



2021 DIVISION I WOMEN'S  
**LACROSSE**  
**CHAMPIONSHIP**

***HOST OPERATIONS***  
***2020-21 MANUAL***  
*Preliminary Rounds*

## **FOREWORD**

Congratulations on being selected as a host for a preliminary round of the 2021 NCAA Division I Women's Lacrosse Championship. We appreciate your interest in women's lacrosse and are looking forward to another outstanding championship.

The purpose of the NCAA Division I Women's Lacrosse Host Operations Manual is to provide direction and guidance for host institutions as they plan and conduct the events and to supplement the NCAA Division I Women's Lacrosse Pre-Championship Manual. We urge you and your staff to become familiar with both the pre-championship manual and NCAA Bylaw 31, which pertain to the administration of NCAA championship events. These documents will provide information about the general policies governing all aspects of NCAA competition, while the host operations manual is designed to provide more specific information and details regarding their implementation. The pre-championship manual is now available on the [NCAA website](#). Bylaw 31 may be accessed via the [NCAA Legislative Services Database](#) or the online version of the [NCAA Division I Manual](#).

Although these manuals attempt to cover all phases of championship competition, some questions may arise before or during the event. Please contact a member of the NCAA Division I Women's Lacrosse Committee or Morgan DeSpain at the NCAA national office. The contact information for each of these individuals is located in the [Key Contact](#) section of this manual.

In addition to the information listed in this manual, please also see the [women's lacrosse playing rules waivers due to Covid-19 for 2021](#).

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.

Thank you again for your efforts on behalf of the NCAA and women's lacrosse.

NCAA Division I Women's Lacrosse Committee

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**SECTION 1 – NCAA Division I Women’s Lacrosse Committee/NCAA Staff**

**Women’s Lacrosse Committee**

The NCAA Division I Women’s Lacrosse Championship is under the control, direction and supervision of the women’s lacrosse committee, subject to such requirements, standards and conditions as may be prescribed by the Association’s bylaws and NCAA Executive Committee.

|  |   |
|--|---|
| <p align="center"><b><u>Central/West Region</u></b></p> <p>Ryan Cobb<br/>Senior Associate Director<br/>University of California, Berkeley<br/>Phone: 510-334-0798<br/>Email: <a href="mailto:ryancobb@berkeley.edu">ryancobb@berkeley.edu</a></p>                  | <p align="center"><b><u>South Region</u></b></p> <p>Kerstin Kimel<br/>Head Women’s Lacrosse Coach<br/>Duke University<br/>Phone: 919-684-4166<br/>Email: <a href="mailto:kmkimel@duke.edu">kmkimel@duke.edu</a></p>               |
| <p align="center"><b><u>Northeast Region</u></b></p> <p>Lynne Robinson<br/>Director of Athletics<br/>Mount St. Mary’s University<br/>Phone: 301-447-3808<br/>Email: <a href="mailto:lrobinso@msmary.edu">lrobinso@msmary.edu</a></p>                               | <p align="center"><b><u>Mid-Atlantic Region</u></b></p> <p>Michael Scerbo<br/>Associate Athletics Director<br/>Duquesne University<br/>Phone: 412-396-5244<br/>Email: <a href="mailto:scerbom@duq.edu">scerbom@duq.edu</a></p>    |
| <p align="center"><b><u>Northeast Region</u></b></p> <p>Kathryn Mirance<br/>Associate Athletics Director, Business Affairs/SWA<br/>Manhattan College<br/>Phone: 718-862-7233<br/>Email: <a href="mailto:kmirance01@manhattan.edu">kmirance01@manhattan.edu</a></p> | <p align="center"><b><u>South Region</u></b></p> <p>Christy Leach, chair<br/>Head Women’s Lacrosse Coach<br/>Stetson University<br/>Phone: 386-822-8188<br/>Email: <a href="mailto:cleach@stetson.edu">cleach@stetson.edu</a></p> |

| <b>NCAA Staff</b>  |   |
|--|---|
| <p><b><u>Championship Administrator</u></b></p> <p>Morgan DeSpain<br/>Assistant Director, Championships and Alliances<br/>Phone: 317-917-6505<br/>Cell: 317-292-8013<br/>Email: <a href="mailto:mdeSpain@ncaa.org">mdeSpain@ncaa.org</a></p> | <p><b><u>Administrative Support</u></b></p> <p>Linda Godby<br/>Assistant Coordinator, Championships and Alliances<br/>Phone: 317-917-6507<br/>Email: <a href="mailto:lgodby@ncaa.org">lgodby@ncaa.org</a></p> |

**Introduction**

This manual outlines the responsibilities of an institution/conference hosting this round of an NCAA championship. It is essential that the 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/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, promotion and marketing of the event, and fiscal responsibility and commitment to the NCAA's core values-leadership, inclusion, communication, collaboration and accountability.-

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

**Role of NCAA**

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

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

**SECTION 3 – Preliminary-Round Host Timeline/Checklists**

**Checklist for Preliminary-Round Hosts**

**Week of Game**

- \_\_\_\_\_ 1. Receive notification of visiting teams from regional advisory committee chair or NCAA.
- \_\_\_\_\_ 2. Email participant manual to the athletics directors and head coaches of the visiting institutions. The manual should include hotel information, ticket prices, practice times and locations, directions, administrative meeting location (date and time), etc.
- \_\_\_\_\_ 3. Obtain names and addresses of appointed officials from the NCAA. Follow up with officials and provide directions, hotel information and confirm date, time and location of pregame meeting and game.
- \_\_\_\_\_ 4. Obtain necessary certificate of insurance, per NCAA Bylaw 31.7.4.

- \_\_\_\_\_ 5. If selected for drug testing, submit the drug-testing budget immediately after notification and make other preparations. If notification is received, implement drug-testing procedures, including competition site and personnel requirements, as detailed in information from Drug Free Sport, LLC. If drug testing is confirmed for your site, you will be notified as early as possible during the week.
- \_\_\_\_\_ 6. Obtain name of and follow up with NCAA site representative assigned to the game to determine hotel needs, provide directions, etc.
- \_\_\_\_\_ 7. Field arrangements.
  - \_\_\_\_\_ a. Proper markings, including coaching and substitution/penalty areas, in accordance with NCAA rules (see the 2020 and 2021 NCAA Women's Lacrosse Rules book) and policies.
  - \_\_\_\_\_ b. Check goals and nets. Remove goals after warm-up.
- \_\_\_\_\_ 8. Receive notification from NCAA promotions staff regarding online order of promotional materials. Place order immediately.
- \_\_\_\_\_ 9. Arrange for the following equipment at game site: adequate public-address system, two watches, two compressed air horns, NOCSAE game balls provided by the NCAA game ball supplier, scoreboard, pencils and a properly displayed American flag. NCAA banners shall be displayed to create a championship atmosphere. Arrange for the singing or playing of the national anthem.
- \_\_\_\_\_ 10. Arrange for halftime refreshments for teams and officials.
- \_\_\_\_\_ 11. Arrange for drinking cups, ice and water for players at each bench during both practices and games. The NCAA will provide cups, water coolers and water bottles at the site of the finals only. DASANI water or POWERADE powder is preferred at preliminary-round sites, but it is acceptable to use a different unmarked product instead. Please note NCAA policy on commercial identification on cups and coolers. **NOTE:** For 2021, bottled product ONLY should be provided.
- \_\_\_\_\_ 12. Have names of teams on scoreboard (if possible); if not, use "Home" and "Visitor."
- \_\_\_\_\_ 13. Assign locker rooms for the teams and have dry-erase boards and markers, soap and towels in each room. Sites that do not have any locker rooms should have tents available, if possible. Portable restroom facilities must be provided nearby. **NOTE:** For 2021, locker rooms will be available in limited capacity and should not be used for large gatherings.
- \_\_\_\_\_ 14. Assign a locker room for the officials for pregame, halftime and postgame purposes; supply soap, towels and hospitality.
- \_\_\_\_\_ 15. Arrange for an adequate number of competent and experienced ball runners and dress them in neutral clothing that is bright in color and contrasts with the participating teams' and officials' uniform colors and devoid of any commercial identification, team name or logo.

- \_\_\_\_\_ 16. Assign scorers, timers, statisticians and announcer. It is recommended there be one scorer and two official timers (one designated for each competing team) and a recorder for penalty administration, goals, assists, etc. Spell out duties of each official.
- \_\_\_\_\_ 17. Arrange for the following security needs:
  - \_\_\_\_\_ a. Officials (pregame, halftime and postgame).
  - \_\_\_\_\_ b. Teams.
  - \_\_\_\_\_ c. Bench area (pregame, halftime and postgame).
  - \_\_\_\_\_ d. Spectator areas.
  - \_\_\_\_\_ e. All entry gates.
- \_\_\_\_\_ 18. Arrange for medical and athletic training coverage.
- \_\_\_\_\_ 19. Arrange for pregame music. Ensure that music does not contain any inappropriate or profane lyrics.
- \_\_\_\_\_ 20. Have a practice field available the day before (or night, if game is under lights). All teams should be allowed equal practice on the game field. Ice and water must be available at practice sites and athletic training facilities must be accessible to all teams. **NOTE:** In 2021, bottled product only.
- \_\_\_\_\_ 21. Tournament director shall greet the visiting teams on their arrival at the practice field.
- \_\_\_\_\_ 22. Have practice NOCSAE balls available.
- \_\_\_\_\_ 23. Advise teams of the athletic training supplies, equipment, modalities and facilities that will be available or provided.
- \_\_\_\_\_ 24. Check game and 90-second possession clocks.

### **Game Days**

- \_\_\_\_\_ 1. Meet with the NCAA site representative, coaches and other key personnel at least three hours before the game. Choice of uniform is to be decided earlier in the week in consultation with the site representative. Normally, home team wears white or light-colored uniform shirts and kilts/shorts; and visitors wear dark uniform shirts and kilts/shorts. Colors must be contrasting. Confirm these arrangements and bench assignments. Site representative will chair meeting and cover other relevant topics.
- \_\_\_\_\_ 2. Make available new NOCSAE balls; game balls to be sent (three dozen to sites with four teams; two dozen to sites with three teams; and one dozen to quarterfinal sites).
- \_\_\_\_\_ 3. Tournament director shall greet the visiting team on its arrival at the stadium.



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- \_\_\_\_\_ 4. No complimentary tickets allowed (except for children two years of age and younger if facility policy permits). Provide credentials (use NCAA logos) to each team based on the official travel party policies.
  - \_\_\_\_\_ 5. Have site representative file expenses via the online Travel Expense System.
  - \_\_\_\_\_ 6. If scheduled at your site, implement postgame drug-testing procedures as instructed by the NCAA national office and the on-site crew chief.

**Postgame**

- \_\_\_\_\_ 1. Submit online financial report to the NCAA within 60 days. Host should keep the following items on file in the event an audit is conducted:
  - \_\_\_\_\_ a. Hotel bills (officials and site representative/committee).
  - \_\_\_\_\_ b. Miscellaneous receipts, if applicable.
- \_\_\_\_\_ 2. Conduct game within expenses indicated on your proposed budget. Expenditures in excess of your budget must be approved in advance by the NCAA national office.
- \_\_\_\_\_ 3. Submit reconciliation and settlement sheets directly to Event 1 and IMG College within 10 days after the competition.
- \_\_\_\_\_ 4. Communicate process for tournament host and officials' evaluations at the administrative meeting and distribution of participant awards.
- \_\_\_\_\_ 5. Host shall use Stat Crew programs to submit statistics. A packed file for the game must be sent to Matt Holmes ([mholmes@ncaa.org](mailto:mholmes@ncaa.org)) at the NCAA national office immediately after the game.

