



2021 DIVISION II WOMEN'S
LACROSSE
CHAMPIONSHIP

HOST OPERATIONS
2020-21 MANUAL
Preliminary Rounds

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Introduction

On behalf of the Division II Women's Lacrosse Committee, thank you for being an important part of the 2021 NCAA Division II Women's Lacrosse Championship. This manual outlines the responsibilities of an institution/conference hosting this round of an NCAA championship. It is essential that each host institution/conference staff become familiar with the information and policies included in this manual.

The NCAA considers this hosting opportunity a partnership between the host institution/conference, competition site, committee and the NCAA. The primary objective of each individual involved in the administration of the championship shall be to provide a memorable championship experience for each participating student-athlete, coach, institutional staff member and tournament attendee. **Some responsibilities, protocols or requirements outlined in this manual (e.g., awards ceremonies, community engagement, media area, medical procedures, locker rooms, etc.) may be subject to change or suspended in 2021 based on COVID-19 Return to Championships protocols; consult with NCAA championships managers for specifics related to Division II Women's Lacrosse.**

Definitions

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

Governing Sports Committee: The NCAA sport committee is 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. (See Appendix A)

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 Division II Championships Committee.

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, on- and off-field entertainment, fan and sponsor events, television programming, youth events, as well as many other aspects.

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

Alcoholic Beverages and Tobacco Products

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

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

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 NCAA will rely on the host institution/conference to confirm compliance with the Act by the various facilities hosting NCAA championship events. The host institution/conference is responsible for determining if the competition site will be in compliance as of the dates of the championship. If the host institution/conference becomes aware that a competition site hosting an NCAA championship event will not be in compliance, it shall immediately notify the NCAA national office staff member with responsibility for the event in order to discuss the issue.

Awards

Preliminary Awards

MTM, Inc., the NCAA national office awards supplier, will send official NCAA participant medallions for the non-advancing team's squad size **(24 per team, total of 72)** to the tournament director prior to competition. When the awards arrive, the tournament director should inventory all awards to be sure they are undamaged, are correctly inscribed and are in the appropriate quantities. The awards boxes should then be retaped, closed and secured in a limited-access area.

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

Participant Awards

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

Band/Spirit Squads/Mascots

Spirit squad and/or dance team members, not to exceed 12 in number, plus the mascot shall be admitted, if in uniform. A maximum of a 12 person spirit squad or dance team members shall be allowed during the progress of the match. The spirit squad shall be seated in the area designated by the tournament director.

All cheerleading squads must conform to the guidelines set by the American Association of Cheerleading Coaches and Advisors (AACCA). Neither the NCAA nor the host institution shall be responsible for supervising or monitoring routines performed by spirit squad at championship events. Except as noted in this section, supervision of cheerleading squads, their activities, yells and stunts is solely the participating institution's responsibility. The participating institution shall ensure that the squad has sufficient training, supervision and equipment for any and all routines its squad may choose to perform. Tournament directors must inform participating institutions if the host competition site has more stringent requirements. If so, the director of athletics at each institution must apprise his or her cheerleading squad of such requirements and ensure compliance. The cheerleading squad is allowed to carry an institutional flag, but it may only be displayed between matches. It cannot be used to taunt competitors or block spectators' view.

Band members, not to exceed 25 in number, who are in uniform and performing at the championships, will be permitted at the championships and will not be charged admission to the competition. Bands, or any component thereof, are allowed to play before and after the competition. Teams are prohibited from bringing their own music boxes to the completion site.

The logo restriction on student-athletes' apparel set forth in Bylaw 12.5.4 shall apply to commercial logos on uniforms worn by band members, spirit squad, dance team members and the institution's mascot during the NCAA Division II championship events.

Live animal mascots are not permissible.

NOTE: Due to COVID-19 restrictions, bands, spirit squads and mascots will not be permitted at the 2021 championships.

Championship Merchandise/ Licensing

Administration

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

Availability

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

General Policies

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

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

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

- 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.
- 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 percent commission fee of net sales, gross sales minus credit card fees and taxes, on product supplied by Event 1. The host institution or official vendor will provide the NCAA 15 percent of sales (or another percentage to be exclusively determined by the NCAA) (net of taxes and credit card service fees) of all non-NCAA championship merchandise. The quantity of NCAA merchandise available for sale shall not be less than a comparable shipment to a comparable site of the previous year's championship.

