchandise, of any nature, may be vended or dispensed in the seating areas, except before games begin and between games. During competition, selling is restricted to the concourse and established selling locations.

Electrical Outlets

Electrical outlets (110-volt AC) shall be provided to all working press areas. The minimum requirement is one outlet for every two seats in the press box. Refer to the NCAA Broadcast Manual.

Facility Availability

Preliminary Rounds

The game facility and one practice field must be reserved exclusively for competition the day before game day and game day.

Football Goalposts

If possible, the football goalposts shall be removed from each playing field.

NCAA Space Requirements

Bands/Spirit Squad Warm-Up Area

Provide space for spirit squad to dress and warm-up. If possible, the area should be carpeted. In addition, provide an area for the bands to store their instruments. This area should not be located near the postgame interview area.

Entrances

Entrances must be staffed by an adequate number of persons. Signage should be posted to clearly identify all entrances (i.e., media, player-ticket and band/spirit squad).

Player-Guest Entrance

A gate must be identified to admit patrons holding player-guest tickets. This gate should be separate from the general public entrances.

Team Personnel Entrance

An entrance, near the locker rooms, must be identified for all student-athletes and coaches. This entrance shall be separate from the general public or media entrances.

Hospitality Room

A hospitality area will be established in the pressbox and/or VIP area. Participating teams will be provided up to five credentials to give to their designees for this area.

Game officials should not be invited.

You may be able to get the refreshments donated; however, sponsors' banners are not allowed in a non-site hospitality room. You could include the sponsor's name in the program or provide a program advertisement on a trade-out basis.

Alcohol must not be available for consumption at the site of an NCAA championship, except in privately-owned suites or other designated areas.

Locker Rooms

Each locker room must be clean and adequately supplied with lockers and/or space to accommodate at least 40 players. Towels, toilet paper, water and ice, soft drinks (Coke products), grease boards, markers and erasers for all practices and matches shall be provided. The committee/site rep will inspect the locker rooms prior to the first practice. The lacrosse committees will determine the locker room assignments. Usually these assignments are made based on an institution's seed.

For the quarterfinals rounds, if multiple games are being played, and more than two teams are at one site, four locker rooms should be provided. If four locker rooms are not available, alternative locker room arrangements shall be made. Teams should not share locker room space.

Officials Locker Rooms

Locker room space, with showers, for a minimum of three game officials also must be available. If hosting multiple games, space must be available for six officials.

Security

Security personnel should be stationed at the door of each locker room (competition days only) after accompanying the teams and officials from the fields.

Signs

Signs should be posted to identify the teams' and officials' locker rooms.

Media Areas

The areas used for the media work room and the post-match interviews should be in close proximity to one another and to the locker rooms in order to facilitate the media's work and access for coaches and players. There needs to be adequate distance between the interview area and competition field to ensure interviews can be conducted without interruption. The workroom and interview room must be separate rooms (e.g., not one room divided by a curtain). Neither should be adjacent to the hospitality area.

Workroom

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

Refreshment Area

A refreshment area should be setup adjacent to or in the media workroom to accommodate the working press throughout open practices and competition.

Postgame Interview Room

The postgame interview room should be "dressed" appropriately to reflect the prestige of the event by (a) placing NCAA championship signage and logos on the podium and walls; (b) using draping on tables and other areas as necessary; (c) setting up a platform for the interviewees and moderator; (d) providing a riser for photographers and cameramen at the back of the room; and (e) providing a sound system.

Backdrop (Finals and DI Quarterfinals only)

The NCAA will provide a back-drop with the NCAA logos to be hung behind the podium.

Holding Area

An area adjacent to the interview room shall be designated as a holding area for players waiting to be interviewed. It should be situated so players do not have to walk through the actual interview room to reach the holding area. Chairs and water should be provided so players are able to wait comfortably.

Access/Security

A security officer should be stationed outside the media workroom and postgame interview room to check credentials; this individual should be instructed that only credentialed individuals may enter the area. Game officials specifically are prohibited from this area.

NCAA Committees/Games Committee Meeting Room

Room should be large enough to accommodate 15 people comfortably. This area needs to be close to the competition field and not visible to the public.

Player Warm-Up

If locker rooms are not large enough for teams to use as a stretching area, provide separate spaces for two teams to use for stretching and warm-up.

Training Room

Provide a training room stocked with towels and other necessary equipment, and staff it with the appropriate personnel prior to and during the games and practice sessions.

Official Scorer's Table

There should be enough seats at the scorer's table for 10 individuals (16 for the championships), including the following: scorer, public-address announcer, scoreboard operator, penalty timekeeper, shot-clock operator, timeout coordinator, statistician, alternate official and two NCAA representatives. It is imperative that the personnel at the scorer's table be able to communicate with the press box.

Parking

Charter Bus Parking

The LOC shall reserve a parking area for charter buses. It is permissible to charge for bus parking in order to meet expenses associated with reserving this area.

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.

Details regarding specific signage for each round may be found online.

Team Benches

Each team will be permitted 12 individuals on the sidelines beyond the travel party of 40 for a total of 52. The number may increase to 54, but only to accommodate athletic trainers and physicians.

The individuals exceeding the travel party shall include non-participating, dressed players and institutional personnel (coaches, managers, athletic trainers, team physicians and administrators). The nonparticipating, dressed players are permitted to participate in pregame warm-up activities at the discretion of the institution. All players must be identified on the Travel Party Roster Form (see Appendix H) along with their jersey numbers. Institutions must submit this list to the lacrosse committees at the mandatory pre-championships meeting.

Videotaping

Each participating team is permitted to tape all games at the site in which it is participating with a single camera and one person (videotape or film), other than the final site. The team representative is not permitted to have an assistant during videotaping. The host institution shall reserve space for four videotape cameras to shoot at one time.

Noncommercial Usage

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

Restricted Space

On completion of the game filming/videotaping, the representative will be required to immediately depart the area in order for other videographers to establish their shooting positions.

Financial Administration

Audit

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

The NCAA will make every effort to notify sites selected for audits within 30 days after the submission of financial reports, but reserves the right to audit a site up to one year after the championship. Receipts, facility settlements, expense reimbursements and honorariums are subject to change until the audits are reviewed and accepted by the NCAA. If selected for audit, the

following documentation will be requested: box office audit reports or sales summaries; ticket purchase invoices or statements; unsold tickets; invoices, contracts or timesheets supporting all expenses; general ledger; bank statements; check copies and reconciliations; and competition venue rental agreement. The documentation should support all information reported on the host financial report.

Approval of the Budget

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

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

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

Financial Report

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

Financial reports showing net receipts are not considered complete until payment is received at the national office. Institutions that fail to meet the 60-day reporting period will be assessed the following penalties: 60-90 days past due (25 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.

Drug Testing Expenses

The budget for drug testing expenses should only be completed and returned to The Center 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).

Participants

The NCAA will reimburse the competing institutions for transportation and per diem expenses in accordance with the appropriate NCAA formula. The competing teams shall be responsible for their local transportation. Once the championship is completed, participating institutions should submit [online expense forms](#) 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.

The NCAA will provide the following transportation expenses and per diem for participating institutions:

Division I \$150 per diem for a travel party of 40 persons.

Officials

Each referee is paid a fee of \$455 per game officiated. Referees will receive travel expenses according to the actual mode of transportation, not to exceed jet coach airfare or 53 cents per mile, but not including terminal or other local transportation. Ground transportation will be reimbursed at the rate of 53 cents per mile, not including local transportation. In addition, they will receive a \$45 per diem for meals and incidentals for each day of the championships, beginning with the day of arrival and ending with the day of departure.

Fees and expenses will be submitted through the ArbiterPay System and paid directly from the NCAA.

Site Representatives

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

Lacrosse Committee/NCAA Representative. Committee members/NCAA representatives will complete expenses online via a link distributed by email following the event.

Supervisor of Officials and Secretary-Rules Editor. The above policies shall also apply for the supervisor of officials and the secretary-rules editor.

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.

Local Transportation for Teams. The host institution 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).

Guarantee (Quarterfinal Round Only). If the guarantee is not achieved, the dollars retained by the host institution should still be based on the amount of the guarantee, rather than on the amount actually generated. Please contact the NCAA national office for assistance and further explanation of how to complete the report if you do not achieve the guarantee.

Quarterfinal Round Minimum Guarantee

Quarterfinal round minimum guarantee is \$10,000.

Lodging Expenses

Game Officials

Game officials' hotel rooms and tax shall be paid (via direct bill) by the host institution and submitted, along with a receipt, on the proposed budget and financial report form. Game officials will make travel arrangements through the Association's travel agency, Short's Travel Management (866-821-8547).

Lacrosse Committee/NCAA Representative

Room and tax for lacrosse committee/NCAA representative rooms shall be direct-billed to the host institution/conference for preliminary rounds. Committee members/NCAA representatives will be responsible for their own incidentals. Room and tax for lacrosse committee/NCAA representative rooms shall be direct-billed to the NCAA for the championships (men) and to the host institution (women).

NCAA Staff

NCAA staff members will pay their own room, tax and incidental expenses.

Supervisor of Officials and Secretary-Rules Editor

The above policies for lacrosse committee/NCAA representative shall also apply for the supervisor of officials and the secretary-rules editor if they attend.

Game/Meet Management

Administrative Meeting

The purpose of these meetings is to review tournament preparations and games committee members' assignments.

Division I Preliminary Rounds

The pregame meeting between the officials, head coaches and the host institution shall take place at least two hours prior to game time. The host may conduct the meeting the day before competition. The host shall designate a room at the competition site to conduct this meeting.

Officials' Meeting

Game Assignment Meeting

A meeting for all officials, the chairs of each divisional committee, NCAA liaisons and the NCAA officiating coordinator, will be conducted at a location to be determined. The officiating coordinator will make game assignments at this time.

Pregame Meetings

One hour prior to each game, an officials' meeting shall be conducted to review NCAA policies and procedures, to coordinate assignments and responsibilities, and to explain expense and reimbursement procedures. The NCAA officiating coordinator will conduct the meeting.

Competition Times

Preliminary Rounds

The lacrosse committees prefer that the doubleheader begin between noon and 1 p.m. The second game shall begin within 45 minutes, but no sooner than 30 minutes following the end of the first game. The length of time between games may be altered for television broadcasts. If the host prefers to play at different times, it must submit a written request to the national office.

Pregame Timing Schedule

The host and NCAA staff will determine the pregame timing schedule. A sample schedule is provided in Appendix I.

Decorating and Advertising

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

Electronic Messages

No electronic board advertising of any kind may be displayed during practice or competition. This includes promotion of upcoming events in the facility. Public-service or promotional messages provided by the NCAA are permissible; all other messages must be approved in advance by the committee liaisons.

Exceptions

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 are exceptions to this policy. However, such displays shall not be illuminated and should be covered if at all possible.

Illegal Advertisements

No advertisements denoting, publicizing or promoting the sale of alcoholic beverages, tobacco products, gambling publications or services, or any professional sports organizations or teams shall be hung, installed or displayed anywhere within the main seating area during the championship, unless the host is obligated to do so under contract(s) entered into prior to submitting its bid proposal to the NCAA.

NCAA Championship Signage

A shipment of NCAA signage will be sent to the facility. The NCAA will send the host a list of all signage to be shipped before the championships begin.

Television/Radio Banners

At televised games, only the NCAA and television and radio banners may be hung (two banners per network).

Video Screens

If electronic video replay screens are available, they may be used at the facility's expense. Replays of any game officials' calls are not permissible. Video screens may not display advertising.

Electronic Transmission

The use of electronic audio or video devices that transmit information from any location in the facility to the bench is not permitted. (No video to video; audio to audio; or video skill pictures on the bench). It is permissible to gather statistical information from a designated area and to transmit statistical information (i.e. statistical information) to the bench. Electronic

video devices may be used as aids for postgame analysis; video may be used between games of a match outside the bench area, playing area and spectator areas. Computers may be used in the bench areas during the game for statistical purposes only.