**CHECKLIST FOR SITE REPRESENTATIVE AND TOURNAMENT DIRECTOR  
(PRELIMINARY ROUNDS)**

- \_\_\_\_\_1. Inspect playing area (benches, scorer's table, audio equipment, public-address system, national anthem, field markings and goals, coaching and substitution/penalty areas, crowd control, locker rooms, and player entrance).
- \_\_\_\_\_2. Review schedule of all activities for the competition.
- \_\_\_\_\_3. Review COVID protocol and testing procedures.
- \_\_\_\_\_4. Review schedule for pregame activities (welcome, introductions, etc.).
- \_\_\_\_\_5. Review game times.
- \_\_\_\_\_6. Review uniform colors and bench assignments.
- \_\_\_\_\_7. Check that NOCSAE balls have arrived and are available.
- \_\_\_\_\_8. Ensure that participant awards (medallions) (for squad size of 32) have arrived and determine method for distributing them to the non-advancing teams postgame (preferably in the locker room).
- \_\_\_\_\_9. Review procedures for ticket sales and parking.
- \_\_\_\_\_10. Review procedures for security (escort for officials and teams).
- \_\_\_\_\_11. Review policy on crowd control, including section on alcoholic beverages and tobacco products. Also, security to prevent fans from accessing the field postgame.
- \_\_\_\_\_12. Review medical and athletic training arrangements.
- \_\_\_\_\_13. Review policies regarding photographers (e.g., permissible areas, no flashes).
- \_\_\_\_\_14. Review procedures governing videotaping and filming. Equipment shall be tested prior to taping. If possible, have backup equipment available.
- \_\_\_\_\_15. Ensure that teams followed game tape exchange policy and confirm that videos have been sent.
- \_\_\_\_\_16. Review policies and plans for postgame interviews and designate an interview area (winning coach and student-athletes interviewed first).
- \_\_\_\_\_17. Review procedures for sending results to the NCAA national office.
- \_\_\_\_\_18. Review automated reimbursement procedures for site representative (instructions included in site representative manual).

## SECTION 4 – Alcoholic Beverages

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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 the following:
  - 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 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."

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## SECTION 5 – 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.

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## SECTION 6 – 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.

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## SECTION 7 – Awards

**Preliminary Rounds.** MTM, Inc., the NCAA national office awards supplier, will send official NCAA participant medallions for each non-advancing team's squad size (32) 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.

### Participation Mementos

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

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## SECTION 8 – Band/Spirit Squads and Mascots

**(NOTE: This section may be altered during the planning process to best fit the Return to Championships guidelines document for the sport of women's lacrosse).**

### Admission.

**Bands and Spirit Squads.** A maximum of 25 band members, including the director, 12 uniformed spirit squad members, and one costumed mascot will be admitted free of charge. Each institution's administrator must submit a typed list to the tournament director and committee liaisons at the administrative meeting prior to the competition.

Electronic Amplification. Bands may not use electronic amplification equipment.

Playing Restrictions. Bands, or any component thereof, are allowed to play during timeouts, after goals (must cease at draw), halftime, between games, and before and after the competition, up to

the beginning of the next game's warm-up time or up to the start of the awards ceremony.

In the event there is more than one band, time will be divided equally between the two and coordinated accordingly on site, with the visiting team playing first. The band MAY NOT interfere with the announcer.

#### **National Anthem.**

The host institution is responsible for arranging the playing of the national anthem.

#### **Noisemakers/Non-Permissible Items.**

The tournament director 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.

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. [See [2020-21 Preseason Playing Rules Reminder memo](#) for COVID waivers relating to this subject.]

#### **Warm-Up Music**

The host institution shall provide appropriate pregame warm-up music for all games.

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### **SECTION 9 – Broadcasting/Internet**

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

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### **SECTION 10 – Championship 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 championships will be held. 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 using 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 origination 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.

#### **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 is located at [NCAACHAMPSPROMOTION.COM](http://NCAACHAMPSPROMOTION.COM).

Championship hosts should customize and download all necessary artwork to promote the championship from the website. Hosts should use 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](mailto:ncaachampspromotions@ncaa.org) if you are unable to locate this information.

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

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

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

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

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

\*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](http://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)

**13.1.8.6 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)

**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.

## SECTION 11 – Championship Merchandise/Licensing

### Administration.

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



### **Availability.**

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

### **General Policies.**

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

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

1. Receive and count in all merchandise upon arrival from Event 1, Inc., as well as receiving all reorders required to meet customers demand. Reorders could arrive any day of the week and could be as early as 8 a.m. Saturday or Sunday.
2. Locked and supervised storage adequate to accommodate all championship merchandise
3. 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.
4. 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.
5. At the conclusion of the event, everything sent must be returned to Event 1 within two days of the conclusion of the event.
6. An appropriate number of selling locations and sellers throughout the facility in order to meet the demands of the projected crowds.
7. Selling locations that are well displayed and fully stocked prior to the public's access to them.
8. Strict adherence to the merchandising and display standards as outlined below:
  - Merchandise made available for sale at all times during the event.
  - Each item neatly displayed with correct prices clearly marked.
  - Merchandise should be neatly folded at all times.
  - Neatly dressed personnel that are customer-oriented.
  - Skirted tables for display and checkout.
  - Display boards and grids to properly display product at all selling locations
  - Selling locations located in high traffic and easily located locations.
  - Vendor shall be responsible for hanging any display or signage material provided by concessionaire.
  - Keeping selling areas clean and neat at all times.
  - Re-stocking of back-up inventory in a fast and efficient manner.
  - Transferring merchandise between the slower and higher volume stands to meet the demands of the consumers.
  - Providing electricity and either hard internet lines or dedicated secured WiFi network connection to support the merchandise sales effort at no cost.

- Calling Event 1, Inc. to request re-orders should sales warrant.
- 9. 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.
- 10. 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.
- 11. 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.
- 12. Having met each of the above requirements, Event 1, Inc. will pay to the host institution/conference, sponsoring agency or its assigned vendor, a commission equal to 20% of sales net of taxes and credit card service fees. The host institutions will keep commissions earned and the remaining money owed to Event 1 must be sent within 7 days of the conclusion of the event.

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

**Institutional Merchandise.** A buy-out option can be made with Event 1/NCAA when the host institution/conference wants to sell merchandise that features the host mark or logo at the NCAA competition. This can only be done when the host institution/conference agrees to purchase the entire product that Event 1 provides. The host institution/conference will receive a 20% commission fee of net sales, gross sales minus credit card fees and taxes, on product supplied by Event 1. The host institution or official vendor will provide the NCAA 15% of sales (net of taxes and credit card service fees) of all non-NCAA championship merchandise. The quantity of NCAA merchandise available for sale shall not be less than a comparable shipment to a comparable site of the previous year’s championship. **Reordering Process.** The host institution/conference may contact Event 1 to place an order for additional merchandise during the event. The concessionaire must contact Event 1 no later than the conclusion of each day to evaluate inventory levels. The more time Event 1 has to react to the request, the better the chance a reorder can be processed and shipped in a timely manner. Event 1 cannot guarantee that additional merchandise will be available.

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

## SECTION 12 – Championship Presentation/Fan Engagement

**(NOTE: This section may be altered during the planning process to best fit the Return to Championships guidelines document for the sport of women’s lacrosse).**

### **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); and
- 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 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 Scripts.**

The public address announcer 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 and run of show for the championship you are hosting.

### **Video Boards.**

The NCAA will provide video board content to sites which have such capabilities. A run of show will be provided in addition to the PA script in these instances in order to specify timing and content delivery. 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 the following:

**Brian Scott - Director of Production**  
Van Wagner Sports & Entertainment  
Telephone: 919-872-6530  
Email: [scott@vwbsn.com](mailto:scott@vwbsn.com)

**Electronic Messages.** No host or venue specific 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.

### **Autograph Session.**

At many NCAA championships, an autograph session featuring the participating teams or individual student-athletes can be a significant fan enhancement. An autograph session allows fans to feel a greater connection with the student-athletes through brief personal interaction, provides lasting memories for young fans and may help create a greater overall impression of the championship for both fans and participating student-athletes if conducted properly. Listed below are some elements to consider before deciding to conduct a student-athlete autograph session, a list of guidelines for an autograph session and a checklist of items needed for the autograph session.

#### **Elements to consider**

- ***Number of fans*** – will there be an adequate number of fans to support an autograph session and make it a positive experience for the participating student-athletes.
- ***Timing and location*** – is there a time and place available in which there will be an adequate number of fans, space and the event will not conflict with the student-athletes' preparation for or participation in the championship (e.g., after each semifinal match concludes, during a highly attended ancillary event surrounding the championship).

- Equitable participation – will all participating teams or individual student-athletes from various schools have equal opportunities to participate.
- Student-athlete experience – this should be a positive experience for all participating student-athletes, so the amount of time they are signing should not be excessive (30-60 minutes); if certain student-athletes will need to sign shortly after they have been eliminated from competition this should be evaluated; the student-athletes overall time commitments for the day should also be evaluated.
- Visibility and promotion – is the autograph session in a place that will be highly visible and accessible to all fans and/or can it be adequately promoted through in-stadium announcements, pre-promotion and signage to direct fans to it.

### **Guidelines**

- The host staff will have primary responsibility for coordinating and managing student-athlete autograph sessions and all staff, volunteer, equipment and logistical needs associated with them.
- The host staff should work with the NCAA staff point person to determine if autograph session(s) are appropriate, for advice, approval of autograph session plans, look and collateral.
- The host should arrange for a walkthrough of the event with the NCAA point person as well as security, the volunteer coordinator, the facility rep, the event sponsor and/or fire marshal when appropriate.
- NCAA (and NCAA Corporate Champion) branding for the autograph area may be provided, please check with your NCAA point person.
- Select a time when the most fans can be accommodated and student-athletes least inconvenienced.
- 30-60 minutes in length.
  - May be split so each team or different groups of individuals sign at separate 30-60 minute periods.
  - If a large number of teams or individuals are signing simultaneously, it is recommended that they are split into separate autograph areas to accommodate more fans.
- Student-athletes should wear game apparel or matching team issued warm-up gear.
- Student-athletes should have easy access to autograph tables or be escorted by staff, volunteers or security to allow for ease of entry and exit.
- One item signed per person to keep lines moving (use your own discretion if crowds are sparse).
- Photos with student-athletes discouraged or limited to keep lines moving (use your own discretion if crowds are sparse).
- Space for cue lines and separate exit points which do not interfere with regular venue traffic flow or flow between autograph areas.
- LOC staff or volunteers allocated to each autograph area to help form cue lines, keep lines moving, refresh autograph materials, direct people to exits and cut off lines when necessary.
- Any autograph materials provided to fans must be produced by or approved by the NCAA point person.
- No local sponsorship of student-athlete autograph sessions will be permitted.
- A sound system (and/or video board) which can be used in conjunction with the autograph session can be effective in communicating directions, recognizing sponsors and for keeping fans in line entertained with music (and/or video highlights).
- Consider how fans who do not want autographs can receive the poster or autograph card without standing in line, how teams will receive extra copies of the autograph item and how a sponsor could receive autographed items without standing in line.

### **Checklist**

- Autograph tables, including skirting (approximately 3 student-athletes per 8' table).
- Chairs.
- Autograph card or poster (provided or approved by the NCAA).
- Pens (Sharpie's recommended).