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

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

Championships Marketing

Contacts

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

Expectations

- Know the marketing budget. The NCAA championship tournament manager on your campus or the NCAA Tournament Operations point person can communicate your marketing budget.
- Develop marketing goals. The primary focus should be driving ticket sales and attendance at the championship by developing inclusive promotion and awareness opportunities and utilizing diverse targeting strategies.
- Map out the timeframe to market the championship.

- Determine how to best use the marketing materials provided by the NCAA.
- Establish grassroots initiatives to implement in your local and regional communities by creating and promoting messaging that resonates with people of all race, sex, class, national origin, creed, education background, religion, gender identity, disability, gender expression, geographical location, income, marital status, parental status, sexual 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 can be accessed at NCAACHampsPromotion.com.

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

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

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

- PRINT
 - Poster
 - Flyer
 - Print Ad
 - Table Tent
- DIGITAL

- Email blast
- Banner
- Social Media Graphics
- OUTDOOR
 - Billboard
 - Banner
- RESOURCES
 - Marketing Best Practices
 - Social Media Guidelines

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

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

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

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

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

:30 Video/Television Spot

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

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

- SD: dv25 (25 mbps)
- Web proxy: .mp4 (1.5 mbps)

:30 Radio Spot

- The NCAA creates radio spots for all predetermined championship final sites that are not sold out and for a limited number of predetermined regional rounds.
- The radio spots can be used on radio stations, websites, burned onto discs or emailed.
- The file format available for download is .mp3 (.32 mbps).

Social Media Guidelines

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

Applicable Marketing Bylaws

NCAA Division I Bylaws - Pertaining to NCAA Championship Promotions

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

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

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

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

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

group, provided the materials: (Adopted: 1/10/05)

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

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

(c) Are available to the general public; and

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

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

NCAA Division II Bylaws - Pertaining to NCAA Championship Promotions

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

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

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

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

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

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

(c) Are available to the general public; and

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

NCAA Division III Bylaws - Pertaining to NCAA Championship Promotions

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

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

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

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

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

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

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

Championships Presentation/Fan Engagement

Ancillary Events

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

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

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

Logos

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

The official NCAA championship logo is provided so that you may assist the NCAA in publicizing the championship. The logo should be used as a part of all materials that are produced to promote the championship. NCAA Championship logos are available online at <https://sportgraphics.widencollective.com>. All logos used for championship purposes must be approved by the NCAA.

Public Address and Text Board 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 manager to secure a PA script for the championship you are hosting.

Video Boards

The NCAA will provide video board content to sites which have such capabilities. The video board content is important to the overall championship experience for student-athletes and those in attendance.

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

Fred Bowen – Senior Producer
Van Wagner Sports & Entertainment, Inc.
Telephone: 574-807-5287
Email: bowen@vwbsn.com

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

Student-Athlete Autograph Sessions

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 of 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 championship manager 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 will be 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 is 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 2 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 both 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 forms of 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:

- 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:

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

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

- Must be unobtrusive to the competition and allotted warm-up time for the student-athletes.
- Youth teams recognized should be younger than high school age to avoid any possible recruiting concerns.

- Must not include any commercial recognition (unless approved by the NCAA).
- The youth group being represented must provide chaperones, transportation, permission forms 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 stadium, meeting location, instructions for the presentation, seating after the presentation, etc.
- The host should provide on-field staff or volunteers to guide the youth group through the presentation.

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

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

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

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

Military involvement. 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: 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, 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 paperwork. 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.").
- Some military organizations may request a booth or other small presence on-site in conjunction with the on-field performance. This may be permitted as long as the space is available, reasonably sized (e.g., 10'x10' or 10'x20'), reasonably branded and any recruiting done out of the space is passive.
- Requests for larger spaces, interactive elements, inflatables, giveaway items or space within an NCAA fan festival is not permitted unless discussed with your NCAA point person who would in turn discuss with the

NCAA corporate relationships team.

- 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.

Student-Athlete Banquet

The NCAA does not permit a banquet at preliminary round sites.

Commercialism/Contributors

Space Requirements

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

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

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

Premiums Guidelines

Competition Venue shall provide to the NCAA a set of guidelines, similar to those outlined below, that identify items that are not permitted in the venue no fewer than 90 days prior to the first NCAA championship related event. The NCAA will then utilize and share that information with its NCAA Corporate Champions and Corporate Partners.

Laser Pointers. Laser pointers of any kind.