Field Readiness

The field should be setup for competition at least two (2) hours prior to each game.

Games Committee

Composition

The lacrosse committee members, an administrative representative of the participating teams, and the host institution's director of athletics (or designated representative) comprise the games committee. If a committee member is associated with an involved team, he will not serve as a games committee member. The chair of the lacrosse committee or a designated committee member will chair the games committee, and the NCAA representatives will work with the committee in an advisory capacity.

Duties

The games committee will actively supervise the conduct of each championships session.

Expenses

NCAA committee hotel expenses shall be billed directly to the host institution for preliminary rounds. For the championships, the NCAA committee hotel expenses will be direct-billed to the NCAA.

Medical Procedures

The host institutions/conference shall coordinate medical care and coverage for each scheduled practice or contest of any round of an NCAA championship. The host shall designate a licensed physician with experience as a team physician to serve as the medical director for the championships. The host should assign a certified athletic trainer to coordinate the medical arrangements for the championship.

Each scheduled practice and contest 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 visiting 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 institution must provide standard procedures and equipment for handling injuries involving blood.

Participant Information

Preliminary Rounds

The hosts of preliminary-round competition are encouraged to produce a participant manual for participating teams. The NCAA must have final approval.

The championship tournament manager shall provide its comments to the draft manual by May 1.

Playing Rules

The Men's Lacrosse Rules Book and the Pre-Championship Manual policies shall be strictly observed. Host institutions/conferences are responsible for all aspects of game management. The playing field shall be set up in accordance with Rule 1.

Practices

Administrative Responsibility

The host institution/conference shall appoint an individual to coordinate all aspects of the team practices at each facility (e.g., timing, equipment).

Opportunities for Practice

Teams may practice at the competition site only on the day preceding the first competition at the site. Additional practice sites should be secured for advancing teams to conduct practices on noncompetition days.

Alternate Practice Sites. If a team does not want to practice at the scheduled site, it must make its own arrangements and notify the tournament manager.

Closed to Public. All practices will be closed to the public and all media unless approved by the NCAA.

Admission to Closed Practice. Closed practice is restricted to the travel party from each participating institution, the lacrosse committee representative and the practice coordinator. No media representative shall be included in the list of those attending closed practices, nor shall any media representative have access to the playing field during closed practice sessions.

Practice Schedule.

Each team will be afforded a maximum of 60 minutes to practice the day prior to competition. If a team does not use their assigned practice time, they must inform the tournament manager and NCAA site rep in advance.

Each practice must be timed by the scoreboard clock. The lacrosse committee representative is authorized to schedule or reassign practice times.

Squad Size

Participating teams are limited to a maximum of 32 players eligible to participate for Divisions I. The players to be used must also be designated at the pregame meeting using the squad list forms.

Travel Party

Travel parties are limited to 40 individuals for Division I men. The travel parties are the number of individuals the NCAA will reimburse for travel expenses.

Lacrosse Sticks

Spectators are permitted to bring sticks in the stadium; however, each host should provide instruction to game-day staff regarding the observation of people using these sticks in a manner that may disrupt other spectators.

Spectator Pass Outs

Pass outs will be permitted only between games of a doubleheader. The host should use wristbands, or another means of identification (i.e.; hand-stamping) to identify those individuals leaving the stadium and wishing to return for the second game.

Insurance

If event is held on-campus:

Host institution/conference must maintain:

- a. Commercial General Liability coverage on an occurrence form for Bodily Injury and Property Damage and Personal and Advertising Injury, including Products/Completed, Host Liquor Liability, Operations and Contractual Liability coverage. Coverage cannot exclude liability arising from athletic participation, spectators, alcohol, or food-borne illness. NCAA must be named as an additional insured and the policy must have minimum limits of:
 - \$5,000,000 Per Occurrence
 - \$5,000,000 General Aggregate
 - \$5,000,000 Products/Completed Operations Aggregate
- b. Automobile Liability Insurance, covering owned, non-owned, leased or hired autos, with a minimum combined single limit of \$5,000,000 Each Accident.
- c. Workers' Compensation Insurance in compliance with the laws of the state or province where the host institution/conference is located, covering employees, volunteers, temporary workers and leased workers.
- d. Employers' Liability Insurance covering employees, volunteers, temporary workers and leased workers. with minimum limits of:
 - \$1,000,000 Each Accident
 - \$1,000,000 Disease - Each Employee

- \$1,000,000 Disease - Policy Limit

If event is held off-campus (also applies when on campus venue is operated by a third party)

Host institution/conference or Local Organizing Committee must maintain:

- Commercial General Liability coverage on an occurrence form for Bodily Injury and Property Damage and Personal and Advertising Injury, including Products/Completed Operations, Host Liquor Liability and Contractual Liability coverage. Coverage cannot exclude liability arising from athletic participation, spectators, alcohol, or food-borne illness. NCAA must be named as an additional insured and the policy must have minimum limits of:
 - \$5,000,000 Per Occurrence
 - \$5,000,000 General Aggregate
 - \$5,000,000 Products/Completed Operations Aggregate
- Automobile Liability Insurance, covering owned, non-owned, leased or hired autos, with a minimum combined single limit of \$5,000,000 Each Accident.
- Workers' Compensation Insurance in compliance with the laws of the state or province where the host institution/conference or LOC is located, covering employees, volunteers, temporary workers and leased workers.
- Employers' Liability Insurance covering employees, volunteers, temporary workers and leased workers. with minimum limits of:
 - \$1,000,000 Each Accident
 - \$1,000,000 Disease - Each Employee
 - \$1,000,000 Disease - Policy Limit

All venues (for competition and ancillary events) must maintain:

- Commercial General Liability coverage on an occurrence form for Bodily Injury and Property Damage and Personal and Advertising Injury, including Products/Completed Operations and Contractual Liability coverage. Coverage cannot exclude liability arising from athletic participation, spectators, alcohol, or food-borne illness. NCAA must be named as an additional insured and the policy must have minimum limits of:
 - \$10,000,000 Per Occurrence
 - \$10,000,000 General Aggregate
 - \$10,000,000 Products/Completed Operations Aggregate
- Automobile Liability Insurance, covering owned, non-owned, leased or hired autos, with a minimum combined single limit of \$5,000,000 Each Accident.
- Workers' Compensation Insurance in compliance with the laws of the state or province where the venue is located provided, covering employees, volunteers, temporary workers and leased workers.
- Employers' Liability Insurance covering employees, volunteers, temporary workers and leased workers. with minimum limits of:
 - \$1,000,000 Each Accident
 - \$1,000,000 Disease - Each Employee
 - \$1,000,000 Disease - Policy Limit
- Liquor Liability insurance with minimum limits of \$10,000,000 per occurrence and \$10,000,000 in the aggregate. The NCAA must be named as an additional insured on the venue's Liquor Liability policy.

Notes:

- All agreements, whether with the institution, conference, an LOC or the venue should include mutual indemnification language.
- Certificate must be submitted to NCAA 30 days prior to competition.
- Waivers for state institutions can be offered, but will not be offered in cases where the host institution is not responsible for championship operation.
- Coverage limits may be satisfied through a combination of primary and umbrella/excess policies. Umbrella/excess policies shall follow form of the underlying coverage. Subject to the NCAA's prior written approval, contractors may be permitted to maintain limits which are less than the limits required herein.
- All insurance policies must be issued by an admitted insurance carrier with an A.M. Best rating of A-VII or better. All liability insurance policies must provide cross liability coverage (separation of insureds or severability of interest provisions). Further, coverage for the NCAA shall apply on a primary basis irrespective of any other insurance maintained by the NCAA, whether collectible or not. No policy shall contain a self-insured retention without prior written approval of

the NCAA. No policy shall contain a deductible in excess of \$25,000 and any/all deductibles shall be the sole responsibility of the host institution/conference, LOC or venue and shall not apply to the NCAA. All policies shall be endorsed to provide a waiver of subrogation in favor of the NCAA. Prior to execution of the agreement, host institution/conference, LOC or venue shall furnish NCAA with certificates of insurance evidencing compliance with all insurance provisions noted above. The insurance requirements set forth will in no way modify, reduce, or limit the indemnification herein made by host institution/conference, LOC or venue. Any actions, errors or omissions that may invalidate coverage for host institution/conference, LOC or venue shall not invalidate or prohibit coverage available to the NCAA. Receipt by the NCAA of a certificate of insurance, endorsement or policy of insurance which is more restrictive than the contracted for insurance shall not be construed as a waiver or modification of the insurance requirements above or an implied agreement to modify same, nor is any verbal agreement to modify same permissible or binding.

Lodging

For the quarterfinals, teams must stay at an NCAA-provided hotel unless otherwise noted. Hosts are no longer required to secure the rooms. Anthony Travel, the official hotel management provider of the NCAA, will solicit, negotiate and contract all hotel rooms at these sites.

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 travel 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 and designated headquarters hotel.

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 practice day or specified date. The NCAA shall provide final approval.

Officials and NCAA Site Representative Hotel

The NCAA, with Anthony Travel, shall reserve rooms for game officials and NCAA site representatives required to stay overnight at the quarterfinals site. These rooms (room and tax only) shall be direct-billed to the NCAA.

Media Services

Broadcasting/Internet

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

Championship Records

NCAA championship records are available in PDF format at NCAA.org – <https://www.ncaa.org/championships/statistics/ncaa-records-books>. If you have trouble accessing the information, please contact a member of the NCAA media coordination and statistics staff.

Credentials

All media credentials are authorized and issued by the host or NCAA media coordinator. The NCAA provides credentials for all final championship sites and selected preliminary rounds sites. Hosts should contact the NCAA media coordinator or championships administrator to confirm who will produce credentials for preliminary sites.

PDF templates are available for preliminary round credentials if desired. Please contact Jenn Rodgers (jrogers@ncaa.org) for more information. If you are producing your own credentials, the "Conditions Placed on Use of Credentials" should be placed on the back of all credentials. That text, located at www.ncaa.com/media-center/credentials, should also be visible at credential pickup.

The following is a sample of the types of credentials that can be produced, if applicable:

- All Access – For event management-type people who need access to every area, including game surface.
- Event Management – For event management staff who does not need all access (based on space and demand, it may not be necessary to produce an event management and an all access pass).
- Media – For members of the media to provide them access to press areas (press box, media room, interview room, locker rooms (postgame only).
- Participant – For student-athletes, coaches, equipment managers (essentially anyone in the official travel party).
- Photo – For still photographers and television camera operators (if the contest is not going to be televised) to allow them access to appropriate areas [playing surface, locker rooms (postgame only), press box and media room].
- SID – For sports information directors of the participating teams (may allow access to media areas and locker rooms as needed).
- Television Network – If the game is going to be televised by ESPN, Turner Sports, etc., those entities should have their own credential to allow them to specific places such as the truck compound.

It is up to the tournament director to determine which areas may be accessed with each credential type.

Credential Qualification and Acceptance

Final-Round Site

Approximately one month before the start of final site competition, the site media coordinator should send credential application information to media representatives who regularly cover intercollegiate athletics in their markets. The information should direct media to ncaa.com/media, which includes credential application instructions, credential criteria and links to the NCAA media policies. The site media coordinator will approve or deny all credential requests in the online credentialing system (Sport Systems). There will be training sessions for any SID who doesn't know how to use the system. The system will notify via email all media members who apply for credentials whether their request has been granted or denied. If a media member is granted a credential, the site media coordinator is responsible for sending that member of the media information regarding game times, press conference schedules, credential pickup times and location, parking and any other pertinent information.

Preliminary-Round Site

Preliminary-round/site media coordinators should send a credential request form to members of the local media to determine who will be covering the event.