- NCAA provided branding items.
- Zip ties, tape and other necessary items for affixing banners and signage.
- Staff or volunteers (minimum of two per autograph area).
- Water or other refreshments for student-athletes (Dasani, Powerade or other Coca-Cola product when possible, otherwise unmarked).
- Security (if appropriate).
- Pipe and drape backdrop behind autograph tables (if appropriate).
- Bike rack or Tensa barrier for lines (if appropriate).
- Easels or other free-standing directional or student-athlete/team identification signs (if appropriate).
- Individual name plate/table tent identifying each student-athlete (if possible and appropriate).
- Floor tape to create arrows or lines on the floor (if appropriate).
- Tents to shade student-athletes (if appropriate).
- Rubber bands for posters (if appropriate).
- Announcements for emcee – instructional, NCAA branding, NCAA corporate champion or partner recognition (if appropriate).

### **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 the fans and student-athletes. Various potential areas of in-venue entertainment and the guidelines associated with them are discussed below. All forms of in-venue entertainment should show no bias toward or against any participating team, should be appropriate and in good taste, should have no links or resemblance toward gambling and may not include any commercial recognition (unless it is approved recognition of an NCAA corporate champion, partner or official equipment supplier). Please discuss any in-venue entertainment which 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. Guidelines and ideas for consideration are as follows:

- Must not include any commercial recognition (unless approved/provided by an NCAA corporate champion, partner or official equipment supplier).
- Must be appropriate and in good taste
- Must fit safely within given time constraints with no chance of interfering with the competition.
- 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 are as follows:

- 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 intro and placement of the color guard (if applicable), and intro/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 are as follows:

- 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 the following: 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 are as follows:

- 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 pregame, 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.

|                             |
|-----------------------------|
| <b>Military Involvement</b> |
|-----------------------------|

The NCAA is supportive of inviting the military to participate at NCAA championships if their involvement

enhances the championship experience for student-athletes and fans while at the same time honoring the military in an appropriate and unobtrusive manner. At many NCAA championships, local or national military groups have been arranged by the host to perform pre-game, during halftime or other breaks in the action. These performances have included, but are not limited to the following: national anthem performances (military singer, instrumentalist or band), color guard, presentation of large flags, fly-overs, parachute teams, precision drill teams, eagle releases around the national anthem, reunions with troops returning from overseas with their families, honorary recognitions, etc. Please discuss any forms of military involvement which you would recommend with your NCAA staff point person for approval.

### **Guidelines**

- Involvement from military groups often requires substantial government paper-work. Fly-overs and parachute jumps will also require FAA approval to be handled by the host. Please allow adequate lead time to coordinate.
- Involvement from national touring military groups such as the Air Force Wings of Blue or Army Golden Knights may require costs of travel such as hotel rooms, per diems, rental vehicles and even air travel if a military transport cannot be arranged.
- Host connections with local military bases may be more cost-effective in arranging military involvement.
- No messages about military recruitment should be incorporated into the on-field performances.
- General messages paying tribute to all military personnel and thanking the particular military unit which has performed are encouraged (e.g., “Ladies and gentlemen let’s have a big round of applause for tonight’s performance from the United States Air Force Heartland of America Band... and for all of the American service men and women who they proudly represent.”).
- Campus and venue rules must be considered when developing the presentation.
- All performing or volunteering military groups should be provided complimentary access to watch the championship before or after their presentation if possible. Please discuss this with your NCAA point person.
- When several military groups are in attendance and recognized during one game/session of a multi-day championship, you may want to consider a theme night “Military Appreciation Day/Night.” This should be discussed with your NCAA point person. Marketing should also be involved if you do a theme night.

### **Student-Athlete Red Carpet Arrivals/Team Walks.**

At many NCAA championships, a red carpet arrival or team walk featuring the participating teams and their band and/or cheer squads can be a significant fan enhancement. A red carpet arrival/team walk allows fans to feel a greater connection with the student-athletes through brief personal interaction that provides lasting memories for young fans and may help create a greater overall impression of the championship for both fans and participating student-athletes, if conducted properly. Listed below are some elements to consider before deciding to conduct a red carpet arrival/team walk, a list of guidelines for a red carpet arrival/team walk and a checklist of items needed for the event.

### **Elements to consider**

- Number of fans – will there be an adequate number of fans to support a red carpet arrival/team walk and make it a positive experience for the participating student-athletes.
- Timing and location – is there a time and place available in which there will be an adequate number of fans, space and the event will not conflict with the student-athletes’ preparation for or participation in the championship (e.g., before each semifinal match concludes, during a highly attended ancillary event surrounding the championship or only before the championship game).
- Equitable participation – will all participating teams have equal opportunities to participate (it is permissible to have a red carpet arrival/team walk only on championship night with the two final

teams only versus semifinal day and championship day).

- Team's experience – this should be a positive experience for all participating student-athletes and it should not interrupt their team's normal schedule for a competition. It should be communicated to the team's that a 5-15 minute window between teams is needed. Depending on the schedule of the teams you can pre-determine the arrival times or if they do not have any other commitments prior to the arrival at the venue, you can allow the teams to pick their arrival time as long as they are between the 5-15 minute window of separation, giving them more control of their schedule and not interrupting their normal game-day routine.
- Fan's experience – consider the location of the red carpet arrivals/team walks for the fans as well. Consider using one of the main entrances or going through a fan fest location (if applicable) to the venue so that even if they did not know a red carpet/team walk event was happening, they still might see it and participate.
- Visibility and promotion – is the red carpet arrival/team walk in a place that will be highly visible and accessible to all fans and/or can it be adequately promoted through social media, NCAA.com, e-blast, signage? Ask each participating team to send out the red carpet arrival/team walk times to their ticket holders and on their social media platforms as well.
- Timing of buses – Consider the route that the buses will need to drive in order to arrive on the correct side of the street and the time it will take them to get from the hotel to the location of the red carpet arrivals/team walk.

### **Guidelines**

- The host staff will have primary responsibility for coordinating and managing the red carpet arrivals/team walk, as well as all staff, volunteer, equipment and logistical needs associated with them.
- The host staff should work with the NCAA staff point person to determine if red carpet arrival(s) or team walk(s) are appropriate, for advice, approval, look and collateral.
- The host should arrange for a walkthrough of the event with the NCAA point person as well as security, the facility rep, bus drivers, team hosts the event sponsor and/or fire marshal when appropriate.
- If a team has a band and/or spirit squad, communicate to the team that they should also participate in the red carpet arrivals/team walks. If only one team has a band, ask the other team for a copy of their fight song to play over a speaker, if sound is available at the red carpet arrival/team walk area
- Select a time when the most fans can be accommodated and student-athletes will be least inconvenienced, consider what time the venue opens to the fans and what time the teams would normally choose to arrive.
- Student-athletes should wear game apparel or matching team issued warm-up gear.
- Student-athletes should be escorted by staff, volunteers or security to the security check-in area or their locker room.
- Red carpet arrivals/team walks should have stanchions or barricades to create a safe environment for the student-athletes. Security should also be considered.
- No local sponsorship of student-athlete red carpet arrivals/team walks will be permitted.
- A sound system which can be used in conjunction with the red carpet arrivals/team walks can be effective in communicating which team is arriving, providing fans with additional championship events and for keeping fans entertained with music and/or team statistics.

### **Checklist**

- Carpet – red, blue or black are all acceptable if the venue has one of these colors on hand, otherwise rent red carpet when the budget allows. Carpet is always preferred, but not essential to making this a successful event.
- Stanchions or other form of a barrier between the student-athletes and fans.
- Red carpet arrival/team walk sign or entrance way (e.g. balloon arch), if appropriate.



- Staff or volunteers.
- Security, if appropriate.
- Lighting elements if it is going to be dark out, depending on the time of the arrivals.
- Tents over the carpet if it is raining, unless the location of the red carpet arrivals/team walk is already under a covered location, consider cancelation plan (notifying the teams and fans if the weather is not conducive to hold the red carpet arrivals/team walk).
- Announcements for emcee – instructional, NCAA branding, NCAA corporate champion or partner recognition, team stats, if appropriate.
- Radios or cell phone numbers for communication. Essential for either the team host or bus driver to notify someone at the red carpet arrival/team walk location of the arrival time changes, if appropriate.
- Other entertainment (e.g. DJ/music, local drum line) to keep fans entertained before and in-between team arrivals, if appropriate.

## SECTION 13 – Championship Structure

**(NOTE: This section may be altered during the planning process to best fit the Return to Championships guidelines document for the sport of women’s lacrosse).**

### Game Management

#### Game Times.

Preliminary Rounds. Unless otherwise approved by the women’s lacrosse committee, start times for all preliminary-round games shall be as follows:

#### **First- and Second-Round Games**

##### Friday

- Single game sites — between 2 and 7 p.m.
- Doubleheader sites — between noon and 7 p.m. with 45 minutes allotted between games that includes 35 minutes of warm-up for teams in game two. **NOTE:** For 2021, please allow enough time between games to clear and disinfect the stadium (approximately 45 minutes) before beginning warm-ups for the second game.

##### Sunday

- Between noon and 3 p.m.

#### **Quarterfinals**

- Saturday — Noon, 1, 2 or 3 p.m. (TV and women’s lacrosse committee will determine time slots for each quarterfinal)
- Sunday — between noon and 3 p.m. (Sunday games will only be considering in extenuating circumstances)

Game time(s) shall be established by the host institution within the time frames stated above. For those first-round games in which the host team is not a participant, consideration shall be given to a game time conducive to the participating teams and its fans. Institutions without lighted facilities are required to schedule the start time to allow a four-hour window for a daylight opportunity to play the game. Requests to deviate from those times listed above must be submitted in writing and approved by the women’s lacrosse committee by May 3.

Pregame Time Schedule. Sample pregame schedules are provided in [Appendix C](#). Copies should be provided to the officials and teams during the administrative meeting.

Parking. A parking area for the participating teams and tournament officials (i.e., key host institutional personnel, NCAA committee members/site representative and officials) should be designated. Parking passes will be provided by the host institution. Passes will be distributed at the administrative meeting.

#### Games Committee.

Members. For preliminary rounds, the games committee shall include the director of athletics of the host institution (or designated administrator, other than a member of the women's lacrosse coaching staff), the NCAA site representative (who shall serve as chair) and a designated administrator from the visiting school. The NCAA Division I Women's Lacrosse Committee will designate the NCAA site representative for each site.

Games Committee Duties. The games committee actively will supervise the conduct of each championship session.

Ball Persons. It is the responsibility of the host institutions for all rounds of competition to provide an adequate number of ball retrievers where appropriate. Ball persons will be dressed in a uniform style and color, devoid of any commercial identification, team name or logo. Ball persons shall have sufficient prior experience and an appreciation for the importance of their role at this NCAA competition. The tournament director will emphasize to the ball persons the importance of the event and their duties and responsibilities. Specifically, they will be instructed to remain neutral, serve both teams equally and refrain from throwing balls on the field during timeouts, halftime and before or after games. Ball persons should be at least 12 years of age.

Facility Readiness. The field should be set up for competition at least two hours prior to each game. The facility must be fully set for competition by Wednesday (logos, etc.).

#### **Security/Crowd Control**

Crowd Control. 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 director specific plans in this regard (e.g., number of security personnel necessary in each area). The tournament director 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 sportsmanship statement that will be provided to all host sites at least once during each championship session.