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

Promotional Items. Promotional items (e.g., cups, shakers, flags, etc.) with commercial slogans or identification are not allowed on the premises. Items such as newspapers, handbills, flyers, memorabilia, t- shirts, caps, etc., except products sold 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. Video cameras are permitted on Final Four Friday for open practices. Still cameras with a lens no longer than four inches are permissible on any day.

NCAA Corporate Champion and Corporate Partner Program

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

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

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

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

Local Contributor Program

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

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

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

NCAA Trademarks

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

- ALL uses of NCAA trademarks or logos must be submitted to the NCAA for approval.
- [Click here for the most current list of NCAA licensed or owned trademarks.](#)
- Downloads of NCAA logos may be obtained through the [NCAA Digital Library](#).
- 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 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.

- Official names cannot be changed or abbreviated unless specifically trademarked (Final 4, F4).
- There may be no registration of or use of NCAA marks within Internet domain names unless advance approval from the NCAA is secured and ownership of the URL is maintained by the NCAA. Such use of NCAA marks in Internet directories is prohibited; however, members may use an NCAA mark within a member URL, provided such NCAA mark does not appear in the domain name portion of the URL. By way of example, members may use the following URL: www.memberx.edu/ncaa.

Identification of commercially-named venues on NCAA materials

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

NCAA logo use by commercially-named venues

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

The following conditions apply to this NCAA logo use:

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

NCAA trademarked protection language:

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

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

- Printed items that display logos of other business entities/organizations (i.e., corporate champions/corporate partners, network partners, official suppliers, official licensees, local organizing committees and NCAA members).

- Printed items that are produced to be “used” by other business entities/organizations including NCAA members and host institutions.
- Printed items produced for advertisement/promotional purposes (i.e., magazine and newspaper ads, NCAA souvenir publication ads, posters, newsletters.)

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

The examples below are written only to represent the most typical examples.

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

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

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

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

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

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

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

Advertising/Signs/”Look and Décor”

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

Partners program, please see page 30). Any permanently-affixed (or previously leased) advertising banners, signs, cup holders, select equipment bearing corporate marks (e.g. TV's, computer monitors, stats monitors or displays), product/exhibit displays (e.g. car displays, branding exhibits/kiosks, etc.) shall be covered with décor elements or other NCAA directed elements by the competition, practice and/or ancillary event venue(s) and at the expense of the venue(s) as specified by the NCAA, including costs of production and installation and strike. Similarly, for any surrounding areas/facilities that are to be used by the NCAA for official events, no advertising, marketing, identification, banners, signs, decals, sampling, distribution or displays of any kind shall be hung, posted or displayed anywhere within those areas unless authorized by the NCAA. All professional signage/marks/pennants/banners/retired numbers/etc. may continue to be displayed. NCAA staff representatives have the discretion, during their site visit or when on-site in advance of the tournament, to have the building staff remove a sign/banner. Collegiate championship banners or those with retired numbers of collegiate performers can remain. All usage of marks must follow NCAA brand guidelines and must be approved by NCAA staff in advance.

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

Competition Site/Facility Requirements

Please refer to the 2021 NCAA Women's Lacrosse Rules Book to ensure compliance with facility specifications. The rules book can be accessed at [\[ncaapublications.com\]](http://ncaapublications.com).

Athletic Training and Medical Needs

Hosts should provide a training area stocked with towels, an athletic table and other necessary equipment and staff it with the appropriate personnel prior to and during the games and practice sessions.

Competition Site Use

The NCAA Division II Championships Committee has approved the following requirements for the preliminary rounds and finals of the 2021 NCAA Division II Women's Lacrosse Championship, as well as secondary considerations that are desirable, but not mandatory, in order to host a championship session:

Essential

- Regulation field
- Visible electronic scoring/timing device on the field
- Four locker rooms or areas
- Adequate spectator seating (750 or above preferred)
- Training area
- Adequate security
- Air horn for scorer's table
- One additional warm-up or lined practice field
- A locker room or area for officials
- Indoor backup practice area available in case of inclement weather
- Videotaping of all competition
- Ability to secure site and charge admission

Secondary

- Hospitality area
- Media seating at a table
- Press conference area/room
- Adequate spectator seating

Concessions

Food and beverage prices shall not be higher than similar events or primary tenants in the competition site. No food, beverage or merchandise, of any nature, may be vended or dispensed in the spectator areas, except before the game begins. During competition, selling is restricted to the established selling locations. Facilities that do not have a relationship with Coca-Cola may sell other products in the concessions area only.