****** Working credentials will not be mailed. The media coordinator should issue credentials individually at an appropriate site at the venue or at the designated headquarters hotel. A government-issued photo ID is required to pick up credentials. Credentials are non-transferable and will only be issued to the person whose name appears on the credential. Credential pickup for others is not allowed.

Credential Boards

The NCAA will provide credential boards at all final sites. These are to advise security personnel at the competition venue which credentials are allowed into which parts of the venue. For credentials that are not allowed into a specific area, use a black marker to cross out the credentials not permitted.

Final Results Books and Statistics

The final results book for team championships should include, at a minimum, final statistics and results as well as a quote sheet from at least the two head coaches (inclusion of at least one student-athlete per team is preferred). For individual/team championships, the media coordinator should include quotes from at least any individual champion(s) as well as from the head coach of the team champion, if applicable. It is preferred to also include quotes from a student-athlete of the team champion and the head coach of the second-place team. The final book also may include a cover sheet, recap, postgame notes, and/or a play-by-play summary.

The host institution shall provide complete statistics of all NCAA championships competition.

Flip Cards

Flip cards should be provided to all media members for easy reference to participating team information. The flip cards should include all players on the roster and a minimum of their uniform numbers along with the head coach and any assistants. The flip card should include team results as well as standard information regarding the game, such as date, location and opponent.

Internet Policy

The NCAA website, NCAA.com, serves as the official online resource for NCAA championships.

The NCAA and its partners own the Internet rights to all of its 90 championship events. Rights include live statistics, video and audio streaming, electronic commerce, and post-event footage use. The NCAA and its partners own all game action, practice footage, press conferences, one-on-one interviews or any other content on the NCAA website.

Internet Live Statistics

The NCAA reserves the right to deny permission to produce live statistics for NCAA championship play. In the event the NCAA takes on the responsibility of producing a live statistical representation from an NCAA championship event, no other entity will be permitted to do so. Live statistics are considered a protected right as part of a bundled rights agreement, referenced above. For clarification purposes, a live statistical representation includes play-by-play, score updates, shot charts, updated box scores, photos with captions, etc.

In the event the NCAA does not produce live statistics for a specific championship, the host institution is given priority to produce exclusive live statistics. The host institution will be given the same exclusivities the NCAA would reserve for its rights holder in such an instance.

Once it is determined that neither the NCAA nor the host institution plan to exercise their exclusive rights, the ability to produce live statistics will be granted – on a non-exclusive basis – to each participating school. A “participating school” is defined as a school playing in the same event at a specific site.

In each case, no commercial advertising is permitted within the live statistics window, unless permission is specifically granted by the NCAA. Any questions pertaining to live statistics should be sent to Nate Flannery, NCAA director of digital and social media (nflannery@ncaa.org).

Media Guides and Postseason Guides

The NCAA or host media coordinator should notify each school that qualifies for the championship how many media guides and/or postseason guides should be sent to the championship site. The media coordinator should provide an overnight address where the schools can send the information (their office or the facility) and a deadline as to when it should arrive. Consider security when selecting the location where these materials will be shipped.

Media Accommodations

Hotel. If necessary, the media coordinator should arrange for a block of rooms to be set aside for media, preferably at the headquarters hotel. Media members should be given a contact at the hotel whom they can call to make reservations; this can be listed on the credential application form along with the room rate and deadline for making reservations.

Meals. Media meals are not required at all championships. Disbursements should be guided by the budget which was originally submitted by the tournament manager and approved by the NCAA national office.

Parking. Media parking is desired at each site and required at most. The media coordinator should determine if it would be more effective to use parking passes or a parking list. If passes are used, the host institution must generate them. Media shuttle systems may also be used provided any costs are approved in advance by the specific sport committee and NCAA championships staff liaison.

Work Room. If necessary, a media work room should be designated at each site, where media members can file stories following competition. The work room should be equipped with telephones, high speed internet lines and/or wireless internet access. In addition, the room should have an adequate amount of seating and electrical outlets.

Each school’s media guides and/or postseason guides, along with any materials the host institution distributes (statistics, game notes, quotes, etc.), should be located in this area.

News Film and Mini-Cams

Please visit www.ncaa.com/media for updated information related to television, video and ENG policies.

Officiating Questions

If it is deemed necessary to get an interpretation from an official regarding a specific play or occurrence during a contest, a “pool reporter” shall be named by the NCAA media coordinator or championships staff member, or in the absence of one, the host media coordinator. Interpretations are not given if the situation in question is a judgment call.

The pool reporter shall accompany a member of the sport committee to the official’s locker room to receive an interpretation in order to enhance the public’s understanding of activities that occurred during the contest.

In most cases, the head official will provide the interpretation on behalf of the officiating crew. In the instances in which a playing-rules liaison, secretary-rules editor or the coordinator of officials is onsite, they are able to answer the questions instead.

The host or NCAA media coordinator will be responsible for disseminating the information to the rest of the media present. In most cases, the media coordinator should designate either the reporter from the Associated Press or the local newspaper as the pool reporter.

Personnel

Each media coordinator is responsible for organizing workers to assist in the media operations of the championship. It is important to remind volunteers that they may see very little of the championship competition because of their responsibilities and the NCAA cannot pay any expenses. All volunteers should be a minimum of 16 years or older. It is preferred that all media coordination volunteers have experience with media relations or championships.

The number of workers will depend upon the media demand for the games at the site. Communication with the participating SIDs and the media coordinator’s knowledge of the area media will help with advance planning.

The following is a basic list of duties for volunteers (if applicable):

- Copy Machine Personnel – Photocopies materials (stats, notes, quotes, etc.).
- Credential Distribution – Pass out credentials to the media; check government-issued photo ID.
- External PA - Announcer for fans.
- Internal PA – Announcer for the media.
- Locker Room Attendant – Person to identify when the locker room is open and closed to the media.
- Mixed Zone Coordinator – Coordinates interviews in the mixed zone in events such as track and field and swimming and diving. Depending on the number of participants, this individual may need several assistants.
- Note Takers – Compiles worthy notes during and after the game or day.
- Photo Marshall - Makes sure photographers stay in appropriate places. Hands out photo armbands, if necessary.
- Press Conference Moderator - Introduces players and coach; directs questions from media.
- Quote Takers – Records postgame quotes from the press conference. A minimum of one person should be designated to take quotes for each team. They should get quotes from the head coaches and student-athletes.
- Results Disseminator – Transmits stats, notes, quotes, through appropriate delivery means (e-mail, fax, etc.).
- Runner(s) – Distributes photocopied materials (stats, notes, quotes, etc.).
- Spotter - Helps the official scorer identify assists and any other assistance for official scorer.
- Stat Crew – Records the official stats.
- Team Escorts – People to escort the coaches and student-athletes to the postgame press conference.

News Conferences

The media coordinator, or a member of the coordinator’s staff, shall attend all press conferences, including any conducted before the start of championship play. A media coordinator can decide to have a pre-championship news conference if the number of media or interest in the championship warrants it. If a formal press conference will be held, the media coordinator should produce name (table) tents to place on the dais/riser to identify coaches and student-athletes.

ALL STUDENT-ATHLETES AND COACHES MUST BE MADE AVAILABLE FOR INTERVIEWS. The open locker room policy applies to all formal press conferences and to any interview requests for coaches and/or student-athletes not involved in the press conferences. Failure to do so may result in a misconduct finding, as determined by the respective sport committee.

(Note: In the event that a student-athlete has been selected for drug testing, all media obligations must be fulfilled before going to the drug-testing center.)

Team Championships with a Formal News Conference. The losing team shall have a 10-minute cooling-off period before reporting to the interview room. The cooling-off period starts once the head coach and all of the student-athletes have reached the locker room area. The winning team will report to the interview room immediately following the completion of the losing

team's press conference. (Note: For some championships, the governing sport committee has determined that the winning or visiting team should go first to the press conferences, before the losing team. Please refer to championship manual for the sport.)

It is mandatory for the head coach and at least one student-athlete to report to the press conference following the cooling-off period. However, media coordinators should request a minimum of two student-athletes. A coach can shorten the cooling-off period but cannot extend it.

As soon as one media member enters a locker room, it will be open to all media members. Locker rooms are open to the media for a minimum of 30 minutes, provided media are present the entire time.

The head coach must complete all NCAA championship media obligations before honoring any in-season radio or television contracts. Coaches or student-athletes may only conduct interviews with rights-holding television or radio networks (including ESPN or Westwood One, but not school radio stations) before the press conference following the conclusion of a game. These interviews are permitted during a period totaling no more than four minutes for all interviews, immediately after the game. The media coordinator or designee has the responsibility to terminate the four-minute interview period, NOT the network/station that has purchased rights. (Assistant coaches are not obligated to the entire media staffing the championship and may grant postgame radio interviews at any time after the conclusion of the game.)

Moderator Duties

1. The moderator should give pertinent game statistics (i.e., leading rushers, passers, tacklers, game records) to media while they wait for the first team to arrive. Statistics should be distributed to the media, coaches and student-athletes as soon as they arrive.
2. Sports information representatives should obtain the names of the student-athletes who will be attending the press conference and give them to the host or NCAA media coordinator, who then will provide them to the moderator so that they can be announced in advance.
3. The moderator should open the press conference by asking the head coach for his/her opening statement.
4. After the coach's comments, the moderator should invite questions from media.
5. If necessary, the moderator should direct a question to student-athletes to get them involved, if the media do not do so.
6. Limit the losing team to 10 minutes and the winning team to 20 minutes.
7. The moderator should keep the flow of the press conference moving. If there is a gap of time between questions, limit questions to one more and then thank the head coach and student-athlete(s).

Press Conference Setup. Each host media coordinator should designate an interview room or area at the facility, and an individual to coordinate the activities in it. The interview area should have a public address system and an elevated head table.

Media coordinators should use an audio mixer (mix down unit) in the interview area to permit individuals using microphones to attach their equipment to it, eliminating the presence of audio equipment and/or operators in front of, or adjacent to, the speakers at the dais.

The following is a checklist of suggested minimum requirements for the interview room:

- Seating for a minimum number of media or VIPs (check with the previous host for an approximate number)
- Risers or an area with an unobstructed view for television cameras
- Table for a minimum of 4-6 interviewees
- Sufficient electrical outlets
- Sufficient lighting for dais and work spaces
- Mult box
- Wireless microphones

For selected NCAA championships, press conference backdrops will be sent to the institution, and microphone flags will be provided by the NCAA. Quotes shall be distributed to the media immediately following each press conference.

Photographer

Commercial use of any still photographs is prohibited unless permission is obtained from the NCAA. Specific areas will be designated for photographers, and these areas will be limited by priority and space.

Photography Area Policies

The media coordinator shall be prepared to designate “photographer positions,” should media requests warrant it. “Prime” positions should be rotated among members of the media. All special requests (i.e., placing a remote camera on the backboard) must be approved by NCAA staff or site representatives.

Programs

Please refer to Programs section for more information.

Radio/Internet Audio Coverage

Radio broadcast rights and made-for Internet audio at any NCAA championship may take place only through advance written request and permission of the NCAA media services group. (Refer to <http://www.ncaa.com/media>.)

All stations broadcasting any round of an NCAA championship shall be required to fill out the NCAA Championship Radio/Internet Streaming form online. To access the form, log onto NCAA.com/media then click “2019-20 Audio Policy.”

Scout Video Coordinator

A scout video coordinator is permitted to film the game from an upper video position. (A credential also may be issued to a team videographer; see Section 14.24.) The scout video coordinator will receive a media credential and may only film the game of the team represented by the video coordinator. Representatives of participating institutions may record the network telecast of any game at the site, using a video distribution outlet in the video distribution area. The institution must provide its own recording equipment.

Seat Assignments

Media coordinators should provide preferred seat locations for media agencies that regularly staff games played by the participating and host institutions.