Artificial noisemakers, air horns and electronic amplifiers shall not be permitted, and such instruments shall be removed from the spectator areas. Bands, or any component thereof, shall not play while the game is in progress. The tournament director is responsible for enforcing these provisions. [See [2020-21 Preseason Playing Rules Reminder memo](#) for COVID waivers relating to this subject.]

**Spectators shall not be permitted to enter the field area before, during or after a contest.**

Severe Weather Policy. In case of severe weather, the host institution's regular severe-weather policy will be followed during all practices and games. Institutions with any questions in establishing such a policy

should refer to the NCAA Sports Medicine Handbook, Guideline 1-E, Lightning Safety. Every effort shall be taken to complete the game in the same day that it is regularly scheduled; however, if conditions dictate that the game cannot be completed, the games committee will convene and take appropriate actions. Only then may a game be postponed or suspended until the next day. If a game is delayed, the following warm-up times will be allowed before re-starting play:

- Up to 45-minute delay – 10-minute warm-up.
- 45- to 60-minute delay – 15-minute warm-up.
- More than one hour delay – 20-minute warm-up.

The warm-up time may be waived if both coaches agree.

For NCAA tournament play, all games must be played to completion. If a tournament game is suspended and played on another day, it will be played from the point of interruption.

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

Team Bench Areas. A uniformed security officer should be stationed in the bench area to protect players from spectators, if necessary, and to accompany the teams to and from the locker room.

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.

## Meetings

**NOTE:** In 2021, all meetings should be held virtually. There is the possibility for officials to meet on site the day of the game, if there is a space large enough for social distancing during the meeting.

The host institution is responsible for making arrangements for and scheduling the meetings outlined below, and for notifying the participants in the participant manual.

The NCAA site representative, assisted by the tournament director, should chair the meetings.

Administrative Meeting. For first- and second-round competition, an administrative meeting shall be conducted either Thursday or Friday and it is up to the site rep, coaches, officials and tournament director to determine which day would be best. The purpose of the meeting is to review policies and procedures governing the conduct of the championship and to introduce the games committee. The head coach, athletics director (or designated representative) and sports information director of each team must be present. Assistant coaches and other institutional representatives may attend. Coaches must turn in the team roster form and official travel party list to the NCAA women's lacrosse site representative at this meeting. If adjustments to the meeting date need to be made, contact Morgan DeSpain at the NCAA national office.

For quarterfinals, the administrative meeting must be conducted at least two and a half hours prior to the game. The purpose of the meeting is to review policies and procedures governing the conduct of the championship and to introduce the games committee. The head coach, athletics director (or designated representative) and sports information director of each team must be present. Assistant

coaches and other institutional representatives may attend. Coaches must turn in the team roster form and official travel party list to the NCAA women's lacrosse site representative at this meeting. Officials Meeting. The host institution will coordinate a time for the games committee to meet with the officials. This meeting shall take place at least two hours prior to game time.

## **Practices**

The committee believes it is important to adhere to the following practice and warm-up schedules and procedures in order to establish consistency for coaches and student-athletes. The practice and warm-up schedules and procedures should be provided in advance to the competing teams (i.e., included in the participant manual).

Any deviation from the schedule must receive approval from the women's lacrosse committee chair and the NCAA championship administrator at least 45 days prior to the championship.

Establish a security plan for controlled access to and from the competitive areas.

NCAA Bylaw 17.1.7.10.2.1 (Exception – Championship Practice). At any conference or NCAA championship, student-athletes from the team representing the host institution shall be permitted to miss class time to attend practice activities conducted the day before the competition.

Practice access to all designated host-site fields by visiting teams is limited to the day before and the day of competition, weather permitting. If this is not possible, a practice field with appropriate women's lacrosse lines must be available to all teams the day before the game. Host institutions may have access to designated host-site game fields two days prior to championship games provided the site is the team's normal practice facility. Host institutions must provide a 90-minute window of practice time for all preliminary-round games. All practices held the day before games will be closed to all but credentialed media and credentialed participants. All practices the day of the game will be closed (including to credentialed media). The host institution is required to provide one set of goal cages for each team on the practice field; two goals cages are strongly recommended.

On game days, each team will be guaranteed a minimum of 60 minutes on the game field for its pregame warm-up before the team introductions and national anthem, weather permitting.

Practice Balls. Each team must provide its own practice balls.

Scoreboard. The scoreboard clock should be used to time practice sessions.

Host Personnel. An institutional representative must greet the visiting team(s) on arrival for all practice sessions. An adequate number of host management personnel should be assigned to ensure practices remain closed. They are responsible for ensuring that only those authorized by the coach (excluding media) are allowed in closed practices.

## **Participants Information**

Preliminary-round hosts shall prepare a manual for the participating teams' directors of athletics, head coaches, sports information directors and athletic trainers. The following information should be included: lodging information; meeting times and location; practice times; game times; uniform color; tickets; parking for teams and fans; videotaping; directions; restaurant information; names and contact information of the host's key personnel (athletics director; tournament director; sports information director and athletic trainer).

In addition, hosts should obtain arrival date/time/flight information from the visiting teams.

## SECTION 14 – 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 for the purpose of marketing/promotional events/activities. If such requests are made, the host institution will provide requested space or similar accommodations.

### 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.

- Lasers 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. [See [2020-21 Preseason Playing Rules Reminder memo for COVID waivers relating to this subject.](#)]
- 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 the following link: [NCAA Corporate Champions & Partners](#)

## Local Contributor Program

Currently, local corporate entities are not permitted to use 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 advance 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](http://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 disc 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”.

NCAA and Women’s Final Four are trademarks of the National Collegiate Athletic Association.

The examples below are written only to represent the most typical examples. If you are unsure of exact wording for a specific example, please contact David Lovell at [dlovell@ncaa.org](mailto:dlovell@ncaa.org) or 317-917-6835.

**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 following:**

- 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, click the following link:

<http://www.ncaa.org/championships/marketing?division=d1>.

### **Advertising/Signs/"Look and Décor"**

**1. Advertising/Banners/Signs/Displays.** The host shall not permit advertising, marketing identification, banners, signs or displays of any kind to be hung, posted or displayed anywhere within the general public seating/viewing area of the competition, practice and/or ancillary event venue(s) (i.e., any place that can be seen from the playing surface or seats), including the scoreboard and the playing surface prior to or during the conduct of the championships, other than NCAA, media partner or NCAA corporate champion/partner branding/recognition (e.g., signage, banners, scoreboards, LED scorer's table, video board, ribbon board, PA announcements) approved by the NCAA. Any permanently-affixed (or previously leased) advertising banners, signs, cup holders, select equipment bearing corporate marks (e.g. 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.

2. **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.
3. **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).
4. **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).
5. **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.
6. **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 and partners, and media partners inside and outside of the competition, practice and/or ancillary event venue(s). These locations, include but are not limited to the concourse, within the competition bowl and venue exterior without limitation.
7. The NCAA shall provide the competition venue with the appropriate stickers/field stencils for the approved playing surface markings for the championship.
8. 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.
9. At no charge, the NCAA will have full access to, and control of, any and all LED and other digital signage inventory, both internal and external to the competition venue. This includes TV monitors, video screens, video walls, LED fascia, and all external signage, digital or otherwise. This includes any and all digital inventory to be made available at the time of the championship, inclusive of any inventory that may be added by the venue after this bid document is signed.

## SECTION 15 – Critical Incident Response/Emergency Plan

### Preparation

The facility liaison and NCAA championships administrator/site representative shall review with the local law-enforcement agencies their procedures for circumstances requiring emergency evacuation of the facility or interruption of the competition. 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 student-athletes 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 terrorist actions.

In the event of a critical incident, contact the NCAA site representative/championship administrator immediately before any decisions are made.

Interruption of Competition. If competition 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 competition schedule 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 official time of the game along with all statistics, substitutions, cardable fouls, time-outs, ball possession, score and on-field players at the time of suspension are accurately recorded.

Student-Athletes and Coaches. These individuals should proceed to their respective benches, on instruction from the NCAA staff, committee members or site representatives, retire to the locker rooms or to another locale 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 competition is otherwise disrupted. The NCAA suggests that law-enforcement personnel attempt to communicate with the leaders of the group occupying the competition area (if applicable) to ascertain whether the

situation can be rectified in the short term. Under no circumstances are student-athletes, coaches, officials or NCAA representatives to become involved in the removal of such persons.

Communication. A senior member of the facility management and the senior law-enforcement officer at the site must proceed immediately to the scorer's 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 officials must be kept informed throughout the delay.

Meeting. The committee chair, 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 Competition. As soon as possible, competition shall be resumed from the point of suspension with adequate warm-up time allotted. 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 competition in a nearby facility (e.g., on campus or elsewhere in the city) provided the alternate facility meets the necessary NCAA specifications.

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

### **Safety and Security Plan**

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

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

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

#### **Weather**

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 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](http://weather.gov) or [weatherbug.com](http://weatherbug.com). It is also recommended that the tournament director make contact with a local meteorologist.

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### **SECTION 16 – 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 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 championships 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 will be allowed in the area. Each room must accommodate the drug-testing crew, selected student-athletes and their institutional representative. 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. 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**

Announcing in advance whether drug testing will be conducted at a championship is strictly prohibited. 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.** The site coordinator will provide official travel party and the team drug-testing representative’s contact information to the DCO.
- **Championships Drug-Testing Site Coordinator Manual.** The Championships Drug Testing Site Coordinator’s Manual is available on the NCAA website at [www.ncaa.org/drugtesting](http://www.ncaa.org/drugtesting).

- **Escorts.** 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 DCO assigned to the site to discuss logistics.
  - *Meet with Doping Control Officer.* Meet with the DCO 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.

|                     |
|---------------------|
| <b>Testing Area</b> |
|---------------------|

1. The site coordinator is responsible for selecting the facility for drug testing. He or she should consult with the crew chief or Drug Free Sport to make sure the facility and location are adequate.
2. The site coordinator must ensure the security of the room(s). The testing area must have controlled access. Only those authorized by the crew chief will be allowed in the testing room. Do not hire security personnel for this task.
3. The space should be able to accommodate the movement of at least three crew members, student-athletes and the site coordinator.
4. The site coordinator shall supply the following materials for the testing area. The number of student-athletes being tested will determine the number of each item. Please discuss with the crew chief.
 

|                            |                          |
|----------------------------|--------------------------|
| ▪ Six to eight foot tables | ▪ Chairs                 |
| ▪ Beverages                | ▪ Large trash containers |
5. The only access to the drug-testing area should be through the main entrance.
6. Fully equipped restrooms should be in the testing area or close by. These restrooms must be secure and closed to others.

## SECTION 17 – Facility, Equipment and Space Requirements

**(NOTE: This section may be altered during the planning process to best fit the Return to Championships guidelines document for the sport of women’s lacrosse).**

The NCAA will provide certain championships equipment (sidelines hydration, competition playing equipment, etc.) on a sport-by-sport basis that must be used in all championship activity. Each championship will receive information from the NCAA pertaining to any equipment that will be provided.

### Facility Use

The competition venue must be exclusively available for practice and competitive sessions throughout the competition.

Facility Use Dates. Game and practice facilities must be reserved and given first priority for the tournament commencing at 8 a.m. the day prior to the game. Alternate facilities must be available in severe weather situations.

Time Clocks. The game clock should be operational at practice sessions to aid in communicating the allotted time.

Possession Clock. A visible game clock and 90-second possession clock are required.

Backup Game Clocks. A backup clock is mandatory and should be synchronized with the visible clock. The official clock must be operational from the scorer’s table. An air horn and secondary timepiece (for timeouts) also must be available at the scorer’s table.