Entrances

All entrances must be staffed by an adequate number of personnel. Signage should be posted to clearly identify all entrances (i.e., media, student-athlete, ticketed, etc.). An entrance must be identified for all student-athletes and coaches. An entrance, near the locker rooms, must be identified for all student-athletes and coaches.

Locker Rooms

Locker rooms or areas should be provided for all rounds of competition.

Officials. A locker room or area should be made available for officials. If there are both men and women officials, then an additional locker room should be made available. A sign reading, "NCAA Use Only" shall be posted on the official's locker rooms.

Teams. A locker room or area should be provided for each team. If locker rooms are subpar for visiting teams, the host team is expected to use the "least suitable" locker room.

Security

Security personnel should be stationed at the door of each locker room (competition days only) after accompanying the teams and officials from the field. Provide security at the door of each locker room to accompany the teams and officials to and from the field. Ensure that the visiting team is met on arrival at the

facility for practice and is shown to its locker room.

Supplies

Each locker room must be clean and adequately supplied with towels, toilet paper, water and ice, soft drinks (Coke products), and white boards, markers and erasers for all practices and matches. The site rep will inspect the locker rooms prior to the first practice.

Media Area

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

Media 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.

Official Score's Table

If the scoreboard and other game operations are separate from the press box area, there should be enough seats at the scorer's table for the following individuals: scorer, alternate official, public-address announcer, statistics crew, scoreboard operator and the NCAA site rep. However, if the scoreboard and other game operations are located in the press box area, there should be adequate seating for the following individuals: alternate official and the NCAA site rep. In addition, the scorer's table must be covered. It is preferred that the scorer's table be elevated to provide enhanced sight lines of the games for the table officials and the games committee members.

Parking

Parking adjacent to the competition site should be made available for officials, NCAA site rep, host personnel, media, and participating teams, if applicable. In addition, an area for team buses and vans to drop off and pick up passengers should be designated, as well as an area for parking buses and vans.

Postgame Interview Room

The postgame interview room should be "dressed" appropriately to reflect the prestige of the event by (a) placing NCAA championship signage and logos on the podium and walls; (b) using draping on tables and other areas as necessary; and (c) providing a sound system (if necessary). Bottles of water for the interviewees should be available in the interview room. Security personnel should be stationed outside the room to check credentials.

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

Scoreboards

If the scoreboard does not have the capability of displaying the teams' names electronically, it is preferred that signs with the names of the competing teams be printed and posted over "home" and "visitor" on the scoreboard during the preliminary rounds. A backup scoreboard should be available (e.g., flip cards) in case of a problem with the main scoreboard.

Signage

The host institution should keep in mind that an NCAA event is not a home event; therefore, such items as the institution's school colors, use of players on programs and institutional signage should be used sparingly and after consultation with the NCAA national office and the respective sports committee. **The NCAA requires that**

potential host sites of championship competition limit commercial signage in the competition area. Alcohol, tobacco, gambling and professional sport signage must be removed or covered at the host agency or institution's cost. All commercial signage must either be removed, covered, or at a minimum, not be backlit. If the host agency or institution has contractual obligations that limit this policy, those provisions must be submitted in writing to the NCAA championship manager with the bid proposal.

Signs or banners promoting the participating teams are permissible under the following circumstances:

- They are hung only in areas designated by the host institution;
- The games committee approves them in regards to appearance and content; and
- They include no commercial identification.

The NCAA will provide a basic signage package for all hosts. No signage except NCAA provided and/or approved signage should be displayed throughout the competition and practice areas.

Hosts should create directional signage for all areas accessible throughout the championships week (student-athlete hospitality, media, hospitality, etc.). All directional signage must be clear and visible from all areas, and must be designed using the NCAA template for directional signage. Hosts should contact the NCAA championship manager to access the template.

Smoking

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.

Team Benches

Benches (separate from the bleachers) or chairs for 38 persons per team should be set up on each side of the scorer's table. Each team is allowed to have the following individuals in the bench area: [24 student-athletes in uniform]; six team personnel; and eight additional student-athletes, team personnel or institutional staff in the bench area.

Video Boards and 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. 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. The NCAA will provide programming upon request.

Videotaping

Each host should arrange for an elevated area for each team to videotape its own game if it wishes to do so. The host institution shall provide a comparable location for both competing teams. Please visit www.NCAA.com/media for updated information related to television, video and ENG policies.