Security

Security personnel should be instructed to protect the working media areas and interview area, especially before and after each game, and to limit access in all restricted areas to individuals wearing credentials.

Statistics Reporting to the NCAA

Each host should make sure the XML file for each contest is uploaded into the NCAA system. On the final day, the e-mail should include the all-tournament and Most Outstanding Player selections.

The host sports information director, media coordinator or designee is responsible for reporting official championship results to the Association’s website, www.NCAA.com. At the conclusion of each championship contest or session (preliminary rounds and finals), please forward information that specifies the division, sport, round, date and official results, and provide a brief game/event summary.

Institutions should send all information as follows:

- Email the information to ncaa-content@turner.com
- Specify the division, sport, round and region in the subject area
- Paste the text (official results, including date of competition, round, etc.) directly into the message box
- Attach HTML box score, if available

Team Videographer

Institutions are permitted to videotape championships competition by their teams or their individual student-athletes for archival, coaching or instructional purposes. Each institution is permitted to use one camera and may videotape only that portion of the competition in which it participates. The videotapes may not be used for any commercial purposes. An institutional representative shall contact the event coordinator at the host site to arrange for camera space at that site.

Internet

Wireless Internet access must be available at all championship rounds for media use. The host institution may NOT assess an additional "hookup fee" to any media agency. Any wireless charges should be charged to the host or reflected in the proposed budget.

Television

If an NCAA championship is to be televised, the media coordinator will be notified by the NCAA championships liaison or NCAA media coordinator. This person will relay any needs specific to television, such as power, press row space, etc., to the host media coordinator. Information about NCAA broadcasts can be found online at <https://www.ncaa.com/media>.

Webcasting

For final sites of all non-televised championships, NCAA.com will provide live streaming of the contest. For all other non-televised rounds, the NCAA encourages all hosting institutions to provide a live webcast.

(Note: The NCAA strongly encourages hosts that webcast during the regular season to webcast all rounds hosted at the site.).

Apply for NCAA Internet streaming rights online at <https://www.ncaa.com/rights-request>. Questions about Internet streaming can be directed to Nate Flannery (phone 317-917-6523; nflannery@ncaa.org).

Office Space

Space will be established for media coordination (statistics) and the lacrosse committee.

Copier

At the stadium, the host shall provide at least one photocopier with capabilities for reproducing statistics and other material on bond paper with a minimum per-copy speed of 60 per minute. This copier shall be located in an area convenient to the media.

Practice Policies

All practices are closed to the general public and media with one exception; the day preceding national semifinals when an open practice opportunity exists.

Press Conferences

The following items are essential for press conferences at all rounds of Division I competition:

- 1 table long enough to comfortably accommodate five individuals
- 5 microphones
- 1 mixer
- 1 multi-box for an audio feed
- Piping and draping
- Name cards of coaches and players being interviewed, and
- Appropriate lighting

The host, in conjunction with the NCAA staff, shall designate a secure area in which to conduct all press conferences. A moderator shall be assigned by the NCAA to moderate all press conferences during championships weekend.

Press Conference Room Set Up. For preliminary Division I round, the press conference room should be set for 50; for championships weekend, 100. For all rounds, regardless of division, the host should "dress" the room appropriately to reflect the prestige of the event. For Division I, the host shall accomplish this by doing the following [in Divisions II and III, as many of the items shall be done as possible, as approved by the NCAA representative at the site]: (a) Placing NCAA logos on the podium and walls; (b) Using draping on the tables and other areas as necessary; (c) Setting up a platform for the interviewees and moderator; (d) Providing a riser for cameras at the back of the room; (e) Providing a sound system; (f) Providing two hand-held microphones; and (g) Providing adequate TV lighting and sound equipment. For championships weekend, the NCAA will send to the host institution a large NCAA backdrop to be hung behind the press conference dais. A security officer should be stationed outside the room to check credentials. Game officials shall not be allowed in the interview room. The NCAA shall have final approval and direction of all sound and lighting equipment.

Schedules. Head coaches and institutional representatives are required to attend the press conferences in which their teams are involved.

Preliminary Rounds

Day Before First Round/Quarterfinals. Hosts are encouraged, but not required to arrange press conferences the day before competition starts at their respective sites.

Game Day. Press conferences must be scheduled and administered after each game within the guidelines listed in the Pre-Championship Manual that applies specifically to those rounds.

Skirting, Pipe and Drape

Materials should be available for work areas as designated by the lacrosse committees.

Statistical Services

Typed play-by-play and final boxes shall be provided for the media. Copies of the official scoresheets shall be distributed to each team after the game.

Computerized Statistics. Computerized lacrosse statistics are required for all NCAA championship matches. The statsheets shall not include a corporate logo on the box.

Flip Card. A flip card shall be printed and distributed to the media. Additionally, the media coordinator shall distribute to the media the names of each game official working each game one hour prior to the start of each game.

“Quickie” Stats. Quickie team statistics and individual game stats should be delivered to radio and television announcers during timeouts.

Updates. Each participant’s SID shall update team and individual statistics after every game, and the statistics shall be reproduced and distributed at the first scheduled press conference preceding the team’s next competition in the championship.

Telephone Lines

This expense is included in the host institution’s allowable championship expenses.

Preliminary Rounds. The host shall provide a maximum of five toll-restricted telephones in the press box.

Working Press Room

The media coordinator is responsible for the working pressroom at the arena.

Equipment

It is desirable to have facsimile machines and operators available for faxing. A sign-up list should be posted for the media to include their requests (final box only, complete play-by-play, quotes, etc.). The fax machines should not be located in the interview area. In addition, an appropriate number of DSL lines should be installed for transmitting information.

Facsimile

A facsimile machine shall be available at each working pressroom.

Individual Telephones

Individual media representatives may order telephones at the media outlet’s expense. Media coordinators shall coordinate these orders according to host institution/conference or facility policy.

SID Needs

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

Copier

One photocopier with capabilities for reproducing statistics and other material on bond paper with a minimum per copy speed of 60 per minute. The facility will be responsible for the installation, service costs and paper for these machines for the tournament. Each machine will also include a collator and automatic stapler, with an additional collator available capable of handling 12 separate sheets of paper. There will also be provided equipment operators and technicians to be available Saturday, Sunday and Monday as scheduled by the NCAA.

Telephones

At each site, telephones may be installed in the designated working pressroom at the stadium as a championship expense. These phones, with direct-dial access, should be limited to credit card, toll-free or incoming calls. The media coordinator shall determine the number of telephones required by evaluating the number of press credentials. To avoid conflicts with television and radio stations that have purchased rights to broadcast, only print media may have phones installed on press row. This specifically excludes radio or television stations wishing to provide updates from the site at field level.

Transmitting Copy

Media may inquire about the availability of communications at each facility for transmitting copy. Inquiries should be directed to facsimile transmission representatives to determine their plans.

Computer Ethernet

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

Printers

At least one high-speed printer with collating and stapling capabilities shall be available in the media area.

Neutrality

Host institutions should keep in mind that an NCAA event is not a home event. Neutrality is important; therefore, hosts should not create a “home atmosphere” through the use of players on programs, displaying host institutional signage or similar measures.

Officials

The lacrosse national coordinator of officials is responsible for assigning officials for all tournament games. The host will be notified of the referees and linesmen named to officiate the games by the NCAA staff or national coordinator of officials either Monday or Tuesday preceding the competition.

Credentials

Officials will be admitted via a gate list. Officials shall be issued field-access credentials by the NCAA coordinator of officials and are required to wear their credentials and show a government-issued photo ID for admittance into the facility.

Entrance

Hosts should provide the officials with written information relative to facility entrance, facility parking.

Game officials must arrive in the tournament city not later than 8 p.m. the night before the game they are assigned to work, unless otherwise approved by the NCAA. Officials are required to notify the tournament manager when they arrive at the site.

Locker Rooms

Quarterfinal Round. A minimum of four spacious locker rooms, with showers, must be available for teams. Locker room space, with showers, for a minimum of six game officials also must be available. Signs with the teams' names must be affixed to each respective locker room door.

Meetings

The NCAA coordinator of officials will conduct a meeting with all officials, the chairs of each divisional committee and NCAA liaisons Thursday (women) and Friday (men) before competition. The coordinator will also conduct a meeting with each set of officials the night prior to each game. In addition, the officials will meet in their locker room at least one-half hour prior to each game.

Parking

A maximum of eight parking spaces will be reserved for game officials. The location and access will be communicated to the officials by the NCAA.

Patches

Each game official will be provided with an NCAA patch. (These will be included in the tournament manager packet.) The patch must be worn on the left front of the jersey (above the heart).

An American flag patch may be worn on the left sleeve of the jersey. No other patches may be worn.

Selection

Officials will be assigned from a pool of officials developed by the national coordinator of officials. The coordinator shall be responsible for the assignment process; however, the chairs of the respective divisional lacrosse committees must approve the coordinator's recommendations.

The coordinator will notify the game officials of their site and assignments, and the NCAA will notify game officials via electronic mail prior to competition.

The NCAA will provide each tournament manager the names and telephone numbers of game officials assigned to each site prior to competition. The tournament manager shall then forward site-specific information to each official. The names of officials selected to work the championship shall not be released for any reason.

Social Events

Game officials are not to be included in tournament social functions.

Tickets

Two tickets for each game shall be reserved for each official. These are not complimentary tickets. All tickets must be purchased. Ticket information is sent to all officials from the NCAA office and tickets will be allotted from the NCAA block.

Transportation

Group Transportation Breakdown.

NCAA. Transportation for this group shall be its own responsibility.

Participating Institutions. Participating institutions are responsible for arranging their own transportation. The host institution/conference shall provide the participating institutions with all pertinent information regarding local transportation (e.g., local bus companies, local street maps, parking passes, etc.). The LOC should inform representatives from local bus companies that buses may be requested for participating institutions' support groups (i.e., bands, booster and alumni groups). Participating institutions' ground transportation information shall also be outlined extensively in the team manual.

Each participating institution will receive one complimentary parking pass to park at the stadium. This will be distributed at the coaches meeting.

Public Transportation. It is suggested that hosts advise participating institutions of any public transportation available between the team hotels and the competition site.

Programs

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

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

Content/Editorial

Learfield IMG College Responsibilities

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

Host Responsibilities

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

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

Promotion

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

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

Best Practices

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

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

Supplemental Handouts

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

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

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

All supplemental content is subject to NCAA and Learfield IMG College approval.

Questions

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

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 at http://www.ncaa.org/sites/default/files/Best_Practices_for_Venue_Safety_and_Security.pdf?division=d2 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 particular events, not all Best Practices will be reasonable or applicable.

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

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

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

Game Day Security

Adequate uniformed security personnel must be provided for the team benches, teams' and officials' locker rooms, working press area, postgame interview room, hospitality areas, and any other area for which a credential is required or where crowd control is necessary. The committee liaisons 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.

The responsibility for crowd control rests with the tournament director or designated representative of the host institution. The directors of athletics of the competing institutions are expected to communicate with their students and other fans to encourage enthusiastic support within the confines of good sportsmanship. The stadium public-address announcer should read the crowd control statement (Appendix C) at least once during each championship session.

Bands, or any component thereof, shall not play while the game is in progress. The tournament director is responsible for enforcing this.

Spectators shall not be permitted to enter the field area before, during or after a contest. For the championship games, the field will not be open to the public until the last player has entered the locker room after the completion of the game.

Signs or banners are permissible in the stadium; however, they must be in good taste. If the NCAA determines that they are in bad taste, the host will have the sign or banner removed.

Non-Permissible Items

The tournament manager and facility staff are responsible for enforcing the NCAA's 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.

Lacrosse Balls. Lacrosse balls are not permitted; however, lacrosse sticks are permitted.

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.

Umbrellas. Umbrellas are not permitted.