If the game clock is operated from the press box, then either the tournament director or the sports information director shall communicate the procedures regarding scoring, penalty clock and overall timing with the head official. In addition, the sports information director shall ensure the staff at the on-field scorer’s table have the correct reporting forms along with lineups.

Banners. Any banners other than the approved NCAA and television and radio banners may not be posted on the arena walls without the permission of the women’s lacrosse committee. Hand-held team banners are permissible as long as they do not interfere with the competition or spectators’ views and they do not contain any commercial identification. Banners advertising equipment or manufacturers are prohibited.

Benches. Benches or chairs for 50 people per team should be set up on either side of the scorer’s table. At the finals site, the women’s lacrosse committee will designate the bench areas for the teams.

Field Markings. The field surface shall be lined in accordance with NCAA Women’s Lacrosse. It is the preference of the women’s lacrosse committee that there be women’s lacrosse lines only and when not available, the women’s lacrosse lines be the most prominent color on the field.

Football Goal Posts. Any football goal posts shall be removed from each end of the playing field.

Horns. Two working air horns must be at the table.

Games Committee Area. A room in the facility shall be designated for use by the games committee and/or women’s lacrosse committee.



### Locker Rooms/ Assignments.

**NOTE:** For 2021, locker rooms will only be available for limited capacity and should not be used for large gatherings.

First and Second Rounds. Up to four equitable, spacious locker rooms with showers must be available for teams. Be sure to double-check that hot water is available. Locker room space 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. The host institution will determine the locker room assignments; the home team will be permitted to use its original locker room.

Quarterfinals. Two equitable, spacious locker rooms with showers must be available for teams. Be sure to double check that hot water is available. Locker room space for a minimum of four game officials also must be available. Signs with the teams' names must be affixed to each respective locker room door. The host institution will determine the locker room assignments; the home team will be permitted to use its original locker room.

Parking. The host will provide complimentary parking spaces in prime locations to be used at the sole discretion of the women's lacrosse committee. Each institution will receive four parking passes, which will be distributed at the administrative meeting.

Scoreboard. It is preferred that signs with the names of the competing teams be posted on the scoreboard, rather than "home" and "visitor." A backup scoreboard should be available (e.g., flip cards) in case of a problem with the main scoreboard.

Scorer's Table. The table must be skirted and elevated to offer a clear view of the entire playing field. It is imperative that the personnel at the scorer's table be able to communicate with the press box. If possible, the table should be elevated.

Preliminary Rounds. There should be enough seats at the field table for at least seven individuals, including the official scorer, three statisticians, clock operator, one representative from each school, NCAA representative and table official.

### **POWERADE**

Preliminary-Round Sites NOT Receiving POWERADE-Branded Equipment and Product. The host institution may use items other than POWERADE-branded equipment. These items, however, must not display any commercial marks (e.g., logos and graphics of commercial products such as Gatorade), or such marks must be covered completely (this requirement applies on the sidelines and in competition areas, media areas or any other back-of-house areas).

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

### **Decorating and Advertising**

Signage. There may be no commercial advertising, signs or displays of any kind, including those of NCAA corporate champions/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 tournament.

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

*Television/Radio Banners.* At televised games, only the NCAA and television and radio banners may be hung (one banner per network). The banner may not be located in any location opposite the main television cameras. No local /school radio banners are allowed.

*Alcohol and Tobacco.* 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.

Institutional Signage. Institutional signage does not need to be covered.

Directional Signs. Directional signs should be posted in all areas used by the participants and the media (e.g., locker rooms, hospitality etc.).

Electronic Messages. No electronic board advertising of any kind or messages promoting non-NCAA events in the facility may be displayed during practice or competition. This includes promotion of upcoming events at the facility. The following kinds of messages are permissible: announcements of results from other NCAA competition; reminders that NCAA merchandise and concessions are on sale on the concourse; or any public-services announcements or promotional messages specifically provided by the NCAA. All other messages must be approved in advance by the championship administrator or the NCAA site representative.

Video Boards. If electronic video replay screens are available, they may be used at the facility's expense. Replays of any game official's calls are not permissible; however, replays of goals scored are permissible. Video boards may not display advertising. For the finals site, the NCAA will provide programming.

Table Banner. The NCAA will provide one banner for the scorer's table. The NCAA staff will consult with the tournament director to determine the dimensions for the banners. No other ornamentation or signage is allowed on the scorer's table. Cover the scorer's table with drape or other appropriate material if the banner does not cover the entire table.

## **NCAA Space Requirements**

Athletic Training Room. Provide athletic training room stocked with towels and other necessary equipment, and staff it with appropriate personnel prior to and during the games and all practice sessions.

Backdrop. At preliminary rounds, the area behind the media dais should be pipe and drape with an NCAA banner displayed.

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

Player-Guest Entrance. A gate must be identified to admit patrons holding player-guest tickets.

Supplies. Each locker room must be clean and adequately supplied with towels, toilet paper, water and

ice during all competition. The site representative/committee will inspect the locker rooms prior to the first practice.

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.

#### **Parking**

There should be enough parking spaces adjacent to the championship venue for the site representative/committee, team personnel, officials, NCAA staff and media. In addition, designate an area for team buses to drop off and pick up passengers.

#### **Security**

Security personnel (police, ushers or other attendants) should be stationed at the entrances to the game field during both practice and competition sessions to screen personnel.

The only individuals with credentials permitted on the game field during actual competition will be the following:

- a. Game officials.
- b. Timers, official scorer, statisticians, etc.
- c. Official travel party.
- d. NCAA staff and women's lacrosse committee.
- e. Tournament director/event management staff/host personnel.
- f. Athletic trainers/physician.

Refer to [CREDENTIALS](#) for additional details.

In order to ensure the safety of and best competitive atmosphere for the competitors, field credentials should be provided to only participants, officials and other authorized personnel. No one should be allowed to enter the field without a credential. (Refer to [CREDENTIALS](#).)

#### **Videotaping**

The host institution is responsible for videotaping all games and providing copies to the participating teams immediately after the game or uploading online per the IWLCAs video exchange policy. The host also shall designate (in conjunction with the NCAA representative) a videotaping area for participating teams and diagram the location on the facility map that should be included in the coaches' packet/participant manual. Teams may use one camera and videotape only their own games; videotaping for scouting purposes by any representative of athletics interests (e.g., parents, boosters, etc.) is not allowed.

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## **SECTION 18 – Financial Administration**

#### **Audit**

Sites will be randomly selected for financial and box office audits after 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**

No changes are allowed to the proposed budget without approval from Morgan DeSpain at the NCAA national office.

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

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

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

### **Drug Testing Expenses**

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

### **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.

### **Participating Institutions' Expense Forms**

The NCAA will reimburse the competing institutions for transportation and per diem expenses in accordance with the appropriate NCAA policies. The competing teams shall be responsible for their local transportation, unless otherwise allowed under NCAA policy. Once the championship is completed, participating institutions should submit [online expense forms](#) via the Travel Expense System 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.

### **Officials**

Lodging for the game officials shall be arranged by and direct-billed to the host institution. Reimbursement for this expense will be made by the NCAA via the financial report. Officials will be responsible for their own incidentals. Estimated lodging costs for the officials shall be included as a line item on the initial proposed budget. The host is not responsible for paying game fees, per diem or mileage to the officials; these expenses will be paid directly by the NCAA via ArbiterPay.

### **Site Representatives/Committee**

NCAA Site Representative. The NCAA shall provide the NCAA site representative with instructions for filing their expenses' electronically via the Travel Expense System website for payment. The NCAA representative's hotel room and tax shall be paid (via direct bill) by the host institution and submitted on the financial report. The site representative will be responsible for his or her own incidentals. Estimated lodging costs for the site representative shall be included as a line item on the initial proposed budget. The host is not responsible for paying per diem or mileage to the site representative; these expenses will be paid directly by the NCAA.

### **Transportation**

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

Local Transportation for Teams. The host institution can assist each team in arranging for local transportation. However, for team sports where ground transportation is paid for by the NCAA, the school MUST book through GO GROUND. Please reference the NCAA travel policies: <http://www.ncaa.org/championships/travel/championships-travel-information>.

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

## **SECTION 19 – Insurance**

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

### **If event is held on-campus:**

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

**If event is held off-campus:**

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

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

**SECTION 20 – Lodging**

The host institution is responsible for reserving hotel accommodations for (a) the participating team(s) (b) officials; and (c) NCAA committee/site representative, media and the drug-testing crew (the headquarters hotel). It is strongly recommended that each hotel have its own full-service restaurant and catering capabilities.

For all NCAA preliminary round competition, unless otherwise stated, the host institution/agency or the NCAA shall make reservations for the participating institutions/student-athlete(s) and advise them of the arrangements. The selected hotel properties shall be within no more than 30 miles (30 minutes) of the competition site and be priced at a fair and reasonable market room rate. The women’s lacrosse committee also would like to strongly recommend that preliminary-round hosts secure full-service hotels that provide team meeting space for each visiting team. The selection of a competition site may be dependent on availability and quality of rooms for participating institutions/student-athletes. Each participating institution/student-athlete is obligated to confirm or cancel the accommodations.

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

**Room Rate.** Room rates for the NCAA, press and participating teams must be comparable in range. The NCAA accepts standard complimentary policy of at least 1/50.

**Meeting Space.** Every effort should be made to provide team meeting space on a complimentary basis at the hotel.

**Merchandising**

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

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

#### **Minimum Number of Rooms**

*Preliminary Rounds.* The host shall secure 25 rooms (double/double at a full service property) for each visiting team for up to two nights based on travel schedules and advancements. The hotel contract shall state that the assigned team may cancel the rooms by 5 p.m. the Tuesday prior to the first-round and quarterfinal games. This would allow a local team to bus over on game day without incurring lodging expenses. Hotel contracts shall confirm that the nonadvancing team may adjust its check-out date to Saturday based on the outcome of Friday's game without penalty for first-round games. Complimentary meeting room space also shall be secured for each team.

Hotel information should be forwarded to the visiting team(s) as soon as possible after notification of host sites.

In addition, local hotel accommodations shall be reserved for the game officials and NCAA site representative. Room and tax charges (no incidentals) for these individuals should be direct-billed to the host institution. Hotel charges should be itemized on the financial report for reimbursement by the NCAA.

### **SECTION 21 – 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 <https://www.ncaa.org/championships/statistics/ncaa-records-books>. Please contact a member of the NCAA media coordination and statistics staff if you have trouble accessing the information.

#### **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 Sahar Abdur-Rashid ([srashid@ncaa.org](mailto:srashid@ncaa.org)) or Jenn Rodgers ([jroddgers@ncaa.org](mailto:jroddgers@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 [NCAA.com/credentialterms](http://NCAA.com/credentialterms), 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 a staff 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.

**Teams.** The host will provide and distribute credentials for the members of each team’s bench personnel. Credentials should be provided to each participating team's administrator or coach at the administrative meeting.

Each team will be permitted 12 individuals on the sidelines beyond the travel party of 38 for a total of 50. The individuals exceeding the travel party shall include non-participating, dressed players and institutional personnel (coaches, managers, athletic trainers, team physicians and administrators). The non-participating, dressed players are permitted to participant in pregame warm-up activities at the discretion of the institution. All players must be identified on the Travel Party Roster Form along with their jersey numbers. Institutions must submit this list to the lacrosse committee at the mandatory administrative meeting.