However, the videotaping or filming of an opponent's game is not permitted. 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 tournament director at the host institution to arrange for camera space at that site.

Scouting

Live scouting is permissible at all rounds of the tournament. If in-person scouting occurs, the individual(s) shall pay the regular admission price. Institutions are permitted to videotape championship competition by their teams or their individual student-athletes for archival, coaching or instructional purposes.

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 proposed budget included in the site coordinator's manual should be completed and submitted to the National Center for Drug Free Sport, Inc. (Drug Free Sport), before the start of competition, if drug testing will occur at the site. The host institution shall submit an Institutional/Host Drug-Testing Invoice upon completion of the championship for expenses related to drug testing. Receipts must accompany the invoice to receive reimbursement.

Facility Specifications

Hosts must identify two separate rooms (one for each team) where drug testing will be conducted. The area must have controlled access. Only those authorized by the drug-testing crew chief 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 10 a.m. (local time) at the original test site. The host must arrange necessary transportation for teams that elect to test the next morning, or for individuals being tested who need to remain at the facility after other team members have departed.

Participant Notification

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

The drug-testing crew chief 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 drug-testing crew chief. The site coordinator's responsibilities are outlined completely in the site coordinator's manual.

- Confidentiality. Keep testing information confidential at all times.
- Contact Information (team championships). The site coordinator will provide official travel party and the team drug-testing representative's contact information to the drug-testing crew chief.
- Couriers (individual-team championship). The host will provide couriers to notify student-athletes of selection for drug testing immediately after the event for which they were selected. The courier must stay with and escort the student-athlete to the drug-testing area within 60 minutes of notification, unless directed otherwise by the drug-testing crew chief.
- Championships Drug-Testing Site Coordinator Manual. The championships drug-testing site coordinator's manual, provided by Drug Free Sport, and is available on the NCAA website at www.ncaa.org/drugtesting.
- Escorts (team championships). Two individuals (one per team) shall be assigned to serve as escorts for each game in which drug testing will occur. These individuals shall escort selected student-athletes and an institutional representative from the locker room to the drug-testing area.
- Fluids. A sufficient supply of individual cans or bottles of non-alcoholic and non-caffeinated fluids (e.g., bottled water, fluid replacement drinks) shall be available for distribution in the drug-testing area to student-athletes, as designated in the site coordinator's manual. These supplies should be obtained from the supply of beverages provided by the NCAA.
- Meeting with Tournament Manager. The site coordinator will meet with the tournament manager to discuss duties and budget development.
- Second Meeting. A second meeting shall be scheduled with the tournament manager after the host receives confirmation that testing will take place at a site. If testing will be conducted at the site, the coordinator shall:
 - Assistance. Assist the drug-testing crew chief during testing as directed.
 - Confirmation. Review the site coordinator's copy of the NCAA drug-testing confirmation 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.
 - Crew Chief. Contact the drug-testing crew chief assigned to the site to discuss logistics.
 - Meet with Crew Chief. Meet with the drug-testing crew chief 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 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 chief will make arrangements for the crew's transportation and lodging, but may request the assistance of the site coordinator.

Testing Area

The site coordinator is responsible for selecting a site for drug testing. The facility should be in the same location as the championship or in close proximity of the venue. If selected, please consult with the crew chief or Drug Free Sport to ensure the facility and location are adequate.

The site coordinator must ensure the security of the room(s). Only those individuals authorized by the crew chief will be allowed in the room. The room must be private to secure the integrity of the drug-testing protocol and processes, and to keep the identities of the student-athletes confidential.

If selected, here are the testing facility requirements:

- **One large room must be provided.**
- The room must be secured for drug-testing use only. It cannot serve dual purposes (e.g., drug testing and storage for merchandising).
- The room should contain bathrooms (each with multiple stalls) inside the room. If a bathroom is not in the room, one must be nearby, away from public view and must be closed off for non drug-testing use.
- Separate men's and women's bathrooms (each with multiple stalls) must be inside the room. If bathrooms are not in the room, they must be nearby, away from public view and must be closed off for non drug-testing use.
- The room must be large enough to accommodate the collection crew, selected student-athletes, site coordinator, chairs, tables, etc.
- The location of the room cannot be in a hallway or accessed by the public. It cannot be in an area closed off by drapes or materials that can be easily moved.
- The site coordinator will supply the following materials for the testing rooms. The number of student-athletes being tested will determine the number of each item. Please discuss with the crew chief.
 - 6-8 ft. tables ▪ Chairs
 - Beverages ▪ Large trash containers
 - Television (optional)
- The room(s) should be available before the event so the crew chief can perform a walk-through.
- Although most student-athletes provide a specimen in less than 20 minutes, adequate time should be given for facility reservation in the event testing takes longer than expected.
- The only access to the drug-testing area should be through the main entrance.