Video Cameras. Ticketed patrons shall not bring video equipment into the facility on game days. Still cameras are permissible.

Security Supervisor

The host institution should designate one individual to oversee, with input and coordination from the various law-enforcement agencies, all security aspects of the championships. This person will serve as the local spokesperson in the event of an emergency.

Security Plan

The development and implementation of a security plan is the responsibility of the facility management. The hosts shall consult with representatives of appropriate public safety agencies, including the following entities:

Campus, local, state and national law enforcement agencies (e.g., police, FBI, ATF, Secret Service);

Fire departments and hazardous materials response units;
State and local emergency management agencies;
Elected public officials and campus leaders; and
Emergency medical services.

The host institution/conference should form a taskforce of individuals representing each agency to assess risk and vulnerability and develop procedures for the championship by integrating the following policies into their existing procedures and developing a list of the individuals' names, addresses and telephone numbers.

The procedures for the championship must address preparation, response, communication and recovery. The group should meet well in advance of the tournament and schedule follow-up meetings with other individuals as needed. It is important that all agencies work together under the leadership of one individual who will coordinate security and communication efforts. The task force's responsibilities are as follows:

Americans with Disabilities Act (ADA)

Review the facility ADA plan; and
Ensure that measures taken do not compromise ADA requirements.

Competitors/Media/Others with Credentials

To ensure there are no firearms, explosives or other unusual items that may pose a security risk, facility security personnel shall inspect bags brought into the facility by all credentialed individuals, including persons on the teams' pass gate list, cheerleaders, band members and media representatives. To minimize waiting time, the facility shall provide a sufficient number of security persons to inspect the bags.

Security representatives shall place a tag on each bag to indicate that it has been inspected. The host will provide the tags.

The facility will require government-issued (e.g., driver's license, passport) photo identification each time a credentialed individual enters the facility.

Coordination with Public Safety Agencies

Review the evacuation plan;
Determine how to handle bomb threats or other suspicious telephone calls;
Increase the number of uniformed officers and private security officers as the situation warrants;
Conduct a visual inspection of the facility, both inside and outside;
Review plans for dealing with protests or demonstrations both inside and outside the facility;
Conduct a canine bomb sweep of the facility prior to the open practice day and on game days, then inspect all items carried into the facility after the sweep; and
Inform the taskforce members of the team lodging assignments and review security plans with a representative of each hotel.

Deliveries

Encourage deliveries be made before game days, then limit deliveries during competition to items required for game day operations;
Prohibit vehicular use inside the facility during the event; and
Implement a system for inspecting items delivered to the facility. After deliveries have been inspected, label the packages so others will know they have been approved.

Demonstrations Outside the Facility

Although the NCAA is not in direct control of the area outside of the facility, hosts shall be prepared to advise the NCAA how local authorities (e.g., city police, sheriff's departments, state police) plan to handle situations. For example:

Does the city require a group to file a permit before staging an event?
If it does, what number of participants would require the need for a permit?
When is the application deadline?
For what duration would the permit be valid?
What type or scale of protest would require a response from local authorities?
Would police be on hand to monitor the activities?
If so, how many officers?
Would the officers be uniformed?

Has the city established an area in which people may protest?

If an area has been established and individuals are protesting outside of that area, would they be arrested?

Will individuals be arrested if they carry signs or distribute literature determined by officials to contain profanity or hate language?

If so, what constitutes hate language?

Emergency Plans

The tournament manager and lacrosse committee representative should review with the local law enforcement agencies their procedures for other circumstances requiring emergency evacuation of the facility or interruption of the game.

Facility management is responsible for providing sufficient security and/or law enforcement personnel to ensure that access to the playing field and surrounding areas is restricted to players and credentialed individuals only.

Interruption of Game

The referee has the authority to interrupt play. If play is interrupted because of events beyond the control of the games committee, it shall be continued from the point of interruption at a time determined by the games committee. If necessary, the remaining schedule of games also shall be adjusted by the games committee. The tournament manager and lacrosse committee representative should review procedures for the interruption of a game.

Communication

A senior member of the facility management and the senior law enforcement officer at the site must proceed immediately to the official scorer's table with means of portable communication to and from other facility staff and security officers. Spectators should be kept informed of the conditions by the public-address announcer, if possible. Teams and game officials must be kept informed throughout the delay.

Games Committee

The games committee shall consist of the committee representative, NCAA liaison, tournament director, tournament manager, media coordinator and facility manager.

Meeting

The lacrosse committee representative, NCAA liaison and game management staff (facility manager, tournament manager, and when appropriate, media coordinator, and senior law enforcement officer) should assemble immediately at the official scorer's table to assess the situation.

Normal Conditions

The games committee shall determine when conditions have returned to normal.

Officials

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

Power Source/Public-Address System

Facility management should protect the power source and the public-address system. If an alternate public-address location is available (i.e., away from the playing field), it should be used in order that communication is not interrupted.

Responsibility

Facility security and/or law enforcement personnel shall be responsible for the restoration of order in the event the field is occupied by unauthorized individuals or if play is otherwise disrupted. The NCAA suggests that law-enforcement personnel attempt to communicate with the leaders of the group occupying the field (if applicable) to ascertain whether or not the situation can be resolved in the short term. Under no circumstances are players, coaches, officials or NCAA representatives to become involved in the removal of such persons.

Resumption of Play

As soon as possible, play shall be resumed from the point of interruption. The revised schedule shall be determined by the games committee, after consultation with the lacrosse committee chair.

If possible, the game should be resumed in the primary facility. If necessary, the games committee has the authority to limit attendance to credentialed individuals, individuals on each institution's pass gate list; other individuals designated by each institution's director of athletics and required facility operations personnel. Also, the games committee has the authority to

reschedule the game or session in a nearby facility (e.g., on campus or elsewhere in the city) provided the alternate facility meets the provisions of Rule No.1 of the NCAA Men's Lacrosse Rules Book.

Scorer's Table Personnel

Assure that the game clock and score are accurately recorded.

Spokesperson

The lacrosse committee representative or his/her designee, working with the facility management, the NCAA and when appropriate, city, county, state and federal law enforcement agencies will serve as a spokesperson in the event of an emergency.

Student-Athletes and Coaches

These individuals should proceed to the bench area or, on instruction from the lacrosse committee representative, to the locker rooms or outside the facility to await further instructions.

If attendance at the resumed session must be limited, the host institution/conference shall work with the NCAA staff to institute a system for issuing refunds to ticketholders. Full refunds shall be awarded for any full or partial sessions canceled.

Facility Personnel

Limit access to persons actually required to be on site;
Review, with appropriate personnel, the facility's plan for dealing with emergencies;
Brief all personnel on their response in the event of an emergency;
Provide the public-address announcer with a script for exit procedures.

General Public

Prohibit all large bags (e.g., backpacks, duffel bags, large shopping bags);

Physically inspect smaller bags;

Prohibit all firearms, explosives, bottles, cans, coolers and other containers, except in cases of medical need as certified by a physician. Facility personnel have the authority to prohibit any other items deemed to be a security risk;

Instruct patrons to return all prohibited items to their vehicles, hotel rooms or homes. Do not store prohibited items at the facility;

If possible, designate an area away from the facility doors to inspect bags;
Establish separate entrances for individuals who are not carrying items to be inspected; and

Except for the second session (when time may be limited), open facility doors two hours prior to faceoff.

Interview Room

The facility shall provide 24-hour security beginning at 6 p.m. on load-in day to protect the equipment in the media interview room and video distribution area.

Lockdown

Require credentials for admittance to the facility (e.g., facility staff, competitors, officials) beginning midnight the night before the first practice and concluding four hours after the end of the last competition.

Miscellaneous

Determine who should receive copies of the written security plans, keeping the list to a small group on a "need-to-know basis";

Compile a list of the telephone numbers and seat locations for the directors of athletics, key decision-makers and chief executive officers (or their designees) from participating institutions;

Work with local utilities to ensure the integrity of power lines and telephone lines;

Review emergency light and essential electrical power back-up systems to ensure that they are operational; and

Inspect vents and air-intake systems for hazardous materials.

Open Practice

A full complement of security personnel must be present in the media areas on the field and “backstage” on open practice day. Placement of officers in the general public areas should be based on anticipated attendance.

Parking and Traffic

Limit parking within 20 yards of the facility to individuals with credentials;

Visually inspect trunks and interiors of all vehicles entering the 20-yard perimeter; and

Work with local authorities to establish evacuation routes for pedestrians and vehicles.

Placement of Security Staff/Officers

The facility should follow its customary plan in connection with the public areas. The NCAA suggests the following assignments of police officers and private security staff on the sideline and “backstage” areas:

Entrance to Media Areas

A minimum of two security persons should be stationed at the entrance from field side into the media interview and work room to ensure that only those with proper credentials are admitted.

Game Officials' Escorts

Two uniformed police officers to escort the game officials to and from their locker rooms. During the games, these individuals may be stationed in the end zones to assist with crowd control.

Locker Rooms

One uniformed police officer at each team locker room and the officials' locker room.

Media and Team Entrances

One security person should be stationed at each entrance to assist the facility or host institution/conference staff with checking credentials and the pass gate list.

Team Benches

One uniformed police officer behind each bench to provide protection to the coaches and student-athletes. These officers will escort the coaches to and from the locker rooms.

Publicity

Notify public of specific measures affecting them (e.g., items not permissible inside facility, gate-opening times). It is not appropriate to publicize all security measures.

The following are possible means of notifying the public:

- Fliers and signs at hotels and other places where fans may gather;
- Signs and public-address announcements in and around the facility;
- News releases;
- Mailings to ticketholders;
- Fliers distributed at the box office;
- Determine individual(s) authorized to speak on specific emergency preparedness issues; and
- Direct all media inquiries to the local spokesperson.

Team Security Officers

Participating institutions may bring their own security officers to the facility. These individuals may be admitted to the team bench area and locker rooms only if they are on the team's pass list. Otherwise, they must purchase tickets from the institution's allotment and sit in the general-public seating area. If these individuals wish to bring weapons, they may do so only with prior notification and approval of the facility manager.

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 committee liaisons and tournament manager will meet with security personnel to discuss existing security procedures and review potential security threats as well as to review the facility to determine potential security problems and discuss the emergency/evacuation plan. The host institution must file the written plans with the NCAA national office 30 days prior to the competition.

Security Threats

In the event a threat is received, and time permits, the games committee should meet to discuss the potential problem. A decision would then be made to implement the host institution's or facilities predetermined plan, and to make announcements, if necessary.

Ticket Policies/Operations

Mobile Tickets/Printing

The NCAA will collaborate with LOC/host and competition venue on ticket design and mobile ticket printing for championship tickets. The NCAA will forward artwork of the proposed ticket design to the LOC/host and competition venue for review and input. The NCAA logo shall be the only logo used on the tickets unless specifically authorized by the NCAA. The name of the host institution/conference may be used on the ticket(s). The NCAA will coordinate the printing of the tickets unless the NCAA directs the LOC/host or competition venue to coordinate the printing. The LOC/host shall incur all expenses associated with ticket printing, unless directed otherwise by the NCAA.

Ticket Pricing

With input and a recommendation from the LOC/host, the NCAA shall establish all ticket prices, including tickets for suites and standing room only. One hundred percent (100%) of the revenues from ticket sales shall be included in the championships receipts to help offset the NCAA guarantee (if applicable), championship expenses, and further revenue sharing opportunities. Revenue from the sale of championship tickets and championship-related event tickets will be exempt from sales, amusement, entertainment taxes and other surcharge obligations to the extent possible. The NCAA is a 501c(3) tax exempt organization. If a tax exemption is not applicable, then all applicable taxes and rates shall be disclosed (disclose in the sport-specific facility questionnaire) and any increases in the tax rates from the time the bid was submitted shall be absorbed by the bid respondent or rebated back to the NCAA.