- Team Physician. An additional medical credential may be issued to a team physician as requested. This credential will provide access to the venue; therefore, a ticket will not need to be purchased. This credential is in addition to the 50 mentioned above.
- Drug-Testing Team. In the event of drug testing, plastic credential badges will be issued for the drug-testing team designated as “event management”. A minimum of five nonmedia seats shall be reserved for members of the drug-testing team. Individuals serving in this capacity will be identified for the tournament director at each site by the national office staff.
- Media. Requests for media credentials should be handled by the host’s sports information contact. Subject to limitations of space, media credentials shall be assigned in accordance with the following priorities: (1) campus media certified by the director of athletics and/or sports information director of each participating team; (2) certified media from the immediate locale of the championship or the immediate locale of the competing teams; (3) other certified media.

Other conditions for obtaining media credentials may be implemented based on the circumstances at the championship site. These conditions must be approved before the competition by Matt Holmes, media coordinator for the women’s lacrosse championship.

- Gambling. NCAA policy prohibits the issuance of media credentials to representatives of any organization that regularly publishes or otherwise promotes the advertising of “tout sheets” or “tip sheets,” or other advertising designed to encourage gambling on college sports events. In addition, credentials will not be issued to representatives of telephone reporting services and professional sports organizations. Institutions hosting NCAA Division I championship competition are subject to the Association’s enforcement procedures if the media coordinator disregards this policy.

## Credential Qualification and Acceptance



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.

#### **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](http://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](mailto:nflannery@ncaa.org)).

**Championship Website Guidelines.** NCAA Championships hosts/LOC’s have the opportunity to build their own championship micro-site to house information about local events, restaurants, volunteer info, etc. The URL for this site should not be promoted and will be linked directly through NCAA.com. For complete guidelines, please visit [NCAA.com/media](http://NCAA.com/media) and click on “Championship Host Website Guidelines.”

#### **Live Scoring**

Please log on to <http://www.ncaa.com/media> for information regarding live scoring.

#### **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.

#### **Microphones**

The placement of microphones on a team coach or in the team huddles and bench areas is prohibited at all NCAA championships.

#### **Micro-Site 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 enhance the fan 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 ; and
- 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; and
- Public transportation options.

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

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

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

All information regarding the details of selections, all preliminary rounds and broadcast schedules should be linked to [NCAA.com](http://NCAA.com) with the use of the NCAA.com logo.

### **Email Sign Up**

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

### **Logo Usage**

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

**Copyrights, Licensing, Trademarks and Corporate Marks.** The following are guidelines for use of NCAA trademarks and the process for requesting licensing for photos:

- Host cannot promote or click thru to any URL other than NCAA.com.
- Host corporate partner marks or any commercial advertising are prohibited from being displayed on the micro-site.
- The NCAA primary logo must be displayed more prominently than any other logo and must precede or be placed above any other identification marks. If the micro- site is built within an existing site's framework, exceptions will be made at the NCAA's discretion.
- Photos from previous years' championships can be accessed by submitting a request form here: <https://ncaaphotos.photoshelter.com/contact>.
- The micro-site must adhere to fair and equitable treatment for ALL participating student-athletes and schools.
- Trademark script must be included on the homepage of the site. This text can be in a mouse print format at the bottom of the page as follows: *NCAA is a trademark of the National Collegiate Athletic Association.*

A complete list of NCAA trademarks and trademark protection is located 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](http://NCAA.com/Social).

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

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

- Referral pages;
- Page views;

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

**Local Contributor Recognition.** The LOC/host institution is able to recognize their local contributors under the following guidelines:

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

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

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

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

Should you have any questions, please contact the following:

Nate Flannery  
 Director, Digital and Social Media, Championships and Alliances  
 317-917-6523  
[nflannery@ncaa.org](mailto:nflannery@ncaa.org)

**News Film and Mini-Cams**

Please visit [www.ncaa.com/media](http://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.
- 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 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 Conference

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.)

Press Interviews. Arrange for press interviews with both coaches and student-athletes. Immediately after the 10-minute cooling-off period (e.g., 10 minutes after a competing team enters its dressing room), the interview area will open to all certified members of the news media; any coach and student-athletes requested by the media will be available for interviews. If a team or individual is participating in an awards ceremony, the cooling-off period will begin immediately after the presentation. For the semifinal games,

the winning teams will be interviewed first, followed by the non-winning teams. ***The non-advancing team will attend its press conference first for both semifinals and the championship game. The winning team's press conference will immediately follow.*** Team hosts will assist team SID's in getting the requested individuals to the postgame press conference. Locker rooms shall be open to the media after the cooling-off period has expired.

#### **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.

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.

"Selected Media" Policy. Should a coach permit any single media agency to enter the locker room before the cooling-off period has expired, the locker room shall be opened to all other media representatives desiring access to the area.

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 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 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.

#### **General Information**

Press Area. Set up tables for the working press as close as possible to the field or in the press box without interfering with student-athletes and officials. Arrange facilities for two-person radio crews, if appropriate.

Interview Room. A separate interview area should be available. "Dress" the room appropriately to reflect the prestige of the event by (a) placing NCAA seals and 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; and (e) providing a sound system, if necessary. An NCAA backdrop will be provided to be hung behind the press conference dais. A security officer should be stationed outside the room to check credentials; game officials should not be allowed in the interview room.

The host shall also provide adequate TV lighting, sound equipment (microphones, amplifier, etc.). The NCAA shall have final approval and direction of all sound and lighting equipment. Provide a microphone(s) for media questions. This room should be set and prepared for Wednesday evening.

Media Hospitality Area. Arrange for appropriate press hospitality.

Student-Athletes and Coach. The SID representing each participant shall escort the coach and student-athletes to the interview area.

Quotes. Typed quotes shall be distributed to the media immediately after each news conference. It is recommended that one person be assigned to each team so that news conferences are covered in their entirety.

Open Practices. Representatives of the credentialed media will be permitted access to team practices held the day before competition.

### 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.

### Photographers/Videographers

1. 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.
2. Hand-held video cameras may be permitted in the stands as long as they do not obstruct the view of other spectators. Tri-pods and large video cameras may not be used by spectators.
3. At preliminary-round sites, team videographers are permitted to film from within the team bench area up to the start of the game. Once the game has started, they shall move to the opposite side of the field, across from the team benches.
4. Still photographers shall stay back from the sidelines across from the team benches so they do not interfere with either the officials or players running past them along the sideline. Photographers are **prohibited from being directly behind the goals**. In the event a photographer requests to place a camera inside the goal, the following procedures must be followed:
  - The camera must be placed inside the goal only.
  - The camera must sit back well inside the goal.
  - The camera must be in place early enough that it does not interfere with a team’s warm-up time, and must be available for the officials to check prior to the beginning of the game.
  - Once the game begins there will be no stoppage of the game to allow for camera adjustment. Adjustments that can be made during the normal timeout period or at halftime are allowed, but the re-start of the game may not be delayed.
  - For the safety of the student-athletes, the camera or the container holding the camera must be padded. Officials and/or game management shall determine if the padding is sufficient.
  - If a ball that is rolled or tossed back into the goal circle by the defensive team hits the camera or its container and rebounds back out of the circle, the officials will stop play, call timeout and have the ball returned to the goal circle to re-start play.

### Programs

Please refer to [SECTION 25 – Programs](#) 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 “2015-16 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 21 – Media Services](#)) 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.

1. Security should be prepared to keep media representatives in the area(s) reserved for them and out of the stands.
2. A security officer should be stationed outside the media workroom and post-competition interview room to check credentials; this individual should be instructed that only credentialed individuals may enter the area. Officials specifically are prohibited from this area.

### Social Media Guidelines

The official NCAA social media pages and official hashtags are located 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](mailto: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 nine considerations when planning for social media event marketing are as follows:**

**Top nine considerations when planning for social media event marketing are as follows:**

1. **Know your social media audience.** Use 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](mailto:cdion@ncaa.org), or send ideas or news to the general box, [socialmedia@ncaa.org](mailto:socialmedia@ncaa.org).

#### Statistics Reporting to the NCAA

Each host shall use NCAA LiveStats to record and submit statistics. Upon finalizing the game at its conclusion, the files will automatically be transferred to the NCAA national office.

#### 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 [www.ncaa.com/media](http://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 [www.ncaa.com/rights-request](http://www.ncaa.com/rights-request). Questions about Internet streaming can be directed to Nate Flannery (phone 317-917-6523; [nflannery@ncaa.org](mailto:nflannery@ncaa.org)).

### **Working Press Room**

The media coordinator is responsible for the working press room at the arena.

1. 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.
2. Copier. One photocopier machine with capabilities for reproducing statistics and other material on bond paper with a minimum per copy speed of 75 per minute. The facility will be responsible for the installation, service costs and paper for these machines for the competition. Each machine will also include a collator and automatic stapler, with an additional collator available capable of handling 12 separate sheets of paper. Equipment operators and technicians also shall be provided and available for all days of competition as scheduled by the NCAA.
3. Laser Printer. At least one high-speed printer shall be available in the media area.

### **SECTION 22 – Medical Procedures**

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

Each scheduled practice and competition of the women's lacrosse championship should include the following:

1. The on-site presence of a person qualified and delegated to render emergency care to a stricken participant.
2. The presence or planned access to a physician for prompt medical evaluation of the situation, when warranted.
3. Planned access to a medical facility, including a plan for communication and transportation between the athletics site and the medical facility for prompt medical services, when warranted. Access to a working telephone or other telecommunications device, whether fixed or mobile, should be assured.
4. All necessary emergency equipment should be at the site or quickly accessible. Equipment should be in good operating condition, and personnel must be trained in advance to use it properly. Additionally, emergency information about the student-athlete should be available both at home and on the road for use by medical personnel.
5. A thorough understanding by all parties, including the leadership of visiting teams, of the personnel and procedures associated with the medical plan.

It is the responsibility of the host institution to provide first aid personnel for the spectators.

## Medical Facilities

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

**Biohazard Cleanup.** The athletic training staff shall prepare a biohazard kit to clean and manage all blood situations. Assemble and maintain supplies for cleaning and disinfection of hard surfaces contaminated by blood or OPIM. Items include personal protective equipment (PPE) (gloves, goggles, mask, fluid resistant gown if chance of splash or splatter); supply of absorbent paper towels or disposable cloths; red plastic bag with the biohazard symbol on it or other waste receptacle according to facility protocol; and properly diluted tuberculocidal disinfectant or freshly prepared bleach solution diluted (1:100 bleach/water ratio). These kits should be placed on each team's cooler cart positioned at the end of the team benches.

**General Public.** The facility, at its expense, must provide certified medical personnel (independent of the competition medical staff) and a first-aid room for spectators on game days.

**Hospital.** The host athletic trainer shall identify a hospital, in close proximity, that will be available to participating teams and shall ensure that championship participants will be provided priority care and assistance.

**Participants.** Athletic training facilities should adhere to local, state and federal regulations pertaining to health care facilities. An athletic training room shall be open and a certified athletic trainer (the host institution's athletic trainer) must be present for all practices and games at the facility. The training room must open a minimum of two hours before all practices and games, and remain open one hour after the conclusion of all practices and games. Two physicians (general practitioner and orthopedic surgeon) must be accessible by cell phone or pager during all practices and must be on-site during all games.