Equipment

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.

Air Horns

Two compressed air horns should be on-site for use by table official.

Game Balls

Each preliminary round host site will receive two dozen yellow Nocsae approved lacrosse balls. The balls will be arriving no later than Tuesday, May 11. If you do not receive the balls by 4 p.m. Eastern time, Wednesday, please contact Caleb Kolby (317-697-4743).

Each team should supply their own practice balls.

Sideline Equipment Hydration Program

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., student-athlete banquet, committee tent/suite, hospitality areas, media areas, etc.), the host must purchase and provide only Coca-Cola products (e.g., Dasani, BODYARMOR, 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 BODYARMOR, as referenced above, must be absent of any commercial marks.

Official Supplier

There is currently no official supplier for the NCAA men's and women's lacrosse.

Playing Surface

The playing field should meet all specifications as outlined in the 2021 NCAA Women's Lacrosse Rules Book rules book can be accessed at [ncaapublications.com]. Please review Rule 1 for more information.

Financial Administration

Audit

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

The NCAA will make best efforts 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. 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 on the host financial report.

Approval of the Budget

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

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

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

Financial Report

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

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

Drug Testing Expenses

The budget should be completed only if you have been notified that there is drug testing and returned to The Center. 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).

NCAA Site Representative Expenses

Preliminary rounds hosts are responsible for reserving one hotel room for the NCAA site representative. Preliminary rounds hosts should work with their respective site representative for detailed travel plans. This expense should be direct-billed to the host institution **and should be included as a budgeted item on the host budget**. All other site representative expenses will be paid directly by the NCAA. The site representative will need to submit travel/per diem expenses online through the NCAA Travel Expense System (an email will be sent with the link following the round of competition). The NCAA representative's hotel room and tax shall be paid (via direct bill) by the host institution and submitted on the financial report.

Participants

The NCAA will reimburse the competing institutions for transportation and per diem expenses in accordance with the appropriate NCAA formula. The competing teams shall be responsible for their local transportation. Once the championship is completed, participating institutions should submit [online expense forms](#) to the travel group at the NCAA national office within 30 days of the competition.

Officials

Lodging will be paid by the host institution; all other expenses will be reimbursed through RefPay.

Transportation

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

Game Management

Administrative Meeting

The site representative will conduct a mandatory pregame administrative meeting to review championship matters. It is mandatory that each institution's designated administrator and head coach attend the meeting. A \$200 fine will be issued by the NCAA after competition for being late or not attending the mandatory meeting.

Game Times

The national committee has determined starting times for the first and second round games. The first round games will start at 12:00PM (noon) local time on Friday, May 14. The second round game will start at noon local time on Sunday, May 16.

NOTE: Special exceptions to start time must be requested with the BID SUBMISSION. Any change requests made after selections will not be accepted, unless due to weather-related issues.

Please see Appendix B for preliminary round schedule.

Evaluations

In order for the Division II Women's Lacrosse Committee to improve on the championship experience, each selected host will be emailed a survey link following the hosted round.

Games Committee

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 representative (who shall serve as

chair), the head official and a designated administrator from the visiting teams. The NCAA Division II Women's Lacrosse Committee will designate the NCAA representative for each site. The NCAA representatives will be instructed to contact the host prior to their arrival. Please determine the representatives' arrival and departure times and if they will need lodging; in addition review the schedule of events, including meeting, practice and game times.

The games committee conducting any NCAA championship will limit participation to eligible student-athletes and may limit the number of entries or reject any application for entry in any event in order that the competition will best promote the welfare and interest of the sport involved.

Laundry

Host institutions should arrange a laundry service for participating teams.

Personnel

Please refer to Appendix C for Division II Women's Lacrosse Championship Personnel requirements.

Playing Rules

The 2021 championship will be conducted according to the 2021 NCAA Women's Lacrosse Rules. Questions regarding the interpretation of rules should be addressed to Stefanie Sparks Smith (603-494-1865).