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

Control of Ticket Sales

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

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

Control of Venue Seating

The NCAA shall control all seating assignments within the competition venue, including club seating, press boxes, hospitality clubs and restaurants.

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

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

Suites

- a. The competition venue shall stipulate a quantity of private viewing suites available for the sole use of the NCAA or its designees at the time of the bid. All revenue from such suites will belong to the NCAA.
- b. The NCAA will provide tickets, as necessary to the LOC/host and/or competition venue for those suite holders displaced to fulfill the NCAA suite seat requirements.
- c. Subject to NCAA approval, suites not made available to the NCAA or its designees shall remain under the control of the competition venue, but the face value ticket revenue for such suite seats will belong to the NCAA.
- d. Suite holders will have the opportunity to purchase tickets for the suite to which they have purchased tenant rights. The venue's box office staff if assigned by the NCAA, shall solicit and confirm suite purchases by suite holders. At that time, suites not purchased by suite holders will be made available to the NCAA for additional use/sales opportunities in accordance with the agreed upon financial parameters.

LOC/Host Ticket Policies

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

Competition Venue Responsibilities

- a. **Seating Manifest.** The competition venue shall forward the NCAA a complete ticket manifest with a PDF or CAD drawing of the venue's configuration and cooperate fully with any NCAA ticketing partners.
- b. **Broadcast Partner Site Survey.** The NCAA's broadcast partner, in conjunction with the NCAA and the competition venue, may conduct a site survey approximately nine months in advance of the championship to determine the host set location, camera locations and determine the need for "seat kills."
- c. **Final Manifest.** Upon completion of the site survey and determination of "kill" seats, the competition venue shall provide the NCAA with a final seating manifest, reflecting all saleable seats, available suites and available hospitality/party suites.
- d. **General Public Assignments.** Subject to NCAA approval, the assignment of general public seats is the competition venue box office's responsibility, unless directed otherwise by the NCAA. The seat locations shall be designated by the NCAA. The competition venue must be in compliance with all applicable city, state or federal laws and regulations including those concerning access and seating for the disabled and assist with inquiries from ticket holders in need of disabled tickets. Additionally, the box office shall assist with all lost, stolen, or misdirected ticket issues. The competition venue shall be responsible for the labor necessary, as well as costs incurred, to process and distribute lost, stolen, or misdirected tickets.

- e. **Participating Institutions' Shipments.** The competition venue's box office shall utilized online delivery method for tickets allocated to the participating institutions to the host tournament managers by a date designated by the NCAA, unless directed otherwise by the NCAA. An invoice, manifest, seating diagram, instructions and payment deadline information shall be sent with the participating institution's tickets. The competition venue shall be responsible for the labor necessary, as well as costs incurred, to ship these tickets.
- f. **Sales Reports.** The competition venue's box office shall be responsible for providing the NCAA with timely and accurate sales reports. Reports should be provided as requested , unless directed otherwise by the NCAA. The competition venue's box office shall cooperate fully with the NCAA's official ticketing vendors and/or ticketing partners in providing the reports.
- g. **Final Ticket Database.** The competition venue's box office shall send the final ticket database of purchasers to the NCAA at the completion of the event. Please provide both customer and purchase information in an excel file, be sure to include at minimum: First/Last Name, Street Address, Email Address, and phone number. If easier, please pull an event audit report with corresponding customer and purchase tables, as this would also suffice.

Transportation

NCAA. Transportation for this group shall be its own responsibility.

For 2020-21 championships, institutions will have the ability to work directly with bus companies and/or use their regular season providers. Teams will secure ground transportation to and from the site of competition if they are a drive and if they are a fly any other transportation needs to and from the airport and while competing at NCAA championships. Institutions eligible for ground travel, per the NCAA Travel Policies, will receive reimbursement directly from the NCAA Travel Expense System. Institutions must use bus companies that meet NCAA safety standards. These safety standards can be found [here](#).

All NCAA Championship travel information can be found at <http://www.ncaa.org/championships/travel/championships-travel-information>.

Parking

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

Volunteers

This section does not address the responsibilities of those volunteers who will serve as committee chairs, only those who will serve as support staff.

Goal and Recruitment

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

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

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

commitment to diversity top of mind as they assign volunteers to the various roles and responsibilities throughout the championship.

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

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

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

Volunteer Uniforms

The NCAA will coordinate ordering and production of the apparel through the NCAA volunteer apparel program. BDA Sports and Event 1 have been selected as the official NCAA volunteer apparel providers for all 2020-21 championships. The NCAA will offer its Corporate Champions/Partners the opportunity to help offset the cost. The champion/partner would be permitted to place one logo on each apparel item, if a separate apparel item is provided for these volunteers.

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

Name Badges. If the LOC wishes to provide its volunteers or LOC executives with name badges, the design of the name badges must be approved by the NCAA, if not provided by the NCAA.

Waivers

Each volunteer must sign a waiver of liability before the start of the championship (Appendix K). 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

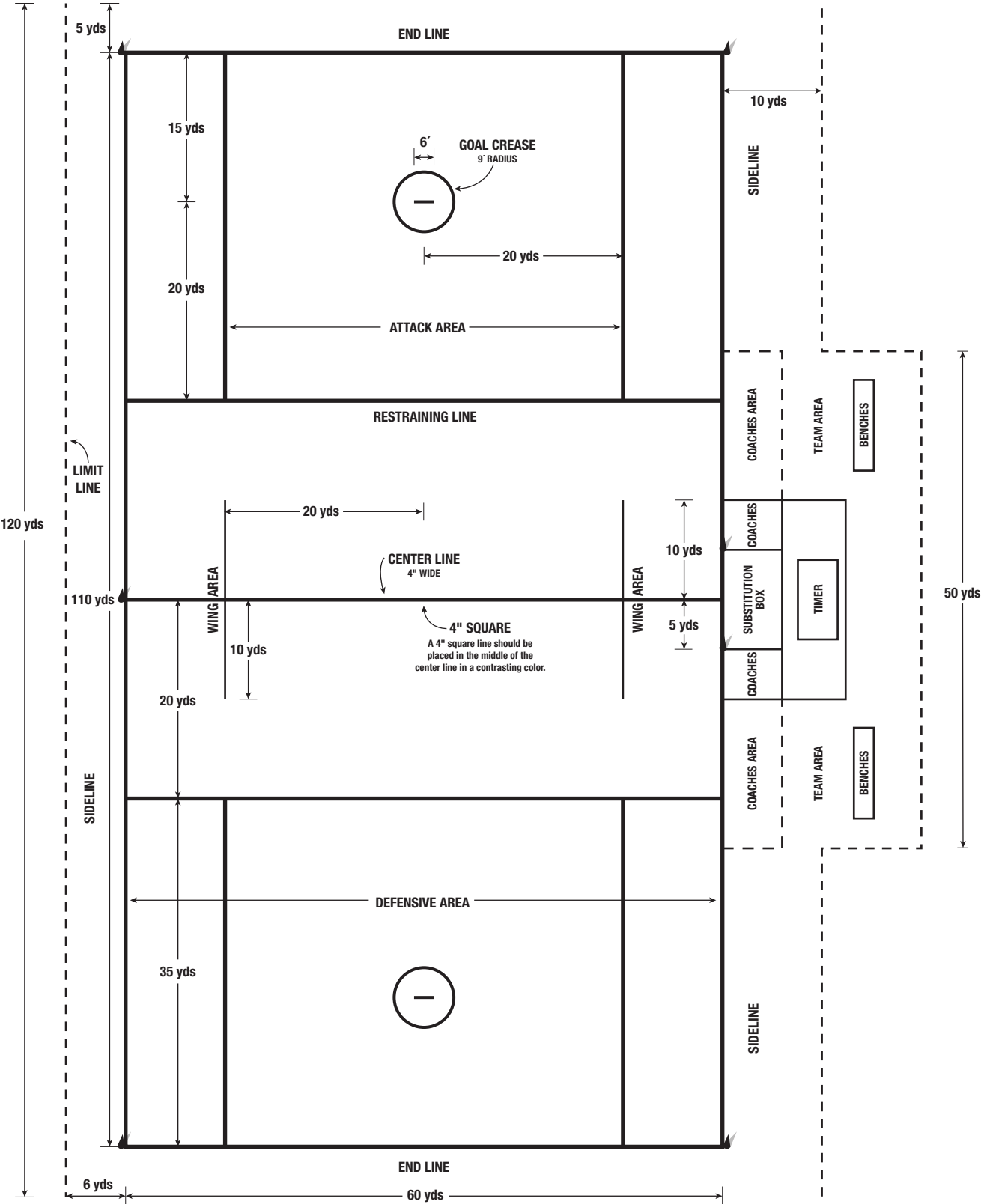
NCAA Men's Lacrosse Facility Space Needs

Division I Preliminary Rounds

- Stadium (practice and game days).
- Interview room.
- Pregame meeting.
- Merchandise storage.
- Program storage.
- Media will call.
- Drug testing.
- Officials' locker room.
- Team locker rooms (two for opening and first round; four for quarterfinals).

Championships

- Stadium (Friday through Monday).
- Practice facilities (Thursday through Sunday).
- FANZONE (Wednesday through Monday).
- Interview room (Friday through Monday).
- Division I championship pregame meeting (Sunday).
- Banquets [Thursday (Division I) and Friday (Divisions II and III)].
- Pre-championship meetings [Thursday (Division I) and Friday (Divisions II and III)].
- Merchandise storage (Thursday through Tuesday).
- Program storage (Thursday through Tuesday).
- Media Will Call (Friday through Monday).
- NCAA stadium office (Monday through Monday).
- Drug testing (Friday through Monday).
- Officials' locker room (Friday through Monday).
- Team locker rooms (Friday -- four; Saturday -- four; Sunday -- four, and Monday -- two).
- Operations meeting (Wednesday).



CROWD CONTROL STATEMENT

(TO BE READ BY PUBLIC ADDRESS ANNOUNCER PRIOR TO START OF EVENT)

“The NCAA promotes good sportsmanship by student-athletes, coaches and spectators. We request your cooperation by supporting the participants and officials in a positive manner. Profanity, racial or sexist comments, or other intimidating actions directed at officials, student-athletes, coaches or team representatives will not be tolerated and are grounds for removal from the site of competition. Also, consumption or possession of alcoholic beverages and tobacco products is prohibited. Thank you for your support of the 2021 NCAA Men’s Lacrosse Championships.”

PUBLIC ADDRESS ANNOUNCEMENTS

The announcer is one of the key ingredients to a successful championship session. The announcer is responsible to the NCAA Men's Lacrosse Committee.

1. No announcement should be made without the approval of the NCAA.
2. At no time should commercial contributors be recognized.
3. The announcer shall not be a "cheerleader" for any team.
4. In the event of a game-clock malfunction, the official game time shall be kept at the scorers' table. The announcer should provide the time remaining at two-minute intervals prior to the last two minutes of each quarter. The time should then be announced in 30-second intervals and at every dead-ball situation.

2021 Men's Lacrosse Championships

Game Officials' Host Contact Information (ALL ROUNDS)

[Note: This form is to be completed by the tournament managers and sent via fax or email to the officials assigned to the site.]

Tournament Manager:	_____	(Site)
	_____	(Name)
	_____	(Email)
	_____	(Cell Number)
Coordinator of Officials:	Tom Abbott	(Name)
	jaxstripes@hotmail.com	(Email)
	315-447-0969	(Cell Number)
Officials' Hotel	_____	(Name)
	_____	(Address)
	_____	(Phone Number)
NCAA Liaison	Ryan Tressel	(Name)
	Director, Championships and Alliances	(Title)
	rtressel@ncaa.org	(Email)
	317-966-6443	(Cell Number)

Directions from airport: _____

Facility:	_____	(Name)
	_____	(Address)

Directions from hotel: _____

Entrance for officials to use: _____

Name and location of officials' locker room: _____

2021 NCAA DRIVER IDENTIFICATION FORM

I hereby acknowledge receipt of a _____ (year) _____ (model) with VIN# _____ for my use on NCAA business.