**Supplies.** All necessary emergency equipment should be at the site or quickly accessible. Equipment should be in good operating condition, and personnel must be trained in advance to use it properly. This equipment should include, but is not limited to, the following:

- AED;
- A bag-valve mask, advanced airway tools;
- A spine board and other stabilization supplies for the head and neck;
- Splints;
  - Immobilization splints;
  - Immobilizer/knee stabilizer;
  - Crutches;
- Bleeding control materials, such as a tourniquet and large sterile dressings;
- Ice;
- Blood-borne pathogen kit;
- Moist hot packs;
- Muscle stimulator;
- Sharps kit/biohazard trash can;
- Ultrasound unit;
- Gurney;
- First-aid equipment/athletic training supplies;
- Suture materials;
- Emergency eye care and dental equipment; and

- Sports medicine providers should be trained to use emergency supplies.

**Locker Rooms.** The team locker rooms shall be equipped with hot hydroculators, biohazard trash cans and sharps containers. The sports medicine staff should be prepared to assist teams with cold baths, whirlpool tubs and exercise bikes. Each locker room or team bench should be equipped with similar equipment, if applicable.

**Communication.** The athletic trainer and physicians should be equipped with a means of radio communication.

**Teams' Physicians.** Participating institutions may include team physicians on their gate list. If the physicians are not seated on the bench, the host athletic trainer should ascertain their seat locations, in case of emergency, and be prepared to escort the physician to the team locker room, if necessary. If the team physician has not been provided a credential from the team allotment, they will be provided a credential and escorted to the team locker room or athletic training room.

### Concussions

The NCAA has adopted legislation that requires each active member institution to have a concussion management plan for its student-athletes. Participating institutions shall follow their concussion management plan while participating in NCAA championships. If a participating team lacks appropriate medical staff to activate its concussion management plan, the host championship concussion management plan will be activated.

The legislation notes, in part, that a student-athlete who exhibits signs, symptoms or behaviors consistent with a concussion shall be removed from athletics activities (e.g., competition, practice, conditioning sessions) and evaluated by a medical staff member (e.g., sports medicine staff, team physician) with experience in the evaluation and management of concussions. A student-athlete diagnosed with a concussion is precluded from returning to athletics activity for at least the remainder of that calendar day; and medical clearance for return to athletics activity shall be determined by the team physician or the physician's designee from the student-athlete's institution. In the absence of a team physician or designee, the NCAA tournament physician will examine the student-athlete and will determine medical clearance.

### Medical Staffing

**Host Medical Staff.** It is the responsibility of the host institution/conference to provide medical coverage and care for participating student-athletes. In limited-access venues, the host medical staff will assess and remove from play student-athletes with injuries. Once removed, traveling medical staffs will have access to their student-athletes.

**Travel Party.** Medical personnel receive credentials for the championship as part of the normal institutional travel party. It is the responsibility of the participating institution to include medical personnel in their normal credential numbers. However, institutions may elect to pay for medical staff to travel in addition to the travel party limits though institutional funds. Competition site access can be secured by acquiring session tickets though purchase or an institutional pass list.

**Access.** Medical staff traveling with teams will have access to their team participants through the host medical staff, should an injury occur.

**Communication.** Contacting the host medical staff before arriving to the championship site is recommended. On arriving, understanding competition site access during the event will help coordinate

access to injured student-athletes. Typically, an access point from the stands supervised by security will allow access to student-athletes.

#### **Portable Baths**

Portable baths (hot or cold) must be used under the direction of the host sports medicine staff, athletic trainer or physician within the venue of the championship. If the host sports medicine staff permits the communal use of the baths, they must be properly disinfected between individual use, filtered and with proper circulation or otherwise maintained in a manner consistent with local public health codes. The NCAA permits ice baths in designated areas as directed by an athletic trainer or team physician when the bath is used as a component of the emergency care plan in the event of an exertional heat injury

### **SECTION 23 – Neutrality**

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Host institutions should keep in mind that an NCAA event is not a home event. Neutrality is important; therefore, such items as the use of student-athletes on promotional materials and host institutional signage should not be used to create a "home" atmosphere. Further, there shall be no cheering in the press box or at the scorer's table. Those in any working capacity shall remain neutral.

### **SECTION 24 – Officials**

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All officials for all tournament games will be selected and assigned by the NCAA national coordinator of officials in coordination with the Women's Lacrosse Committee.

#### **Confidentiality**

Participating teams will be advised of the officials assigned to their competitions at the administrative meeting. The committee representative will meet with the officials (separately from the participants' meeting) to review their responsibilities and distribute the NCAA patches.

**Admittance.** Officials will be provided credentials for field access and admittance to the locker room areas.

**Arrival to Site.** For preliminary-round sites, officials are required to arrive at the site in time to attend the officials meeting. NCAA policy prohibits officials from attending banquets or other social events in conjunction with the championship.

**Lodging.** Officials' hotel rooms and tax should be billed to the host institution; the officials are responsible for incidental charges. The host institution will then file these expenses on the online financial report after the competition. The officials should be housed in the same hotel as the NCAA representatives and may not be housed with the teams.

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

**Payment of Officials.** All officials' fees, per diem and travel expenses will be paid directly by the NCAA via ArbiterPay.

Officials shall receive a \$403 fee per game at preliminary-round sites.

All officials also receive travel expenses according to actual mode of transportation, not to exceed jet coach airfare or 53 cents per mile.

In addition, all officials will be paid a \$45 per diem allowance for meals and incidentals for each day of the

championship, beginning with the day of arrival and ending with the day of departure.

**Tickets.** Two tickets for each game shall be reserved for each official. These are not complimentary tickets. All tickets must be purchased.

#### **Patches and Uniform**

Game officials will be provided an NCAA patch to be placed on the upper right or left chest of their uniforms while officiating in NCAA tournament play. No other patches or logos will be permitted. Officials shall wear black striped shirts, black kilts/skorts and black shoes.

#### **Transportation**

Officials who must fly to the site must make their travel arrangements through the NCAA travel service, Short's Travel Management. The NCAA will not be responsible for payment of airline tickets purchased through other sources. Officials who use ground transportation will be reimbursed at a rate of 53 cents per mile round trip from their home to the site (but not including local mileage while at the site).

### **SECTION 25 – Programs**

The preliminary rounds of 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 are located 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](mailto: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 for Program Vending.**

Below are a few best practices for digital programs:

- 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; and
- 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; and
- 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](mailto:chad.laytham@learfieldimgcollege.com)) at Learfield IMG College.

## SECTION 26 – Tickets/Seating

**(NOTE: This section may be altered during the planning process to best fit the Return to Championships guidelines document for the sport of women’s lacrosse).**

## Printing Tickets

**Host Responsibility.** Hosts are responsible for printing and distributing all tickets within the policies and procedures outlined in this section. Printing expenses are considered permissible games expenses. For on-campus hosts, processing and distribution expenses also are permissible.

**Design/Printing.** Printing of tickets is a permissible games expense for all sites. Proposed ticket designs (front and back) must be submitted for approval. Hosts should use the NCAA championship logo only in their ticket design. Host institution logos may be included only on the back of the ticket and only if the NCAA logo also is included. The host institution logo may not exceed the NCAA logo in size.

**Computerized Tickets.** Computerized ticket agencies may be used for ticket sales only with NCAA approval.

Service Charges for Mail and Telephone Orders. A maximum ticket agency service charge of \$2.50 per all-session ticket sold by mail or telephone, plus a \$1 per all-session handling fee, may be charged to the consumer. It is suggested that hosts negotiate a more favorable rate if possible, based on the rate charged for other sporting events in the locale.

Service Charges for Box-Office Purchases. No service charge or handling fee may be charged for box-office purchases.

Special Groups. The ticket agency service charge and handling fee shall not be applied to group ticket sales (e.g., participating teams, ESPN, NCAA corporate champions/partners). The host institution may negotiate with the ticket agency to exclude other groups from the charges.

Reporting of Receipts and Expenses. All service charges and handling charges collected by the ticket



agency must be reported as receipts on the championship financial report.

Ticket Related Expenses. If a computerized ticket agency is used, the host may not include costs associated with ticket operations or distribution as games expenses.

**Price(s).** For preliminary-round games, the minimum ticket prices are \$5 for adults and \$3 for students with ID cards. Children 12 years of age and younger may be admitted to any game for \$2; children two years of age and younger may be admitted free of charge with a ticketed adult to any game (if facility policy allows). Proposed prices must be submitted to the NCAA on the host's budget form and may not be changed without NCAA approval.

Proposed prices must be submitted to the NCAA on the host's budget form and may not be changed without NCAA approval.

**Credit Card Payments.** Credit cards may be accepted as a form of ticket payment, and commissions paid to credit card companies shall be submitted as a line item on the proposed budget.

**Complimentary Tickets.** No complimentary tickets shall be issued.

#### **Participating Institutions.**

Players/Coach Admittance. The 38 members of the participating institution's official party will be admitted via pass list provided to the women's lacrosse committee at the mandatory pretournament meeting.

Player/Guest Ticket(s) Purchase. Participating institutions are not entitled to complimentary tickets. The participating institutions must first purchase tickets, which then are treated as complimentary tickets for student-athletes' guests. Tournament directors should establish a "pass gate" for the involved individuals.

Each institution shall be responsible for providing a person to staff the player/guest ticket area.

Payment. Full payment for tickets must be forwarded to the tournament director within 30 days of the last date of competition at the site. Hosts are required to include their vendor identification number on each ticket invoice to allow the participating institutions to expedite payment. If there are any outstanding payments on the 30th day after the competition at that site, the tournament director should notify the NCAA national office with details regarding this delinquency on the same date.

**Scouting Seats.** Scouting seats shall be reserved only for official members of the coaching staffs of the teams participating in the tournament. Press box (or other appropriate) seats (a minimum of two each for the two teams participating) shall be reserved during the semifinal contests for each of the participating institutions for the purpose of scouting potential opponents. These seats should be located at either end of the press box.

**Access to Scouting Seats.** The appropriate credential allows access for scouts to the designated seats.

**Will Call.** Will Call for the general public shall be in a location separate from the pass gate. Hard tickets may be distributed at Will Call.

### **Ticket Backs**

Commercial identification on ticket backs to offset printing costs is permitted; however, the NCAA staff must approve all designs. Identification is limited to one logo or the name of the commercial entity.

1. Computerized Tickets. Host institutions using a computerized ticket system should advise the NCAA of the fact before tickets are printed.
2. Coupons. Under no circumstances may a “coupon promotion” be included as part of the ticket or ticket-back advertising (e.g., advertising a discount on goods or services by presenting the ticket stub).
3. Ticket Back Disclaimer Language. See [Appendix G](#) for language that must be on the ticket back or be posted at the ticket box.

### **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.

## **SECTION 27 – Transportation**

### **Participating Institutions**

For 2020-21 championships, institutions will have the ability to work directly with bus companies and/or use their regular season providers. This team 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 are located [here](#).

All NCAA championship travel information is located at the following link:

<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.

## **SECTION 28 – Volunteers**

### **Goal and Recruitment**

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

- Provide an enthusiastic and warm welcome to participants and guests;
- Answer questions and provide information to visitors;
- Contribute to the general excitement surrounding the championship; and,
- To 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.

#### **Waivers**

Each volunteer must sign a waiver of liability before the start of the championship ([Appendix H](#)). 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.