Practice Times

Practice access to all designated host-site fields is limited to the day before and the day of competition, weather permitting. If this is not possible, a practice field will be available to both teams the day before the game.

All practices held the day before games will be closed to all but credentialed media and credentialed participants. Only the 24 playing members of the official travel party are permitted to participate in practices. Student-athletes outside the official party are permitted to stand on the sideline but cannot be dressed in uniform or practice.

All teams will receive a 90-minute practice on the day before the first-round game. The host institution, with approval from the NCAA, will determine the practice times, and the team traveling the farthest away will have the first choice on times, followed by the second visiting team. The host must use designated practice time that is still remaining. Teams are limited to the time that they are scheduled. The host institution is required to provide one set of goal cages for each team on the practice field and is urged to provide two (and creases, if possible).

No shoot around will be permitted.

Practice times must be consistent with information provided by the NCAA. An institution that cannot provide the required practice times may jeopardize its opportunity to host. An indoor area in case of inclement weather is required and must be set up and accessible by the start of practice day.

Tournament Director

The tournament director shall be an administrative staff member of the host institution/conference and shall maintain ultimate responsibility for the local operation of the event. Bid proposals from prospective host institutions/conferences shall be authorized by the tournament director.

The other functions of the tournament director are to ensure that the policies of the committee are applied. Specific responsibilities may include direction and supervision of facility arrangements, ticket sales, and development of participant information, security, lodging, transportation, promotions, financial administration and adherence to the policies outlined in this manual.

The tournament director will also provide the NCAA with a postgame evaluation including suggestions for future conduct of the championship.

Travel Party/Bench Size/Squad Size

Participating institutions must submit the Official Travel Party form during the administrative meeting. This list will provide the names of the teams' official traveling parties who should be admitted into the facility. This list is limited to 30 individuals. After the game starts, no replacements will be permitted for any reason.

An institution that is advised that it is in violation of this regulation and does not promptly conform to it automatically shall forfeit the competition.

There shall be no inordinate delay of the competition to allow the institution to conform to the rule.

- **Squad size.** A maximum of 24 student-athletes in uniform.
- **Travel Party.** Members of the official travel party will receive a credential, transportation expenses and reimbursement, and per diem. There are 30 individuals in each team's official travel party with not more than 24 student-athletes in uniform.
- **Bench Area. If a student-athlete is not a part of the squad size, but is a member of the bench size, she will not be allowed to wear a game jersey at any time during the game. If a non-participating student-athlete is caught wearing a jersey, a misconduct will follow.** A maximum of 38 people may be within the team bench area from the start of the pregame warm-up through the entire game.

Insurance

On Campus Event

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).

Off Campus Event

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.

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

Lodging

Contracts/Policy

For all NCAA competition, the host institution/agency shall make reservations for the participating institutions/student-athlete(s) and advise them of the arrangements. **[The selected hotel properties shall be within 15-20 miles of the competition site and be priced at a fair and reasonable market room rate]**. The selection of a competition site may be dependent on availability and quality of rooms for participating

institutions/student-athletes. Each participating institution/student-athlete is obligated to confirm or cancel the accommodations.

An institution is not obligated to stay at the assigned hotel property; however, it is responsible for canceling its reservations and then securing its own accommodations. If an institution prefers to relocate to a different hotel the following must occur:

1. The participating institution will obtain a release for the rooms from the hotel manager in writing and approval from the NCAA. Please note, the institution is responsible for the first night's room charges even if it fails to use those rooms.
2. 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. If an institution chooses not to stay at one of the designated hotels, the participating institution must notify both the hotel and the tournament director by 5 p.m. on the day of practice day or a date specified by the tournament director. The NCAA shall provide final approval.

Requirements

Please secure a team rate for all hotels. The official travel party is 30 members and, as a result each host should secure 20 double rooms for each team. Due to travel, teams may need to arrive on Wednesday and depart on Sunday. Please ensure hotels could accommodate the additional days.

Please also reserve four rooms for the drug-testing crew in the event that drug testing will take place at the site.

NCAA Site Representative Hotel. The NCAA site representative will arrive either one or two days prior to competition depending on the time of the team's practices; please confirm the arrival date with the representative. Checkout will be dependent upon travel arrangements, please confirm with site representative.

Officials. Officials' accommodations should be available if needed. The NCAA championship manager will communicate directly with the host on hotel needs for the officials.

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.