In consideration for the use of this vehicle, I understand, represent, and agree to the following:

- I hold a valid driver's license issued by the state of _____ that permits me to drive this vehicle on NCAA business.
- I will not allow anyone else to drive this car without prior, written approval from the NCAA.
- I will abide by all applicable local, state, and federal ordinances and statutes.
- I will follow the guidelines presented below in the case of an accident:
 1. Stop at once and investigate.
 2. Protect the scene. Use warning devices. Get help from bystanders. Turn off all engines. Do not smoke. Guard against fire.
 3. Don't move injured persons unless absolutely necessary. Summon ambulance if needed.
 4. Get help. Use nearby phone or send reliable passerby. Notify police as instructed. Give location and nature of accident accurately.
 5. Identify yourself and company. Show license and registration on request.
 6. BE COURTEOUS. Make no statement about the accident except to police or your insurance company representative.
- I will abstain from using alcohol while driving this vehicle on behalf of the NCAA.

I understand that no automobile or other insurance coverage will be provided for me through the NCAA:

- If I intentionally cause damage to someone or someone else's vehicle; or
- With respect to lost or damaged tapes, records, discs, or other similar audio, visual, or data electronic devices designed for use with audio, visual, or data electronic equipment; or
- With respect to lost wages from any profession, job, or other interest due to an injury sustained while driving on behalf of the NCAA.

PRINTED NAME: _____

SIGNATURE: _____

DATE: _____



NCAA Championships Photo Terms & Conditions

Clarkson Creative is the official championships photographer for the NCAA, providing photography services for all 90 NCAA championships. Getty Images are the NCAA's exclusive agent to market, promote, license and distribute all analog and digitized photographs of NCAA events. Photos from the NCAA's championships are available to the general public via Getty Images at <http://on.ncaa.com/NCAAonGetty>.

Photography License Terms and Conditions:

1. A photographer to whom the NCAA has issued a credential will have a limited, non-exclusive, and non-transferable license to take photographs of the Events, and to allow the media outlet or other news entity that engaged the photographer, to use such photographs for news coverage of the Events (including magazine stories) and other editorial purposes; provided, however, that not such use may create the impression, or otherwise suggest, that the photographer is sponsored or endorsed by, or are associated or affiliated with, the NCAA. An authorized photographer may not claim any relationship to, or endorsement by the NCAA, and may not use the NCAA's name, logos and marks, or any other proprietary designations thereof, in any manner and for any purpose, without the prior express written approval of the NCAA.
2. Neither the photographer nor the entity that engaged the photographer may sell photos (including digital copies) taken at the Events, whether for commercial or editorial purposes, without the NCAA's prior express written consent.
3. A credentialed photographer may take any number of photos on-site at the Event competition venue, provided that he/she does not interfere with play or related activities. From time to time, before or during the Event, the NCAA may impose additional restrictions regarding the time, manner, and place in which authorized photographers may take photographs during an Event.
4. An authorized photographer may not use Event photographs to market or advertise the photographer's services.
5. The NCAA may modify these terms and conditions at any time in its sole discretion. The NCAA shall provide notice of any such modifications to authorized photographers, and following notice, such modifications shall be binding upon all authorized photographers.
6. The NCAA may revoke a photographer's right to take photographs at an Event and/or to sell Event photographs at any time and for any reason, including failure to abide by these terms and conditions.
7. Photographers understand the inherent risk of taking photographs and otherwise being in close proximity to athletic contests and irrevocably waive any and all liability stemming

from injury and/or property damage in conjunction with his/her attendance at an Event.

8. Photographer agrees to indemnify, defend and hold NCAA and its affiliates, officers, employees, successors and assigns harmless from and against any and all claims, demands, suits, liability, losses or damages, including amounts paid in settlement, judgments, costs and expenses, including reasonable counsel fees and disbursements, which may be made against or suffered or incurred by each such party as a result of any use of any photographs and otherwise with respect to the photographer's activities at an Event and the results and proceeds thereof.
9. Nothing herein is intended to create an agency, employment, partnership, or joint venture relationship between the NCAA and the photographer. Neither party is an affiliate of the other, shall have the authority to act for or bind the other, and shall make any representation that would indicate an apparent agency, employment, partnership or joint venture relationship.

You may direct questions or concerns regarding NCAA Championship photography to Nate Flannery, Director of Championships and Alliances, Digital and Social Media at nflannery@ncaa.org or by phone at 317/410-5783.

**NCAA Division I Men's Lacrosse Championship
Travel Party Roster**

Institution: _____ Round: _____

Please list each student-athlete and their uniform number from your institution's squad list (Maximum of 32).

- | | |
|-----------|-----------|
| 1. _____ | 17. _____ |
| 2. _____ | 18. _____ |
| 3. _____ | 19. _____ |
| 4. _____ | 20. _____ |
| 5. _____ | 21. _____ |
| 6. _____ | 22. _____ |
| 7. _____ | 23. _____ |
| 8. _____ | 24. _____ |
| 9. _____ | 25. _____ |
| 10. _____ | 26. _____ |
| 11. _____ | 27. _____ |
| 12. _____ | 28. _____ |
| 13. _____ | 29. _____ |
| 14. _____ | 30. _____ |
| 15. _____ | 31. _____ |
| 16. _____ | 32. _____ |

Please list the eight additional individuals that will complete your travel party of 40.

- | | |
|-----------|-----------|
| 33. _____ | 37. _____ |
| 34. _____ | 38. _____ |
| 35. _____ | 39. _____ |
| 36. _____ | 40. _____ |

Please list the 5 additional individuals who are permitted in your bench area.

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



**2021 NCAA Men's Lacrosse Championship
Game #1 - Quarterfinal Timing Sheet
Saturday/Sunday, May 22/23, 2021 ____ET
Team #1 vs Team #2
Live on _____**

FACE OFF at approximately ____ after the hour.

TIME TO FACE-OFF	TIME OF DAY	SCOREBOARD	EVENT
66:00	_____	60:00	Field is available to both teams. TV (TV Assoc. Dir. Or TOC) starts clock
29:00	_____	23:00	Officials notify teams for coin toss
27:00	_____	21:00	Captains meet with officials for coin toss
10:00	_____	4:00	Teams must be on the field
6:30	_____	0:30	Horn to clear the field
6:00	_____	0:00	Welcome PA
5:30	_____	0:00	National Anthem
4:00	_____	0:00	Player introductions (starters only)
3:00	_____	0:00	ESPN Live on Air
1:00	_____	0:00	Teams conduct pre-game mid-field handshake.
0:00	_____	0:00	Horn sounds. Officials wait for TV TOC to cue face-off.

FIRST AND SECOND QUARTERS

15:00 Face-off.

HALFTIME (15 minutes)

15:00 Countdown begins once final players leave the field.

THIRD AND FOURTH QUARTERS

15:00 Start of second half.

POST GAME

0:00 Game concludes.

NOTE: There will be a TV Timeout taken once per quarter following the first Team Called Timeout or the first goal scored under 8:00, whichever comes first. No TV Timeouts in overtime.



2019 NCAA Men's Lacrosse Championship
Game #2 - Quarterfinal Timing Sheet
Saturday/Sunday, May 22/22, 2021 – ___ ET
Team #3 vs. Team #4
Live on _____
(NOT BEFORE _____)

TIME TO FACE-OFF	TIME OF DAY	SCOREBOARD	EVENT
34:00	_____	30:00	Field is available to both teams. TV (TV Assoc. Dir. Or TOC) starts clock
14:00	_____	10:00	Officials notify teams for coin toss
12:00	_____	8:00	Captains meet with officials for coin toss
4:30	_____	0:30	Horn to clear the field
4:00	_____	0:00	Welcome PA
3:45	_____	0:00	Player introductions (starters only)
3:00	_____	0:00	ESPN Live on Air
1:00	_____	0:00	Teams conduct pre-game mid-field handshake.
0:00	_____	0:00	Horn sounds. Officials wait for TV TOC to cue face-off.

FIRST AND SECOND QUARTERS

15:00 Face-off.

HALFTIME (15 minutes)

15:00 Countdown begins once final players leave the field.

THIRD AND FOURTH QUARTERS

15:00 Start of second half.

POST GAME

0:00 Game concludes.

NOTE: There will be a TV Timeout taken once per quarter following the first Team Called Timeout or the first goal scored under 8:00, whichever comes first. No TV Timeouts in overtime.



NCAA MEDIA COORDINATION AND STATISTICS 2020-21 CONDITIONS PLACED ON USE OF CREDENTIALS

Each individual ("Bearer") using this credential for access to any NCAA championship game or related events including, without limitation, a practice, press conference, interview, or other activity associated with such NCAA championship (the "Events"), on behalf of his or her employer or assigning news organization ("Employer"), agrees to the following:

GENERAL

Each Bearer must be and hereby represents that he or she is acting on a specific assignment for an accredited media agency and has a legitimate working function in conjunction with the Event attended. The credential is not transferable and may be revoked at any time with or without cause.

The rights and privileges granted to Bearer shall automatically terminate if any term of this credential shall be breached. The unauthorized use of this credential subjects the Bearer and his or her Employer to ejection from the facility and prosecution for criminal trespass, without limiting any other rights and remedies at law or in equity.

Bearer shall display the issued credentials at all times and consents to the reasonable inspection of his or her person and property before entering the venue and/or during an Event. While within the venue, Bearer shall, at all times, adhere to the policies in place for the Event, as well as access limitations, and direction provided by the NCAA and its designated agents. Bearer shall not, at any time, display, post, or otherwise reproduce the credential image on any digital platform, including online social media sites or applications (e.g., Facebook, Twitter, Instagram, Snapchat). Additionally, Bearer may not broadcast, telecast, film, record, transmit, display, or otherwise distribute, or allow any other party to distribute, footage or content of the Events on a live basis, including via any real-time online streaming application (e.g., Periscope, Meerkat).

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

Bearer further agrees to release the NCAA and all persons and educational institutions involved in the management or production of the competition from any claim or liability arising from failure to provide space for telecasting/broadcasting, or other facilities for the television/radio station, Internet media, network, cable system, or other media entity.

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

Bearer agrees to indemnify the NCAA and save harmless the NCAA, its officers, agents, contractors, employees, and each of its member institutions, their officers, agents and employees, of and from any and all claims, demands, causes of actions, liabilities, damages and expenses (including reasonable attorneys' fees) arising out of anything done or purported to have been done by Bearer or his/her

Employer, including but not limited to Bearer's breach of any term of the credential. With respect to any claim that might give rise to liability of the Bearer as an indemnitor, the NCAA shall: (a) have the right to fully participate in the litigation of such claim with counsel selected by Bearer and approved by the NCAA at the sole expense of the Bearer; and (b) not be obligated, without its consent, to participate in any settlement of such claim.

MEDIA

The use of any account, description, picture, photograph, video, audio, reproduction, or other information concerning the Events other than for rights for news coverage of, or magazines, books or stories about, the Events is prohibited, except (a) with the prior written consent of the NCAA or its designee or (b) as specifically licensed herein. Nothing in these terms and conditions authorizes or allows Bearer to violate any of the NCAA trademarks, copyright and other proprietary rights.

If video and/or audio of the Event is distributed by an NCAA rightsholder, Bearer may only utilize the network feed provided by the NCAA or its designee and Bearer may not alter the feed in any manner without prior approval of the NCAA (e.g., removing network graphics or bugs/logos). If the Event is not distributed by an NCAA rightsholder, Bearer may produce its own video and/or audio highlights from the Event pursuant to such conditions and in such area as designated by the NCAA. Bearer agrees to the terms and conditions of the NCAA Championships Footage Usage and Licensing Policies.