APPENDIX A –Division I Women’s Lacrosse Preliminary-Round Travel Party Roster

**\*ADJUSTMENTS WILL BE MADE FOR COVID PROTOCOL**

**Institution:** \_\_\_\_\_

Please list each individual from your institution’s travel party (limit of 38 plus team physician). **Please denote eligible student-athletes who will be participating in this tournament contest with an asterisk. Student-athletes should be listed in alphabetical order. Please note, only institutionally-affiliated individuals are allowed in the bench area.**

- |           |           |
|-----------|-----------|
| 1. _____  | 20. _____ |
| 2. _____  | 21. _____ |
| 3. _____  | 22. _____ |
| 4. _____  | 23. _____ |
| 5. _____  | 24. _____ |
| 6. _____  | 25. _____ |
| 7. _____  | 26. _____ |
| 8. _____  | 27. _____ |
| 9. _____  | 28. _____ |
| 10. _____ | 29. _____ |
| 11. _____ | 30. _____ |
| 12. _____ | 31. _____ |
| 13. _____ | 32. _____ |
| 14. _____ | 33. _____ |
| 15. _____ | 34. _____ |
| 16. _____ | 35. _____ |
| 17. _____ | 36. _____ |
| 18. _____ | 37. _____ |
| 19. _____ | 38. _____ |

Team Physician (if applicable ): \_\_\_\_\_

Please list any additional individuals who should have access to the team (limit of 12). These individuals must have a ticket for admission to the facility, but will be provided with a credential to provide them with the necessary access. **Please denote student-athletes eligible for this tournament with an asterisk.**

- |          |           |
|----------|-----------|
| 1. _____ | 7. _____  |
| 2. _____ | 8. _____  |
| 3. _____ | 9. _____  |
| 4. _____ | 10. _____ |
| 5. _____ | 11. _____ |
| 6. _____ | 12. _____ |

**Please turn in this list at the administrative meeting.**

**APPENDIX B –Division I Women’s Lacrosse Championship Lineup Form**

|              |  |
|--------------|--|
| Institution: |  |
| Head Coach:  |  |

**Note:** *Indicate starters with an asterisk (\*) by the uniform number.*

|     | <b>Uniform No.</b> | <b>Name</b> | <b>Position</b> | <b>Home Town</b> |
|-----|--------------------|-------------|-----------------|------------------|
| 1.  |                    |             |                 |                  |
| 2.  |                    |             |                 |                  |
| 3.  |                    |             |                 |                  |
| 4.  |                    |             |                 |                  |
| 5.  |                    |             |                 |                  |
| 6.  |                    |             |                 |                  |
| 7.  |                    |             |                 |                  |
| 8.  |                    |             |                 |                  |
| 9.  |                    |             |                 |                  |
| 10. |                    |             |                 |                  |
| 11. |                    |             |                 |                  |
| 12. |                    |             |                 |                  |
| 13. |                    |             |                 |                  |
| 14. |                    |             |                 |                  |
| 15. |                    |             |                 |                  |
| 16. |                    |             |                 |                  |
| 17. |                    |             |                 |                  |
| 18. |                    |             |                 |                  |
| 19. |                    |             |                 |                  |
| 20. |                    |             |                 |                  |
| 21. |                    |             |                 |                  |
| 22. |                    |             |                 |                  |
| 23. |                    |             |                 |                  |
| 24. |                    |             |                 |                  |
| 25. |                    |             |                 |                  |
| 26. |                    |             |                 |                  |
| 27. |                    |             |                 |                  |
| 28. |                    |             |                 |                  |
| 29. |                    |             |                 |                  |
| 30. |                    |             |                 |                  |
| 31. |                    |             |                 |                  |
| 32. |                    |             |                 |                  |

## APPENDIX C – Division I Women’s Lacrosse Pregame Timing Schedule

### PRELIMINARY-ROUND GAMES

| <u>Clock Time</u> | <u>Actual Time*</u> |                            |
|-------------------|---------------------|----------------------------|
| 60:00             | 1:50 p.m.           | Field Open/Pregame warm-up |
| 10:00             | 2:40 p.m.           | Coaches/Officials meeting  |
| 5:00              | 2:45 p.m.           | Captains’ meeting          |
| 0:00              | 2:50 p.m.           | Field cleared/Stick Check  |
| 0:00              | 2:55 p.m.           | Introduction of teams      |
| 0:00              | 2:57 p.m.           | National Anthem            |
| 0:00              | 3:00 p.m.           | Opening Draw               |

(\* based on 3 p.m. start time)

Note: It is recommended that the officials meeting take place two hours prior to the start of the game.

## **APPENDIX D – Division I Women’s Lacrosse Administrative Meeting Agenda – Preliminary Rounds**

### **Tournament Director**

- Welcome and congratulations.
- Introductions.
- Identify games committee.
- Review schedule of activities, i.e., warm-up, introduction of student-athletes, national anthem, length of halftime, etc.
- Review information regarding game balls and ball runners (total number and location of field).
- Reconfirm bench assignments; home and visiting team designations; and uniform assignments.
- Discuss inclement weather plans, as needed.

### **NCAA Site Representative**

- Reminder of squad size and travel party numbers – collect travel party roster forms.
- Reminder that no one will be permitted on the field without a credential.
- Review information of participant medallions for non-advancing team(s).
- Review interaction between officials and coaches [it can only occur with both coaches (or a team designee) and an NCAA representative present]; on-field meeting during pregame warm-up.
- Read drug-testing statement.
- Reminder of misconduct policies [NCAA Bylaw 31.02.4 (sportsmanship)].
- Remind advancing team of teleconference for the next round; provide date and time. Email will be sent from the NCAA national office postgame.

### **Host Institution – Sports Information**

- Submit lineup form – confirm starters no later than 10 minutes prior to game time. (Host provides one copy for the official at the scorer’s table.)
- Name pronunciations – a team representative must review correct name pronunciations with the public address announcer no later than 30 minutes prior to game time.
- Review policy and location of postgame interviews.
- Remind coaches that halftime and final game statistics will be provided.

### **Host Institution – Sports Medicine**

- Review athletic training and medical services.

### **Host Institution – Ticket Personnel**

- Tickets – needs and player-guest pass list (as needed).

### **Head Official**

- Review overtime procedures.
- Review protest procedures.
- Review stick check procedure conducted on the field; confirm location/procedure for stick measurement.
- Review penalty area.
- Review role of alternate official; policy regarding carded, suspended and ejected players and bench personnel.
- Review inclement weather procedure, as needed.
- Announce officiating assignments.

## **APPENDIX E –Division I Women’s Lacrosse Officials Meeting Agenda**

This meeting should be conducted at least two hours prior to the start of the game. The tournament director, committee/site representative and the head official should inspect the field prior to this meeting to ensure that it is properly marked.

### **NCAA Site Representative**

- Welcome and introductions.
- Review bench assignments, home and visiting teams and uniform assignments.
- Review interaction between officials and coaches. It can only occur with both coaches (or a team designee) present.
- Review misconduct policy; inform officials that all rules regarding unsportsmanlike conduct or tactics and conduct of coaches and student-athletes are to be strictly enforced.
- Officials should be reminded that professionalism should be maintained throughout the championship both on site and off site.
- Review television procedures (finals only).
  - Timeout length and schedule.
  - Red hat.

### **Tournament Director**

- Review time schedule for each day of competition (e.g., warm-up, stick measurement, stick check, introduction of student-athletes, national anthem, etc.). (ALL stick checks must be done on the field; measurement of stick length may be done outside of team locker rooms prior to teams taking the field.)
- Review responsibilities of other officials (i.e., scorer, timer, PA announcer).
- Review inclement weather procedures (athletic trainer should coordinate with alternate official).
- Review security arrangements.
- Review hospitality arrangements.
- Host distribution of credentials and parking passes.
- Review locker room assignments.
- Remind officials that all payments will be made via ArbiterPay.

### **Head Official (with crew)**

- Review assignments (head official will determine officials’ positions on the field and ensure that the rotation procedure is in effect).
- Review alternate officials’ responsibilities and duties (see next page).
- Officials should report to the site one hour and 15 minutes prior to game time; on field and in charge of the game 30 minutes before game time.
- Review policy regarding carded, suspended and ejected student-athletes and bench personnel.
- Review overtime procedures.
- Review stick check procedures.
- Review severe weather procedures (refer to page 23 of the host operations manual).
- Questions.



**Division I Women's Lacrosse**  
***Alternate Official - Responsibilities and Duties***

See Rule 3 in the [Lacrosse Rules Book](#) for the most updated responsibilities and duties.

## APPENDIX F – Division I Women’s Lacrosse Preliminary-Round Teleconference Agenda

This is a checklist of discussion items for the **teleconference** between representatives of the competing teams, the NCAA site representative and tournament director before preliminary-round games.

### NCAA Representative

1. Welcome, congratulations and introductions. Thank host.
2. Review the date, time and location of game.
3. Review uniform colors and uniform policy including logo policy.
4. Explain squad-size limitations and sideline passes (50 bench personnel, including non-participating dressed student athletes above 32).
5. Warm-up music provided by host institution.
6. Videotape exchange policy (where/when to get film).
7. Misconduct.
8. Questions.

### Tournament Director:

1. Establish site, date and time of administrative meeting (includes head coaches, NCAA representative and administrator from participating institutions).
2. Review transportation and lodging plans for traveling team. Announce if there are other major events in the area that could impact travel (e.g., graduation, etc.).
3. Confirm practice schedule and communicate locker room arrangements.
4. Review host institution information (e.g., parking, athletic training/medical services, etc.).
5. Arrangements for VIPs of competing institutions (e.g., hospitality, parking).
6. Note that the host operations manual states that no complimentary tickets will be issued. Review arrangements, who to contact and number of tickets available for competing teams (e.g., ticket information prices and player-guest ticket procedures).
7. ~~Will institutions bring their bands, spirit squads and/or mascot?~~

### Sports Information:

1. Media credential requests.
2. Submitting lineups.

3. Filming/videotaping of competing institutions – host must videotape.
4. Open media access to practices the day before games only.
5. No television, filming, webcasting or radio without approval from the NCAA national office.  
([www.ncaa.com/media](http://www.ncaa.com/media))

Questions.

## **APPENDIX G – 2020-21 Standard Ticket Back Disclaimer Language**

The NCAA's standard ticket back language is posted online at [www.ncaa.com/ticket-terms](http://www.ncaa.com/ticket-terms).

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

**APPENDIX H – Volunteer Waiver Form**

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 Date  
(if Participant is under the age of 18)

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

## APPENDIX I – Guide To Live Streaming



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

### **Network Connection**

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

### **Equipment**

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

### **Equipment Receiving/Shipping**

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

### **Crew/Announcers**

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

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

### **Event Specific Accommodations**

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

**For additional information**, please contact Tupelo Raycom Director of Production, Remote Andrea Crawford at [acrawford@tupeloraycom.com](mailto:acrawford@tupeloraycom.com).

## APPENDIX J – Guide To Live Statistics



### 2019-20 Host Site Stats Document

Turner and StatBroadcast will be collaborating once again this academic year to transmit live stats to NCAA.com for championship events. As an NCAA championship host, your assistance is greatly appreciated in making this a success.

#### **Latest Version of StatCrew Required (some exceptions)**

All NCAA hosts will need to have the 2019-20 version of Statcrew software for their sport installed on their scoring computer prior to the championship being hosted.

If you are using Presto, Statcrew Next Gen or StatCrew sync for scoring, please contact Turner (contact information below), for alternate instructions.

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

#### **NCAA LiveStats Integration**

For hosts that utilize NCAA LiveStats, a representative from Turner will contact you regarding setup.

#### **Downloading NCAA Broadcastr 10**

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

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

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



## Streaming Requests

### Live Video Streaming Rights Requests (early round only)

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

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

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

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

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

### Turner Contact Information

Jason Venson

[jason.venson@turner.com](mailto:jason.venson@turner.com)

404-704-2493