Real-time transmission of streaming video, digital images, real-time audio, including play-by-play and statistics, of any Event is exclusive to the NCAA's website and/or any other website designated by the NCAA and its rightsholders. "Real-time" is defined by the NCAA as a continuous play-by-play account or live, extended live/real-time statistics, or detailed description of an Event.

A Bearer may blog during any Event, provided that such blog may not produce in any form a "real-time" description of the Event (i.e., any simulation or display of any kind that replicates or constitutes play-by-play of a material portion of an Event, other than periodic updates of scores, statistics or other brief descriptions of the Event). If the NCAA deems that Bearer is producing a real-time description of the contest, the NCAA reserves all actions against Bearer, including but not limited to the revocation of the credential.

The NCAA is the owner of trademarks, copyrights, and other proprietary rights in the Event and in and any telecast, broadcast, transmission or recording thereof, and no rights are conferred to, or intended to be conferred to, or created on behalf of, Bearer or his or her Employer. Member institution name, logo, mascot, and other intellectual property of a school, is controlled by each member institution. The member institution name and team name may be used for news purposes directly related to their participation in the Event.

The credential confers on Bearer a limited, non-exclusive and non-transferable license to take photographs of the Events, and to allow the entity that engaged the Bearer to take the photographs to use such photographs, only for news coverage of, or magazines, or stories about, the Events, other editorial purposes, and reprints of news pages from such entity's publications, provided that such use is not likely to create, or does not actually create confusion in the minds of the trade or public that Bearer or its reprints or any elements therein, or the items on which they are reprinted, are sponsored or

endorsed by, or are associated or affiliated with the NCAA or that the NCAA licensed Bearer to use their trademarks or copyrights. Neither the Bearer nor the entity that engaged the Bearer may sell photos taken at the Events to third-party entities, including but not limited to other commercial entities or the general public.

In exchange for the access granted by the credential, the NCAA shall have the right to purchase prints of any published photographs taken by the Bearer in connection with the credential, at the best financial terms offered to third parties, and such the NCAA shall be licensed at no additional charge to use the photographs for news coverage purposes only. The NCAA may not distribute reproductions of the photographs to others or license others to reproduce the photographs.

Any secondary use of any picture, audio description, videotape/film or drawing of the game taken or made by the accredited organization or individual to whom this credential has been issued (including, but not limited to, non-editorial, advertising, sales promotion or merchandising) is prohibited without prior specific written approval of the NCAA or its designee.

Radio stations that have not purchased rights shall not carry any broadcast report from courtside on a live basis or any live description of any game action while it is still in progress and are subject to all other requirements as listed in the NCAA Audio Policies.

NCAA CHAMPIONSHIP VIDEOGRAPHER

The NCAA Championship Videographer policy is intended to protect the broadcast rights sold to the NCAA media partners, while providing NCAA member institutions the ability to capture and utilize championship footage.

Institutional videographers will be permitted to capture competition footage from the still photographer areas. These areas are designated by the championship sports committees in conjunction with the championship media coordinator. Each institution will be permitted to have one videographer for this purpose and will only be permitted to capture footage of events/contests in which it is participating. In addition, institutional videographers will be permitted inside the locker room, with approval of the institution's head coach, during periods that are off limits to general media.

The team videographer for the winning team will be allowed on the competition area to film the postgame celebration and awards ceremony, if applicable.

The NCAA will grant the institution permission to videotape this NCAA championship event for non-commercial uses only. Bearer agrees to the terms and conditions of the NCAA Championships Team Videographer Policy.

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

Event: _____ (the "Event")

Participant's Name (Please print): _____ (the "Participant")

Participant's Age: _____

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

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

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

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

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

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

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

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

Signature of Participant

Date

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

Date

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

Date

2021 STANDARD TICKET BACK DISCLAIMER LANGUAGE

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

If you receive a request for a variance in the standard ticket back language or if there is anything sport or facility specific that should be included, please consult with Josh Logan (jlogan@ncaa.org) and Curtis Franks (cfranks@ncaa.org) on any correspondence. In addition, if the championships event uses an official, authorized secondary ticket seller (e.g., PrimeSport), please also consult Josh and Curtis on any correspondence.

NOTE: Child admission policy - choose either the red or green statement from the yellow highlighted language below and delete the verbiage you choose not to use.

NOTE: Re-entry policy - if patrons are allowed to re-enter the facility, please edit the green highlighted "No re-admittance" language as needed.

NOTE: Handgun policy - text applies only to events hosted in the state of Texas. Remove text if it does not apply.

THIS TICKET IS A REVOCABLE LICENSE USER ACCEPTS RISK OF INJURY

The ticket purchaser/holder, on behalf of the holder and any minor accompanying the purchaser/holder (individually and collectively, the "Holder") voluntarily assumes all risk of property loss and personal injury arising during its use and/or during the event for which the ticket is issued. Management may revoke the license and eject or refuse entry to the Holder for violation of these terms and conditions, facility rules, illegal activity or misconduct. Holder may not go into the competition area or other restricted area, or interfere in any way with the play of the contest. Any Holder interfering with the play of the contest may be subject to ejection from the facility. Holder consents to all searches of person or property as a condition of entry and confiscation of prohibited items. Tickets reported as lost or stolen may not be honored and may not be replaced nor the price refunded. This ticket may not be duplicated. Holder may not solicit contributions or distribute literature on the premises. **Every person, two years of age and older, must have a ticket to enter the facility. Entry will be at the facility's discretion, unless proof of age is provided. Those under two must be accompanied by a person with a valid admission ticket. Every person, regardless of age, must have a ticket to enter the facility.** Unless specifically authorized in advance by the NCAA, this ticket may not be offered in a commercial promotion or as a prize in a sweepstakes or contest. This ticket may not be sold or resold above face value except in approved instances authorized by the NCAA. Persons selling or reselling tickets in violation of any applicable city, county or state regulations, ordinances or laws may be subject to arrest and prosecution. Persons violating NCAA ticket resale policies may face sanctions including but not limited to loss of future ticket privileges. The NCAA reserves the right to limit or restrict the number of tickets that Holder may purchase or possess. Access to the facility (or substitute facility) by any person other than the original purchaser of this ticket may be denied. If access is denied, no refund of the ticket price will be due. No refunds or exchanges will be permitted. **No re-admittance.** No firearms or weapons are permitted on these premises for NCAA championships and events, excluding authorized law enforcement officers. **Pursuant to Sections 30.06 and 30.07 of the Texas Penal Code, a respon licensed under Subchapter H, Chapter 411, Government Code (Handgun Licensing Law) may not enter the property with a concealed handgun that is carried openly.** 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. Holder may not bring alcoholic beverages, bottles, cans or containers, laser pointers, irritants (e.g., artificial noisemakers), video recording devices or strobe lights onto the premises. Promotional items (e.g., shakers, cups, flags, etc.) with commercial slogans or identification also are prohibited. Noncommercial signs, flags or banners that, in the opinion of the NCAA, reflect good sportsmanship, can be held by one individual and do not block the view of other ticket patrons, are permitted. No signs, flags or banners of any size may be affixed to the facility. Holder shall not sell, transmit or aid in transmitting any description, account, picture, recorded transmission, video recording or other reproduction of the contest to which this ticket is issued. Holder expressly grants the NCAA and its licensees the right to use Holder's image or likeness in connection with any live or recorded transmission or reproduction of such event, for any purpose, including promotional purposes, without further authorization or consideration. The NCAA may choose to relocate the event to another facility, with or without notice, and without liability, to Holder. The NCAA shall not be responsible for punitive, incidental, consequential or special damages. The Holder of this ticket agrees not to take any action, or cause others to take any action, which would infringe upon the NCAA's rights. Purchase or use of this ticket constitutes acceptance of these terms and conditions.

DATES AND TIMES ARE SUBJECT TO CHANGE



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.

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: <http://www.ncaa.com/newsletter-signup/sports>

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: <http://commerce.wazeedigital.com/license/home/ncaa.do>
- The micro-site must adhere to fair and equitable treatment for ALL participating student-athletes and schools.
- Trademark script must be included on the homepage of the site. This text can be in a mouse print format at the bottom of the page as follows: *NCAA is a trademark of the National Collegiate Athletic Association.*

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

Social Media

All social media icons should link to the appropriate NCAA-hosted platforms for the championship. The official list of NCAA social media pages and hashtags may be found at 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) and Anne Clendenin (aclendenin@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/>
- San Antonio Final Four Microsite: <http://finalfoursanantonio.com/>
- Oklahoma City Women's College World Series Microsite: <https://www.visitokc.com/wcws/>

Once your site has been developed, please send the URL to Anne Clendenin (aclendenin@ncaa.org) for review and approval.

Should you have any questions, please contact:

Anne Clendenin

Assistant Director, Championships & Alliances

317-917-6643

aclendenin@ncaa.org

NCAA Social Media Guidelines for Championship Hosts

Updated 07/10/17

The official NCAA social media pages and official hashtags can be found here: <http://www.ncaa.org/socialmedia>

Host Promotion of Championships

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

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

Top 10 considerations when planning for social media event marketing:

1. **Know your social media audience.** Utilize account analytics to learn about your fan demographics and monitor the engagement levels on your posts. Figure out what engages your fans.
2. **Encourage community.** Ask for feedback and opinion. This helps engage the user and may provide you with some good input. Also, reply to user questions with correct and helpful answers.
3. **Cross-post.** Cross-posting or mentioning others will help increase your visibility and spread credit throughout social media platforms.
4. **Use images.** Pictures are necessary to grab attention and interest. Users are more likely to engage versus text only.
5. **Be concise.** This is required on Twitter (140 characters) but should also be used on Facebook and other platforms without this limit. Get to the point within two sentences. Less than that, if possible.

6. **Lead your video.** You have mere seconds to garner a user's attention on social media. Make sure your videos have an immediate point of interest to keep users engaged.
7. **Like or Follow people to help you.** Networking with members of the media, partner organizations and constituents on Twitter and Facebook is just as beneficial as in real life. On Facebook, like their pages, cross-post to them when you mention them or make them one of your favorites. On Twitter, retweet, join in on hashtags (#NCAA) and mention feeds in your posts.
8. **Keep it light.** While it is important to stay on message and deliver the facts, this is social media, after all. Have fun with it.
9. **If you hesitate about posting something, you probably shouldn't.** There are no re-dos in social media. A "delete" doesn't mean you can delete someone seeing it.

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



CHAMPIONSHIPS

NCAA® CHAMPIONSHIPS HOST MARKETING PLAN

Host Information.

Date: _____

Name: _____ Title: _____

Host Institution/Entity: _____

E-mail: _____ Phone: _____

Host Marketing Team.

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

Name	Title	Role	Contact Information

Championship Information.

Division: I _____ II _____ III _____ National Collegiate _____

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

Championship Date(s): _____

Venue Name: _____ Event Capacity: _____

Ticket Sales Information.

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

Ticket Type	All-Session Price	Single-Session Price	Other Price
Adult			
Youth			
Student			
Senior Citizen			
Group			
Family			
Other			

Point of Sale Opportunities. Please describe all ways fans can purchase tickets, e.g., online, telephone, box office.

Target Markets. Define your target market based on the dates and times of the championship games you are hosting. Your target market should be specific to your site and identified demographic target. Additionally, you should identify other target markets. Please list in priority order.

General demographics of your target market:

1.

2.

Specific target markets:

1.

2.

Marketing Plan Objectives. Outline your goals and objectives for the championship. Specifically, how do you plan to meet the ticket sales goal and key dates to meet those objectives?

Host/LOC Resources:

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

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

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

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

Marketing Budget.

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

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

Host Marketing Budget from Bid Specs Allocation:	Budgeted	Actual Cost

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

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

[illegible]

	2. 3. 4. 5.		
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Thank You!