Media Services

Broadcasting/Internet

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

Please reference the NCAA Broadcast Policies, located on the NCAA website at <http://www.ncaa.com/media>.

Championship Records

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

Credentials

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. PDF templates are available for preliminary round credentials if desired. Please contact Sahar Abdur-Rashid (srashid@ncaa.org) or Jenn Rodgers (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, should also be visible at credential pickup.

Final Results Books and Statistics

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

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

Flip Cards

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

Internet Policy

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

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

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

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

Once it is determined that neither the NCAA or 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).

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 and click on Championship Host Website Guidelines or refer to Appendix D.

Media Guides and Postseason Guides

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

News Film and Mini-Cams

Please visit <http://www.ncaa.com/broadcast> 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 and may not be employees of professional sports organizations. It is preferred that all media coordination volunteers have experience with media relations or championships.

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

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

- Copy Machine Personnel – Photocopies materials (stats, notes, quotes, etc.).
- Credential Distribution – Pass out credentials to the media; check government-issued photo ID.
- External PA – Announcer for fans.
- Internal PA – Announcer for the media.
- Locker Room Attendant – Person to identify when the locker room is open and closed to the media.

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

News Conferences

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

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

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

Team Championships with a Formal News Conference. The losing team shall have a 10-minute cooling-off period before reporting to the interview room. The cooling-off period starts once the head coach and all of the student-athletes have reached the locker room area. The winning team will report to the interview room immediately following the completion of the losing team's press conference. (Note: For some championships, the governing sport committee has determined that the winning or visiting team should go first to the press conferences, before the losing team. Please refer to championship manual for the sport.)

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

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

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

Moderator Duties

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

Press Conference Setup. The postgame interview room should be "dressed" appropriately to reflect the prestige of the event by (a) placing NCAA championship signage and logos on the podium and walls; (b) using draping on tables and other areas as necessary; and (c) providing a sound system (if necessary). Bottles of water for the interviewees should be available in the interview room. Security personnel should be stationed outside the room to check credentials.

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

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.

Photography Area Policies

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

Programs

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 can be found at <http://www.ncaa.com/gameprograms>.

Content/Editorial

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

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

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

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

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

Best Practices

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

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

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

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

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

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

Questions

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

Radio/Internet Audio Coverage

Radio broadcast rights are 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 14.24.) The scout video coordinator will receive a media credential, and may only film the game of the team represented by the video coordinator. Representatives of participating institutions may record the network telecast of any game at the site, using a video distribution outlet in the video distribution area. The institution must provide its own recording equipment.

Seat Assignments

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

Security

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

Statistics Reporting to the NCAA

Each host should email the NCAA media coordination and statistics staff (ncaastats@ncaa.org), the Stat Crew packed file from each NCAA championship game/match upon completion of each day of competition.

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

Institutions should send all information as follows:

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

Team Videographer

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

Telephones/Internet

A minimal number of telephones should be installed in a designated media work room as a tournament expense if approved in advance. These phones should be limited to credit card, 800-, or incoming calls. The media coordinator should determine the number of telephones (if any) required by evaluating the number of media credentials.

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.

Phones also may be installed in the press box as determined by the media coordinator. The media coordinator can either coordinate all phone line orders or provide the media with a telephone company contact for the site. If a media entity wants its own phone line, it shall be charged the exact cost of the installation. The host institution may NOT assess an additional "hookup fee" to any press agency. Any telephone line charges to the host or NCAA shall be reflected in the proposed budget.

Webcasting

The NCAA encourages all hosting institutions to provide live statistics/webcasting capabilities through NCAA.com. The host SID will be contacted by NCAA.com personnel to verify connections and feeds prior to each round to be hosted. A host planning to do either live stats or webcasting must do all games at the site and not just the host team's games.

(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.

Photography

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

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

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

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

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

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

For additional questions regarding championship photography, please contact digital and social media group at 317-917-6222.

Social Media Guidelines

The official NCAA social media pages and official hashtags can be found here: <http://www.ncaa.org/socialmedia>. Please see Appendix E for detailed guidelines.

Medical Procedures

Each scheduled practice and competition of the 2021 NCAA Division II 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 telecommunication device, whether a 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.

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).

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:

- Automated external defibrillator (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 simulator.
- Sharps kit/biohazard trash can.
- Ultrasound unit.
- Gurney.
- First-aid equipment/athletic training supplies.
- Suture materials.
- Emergency eye care and dental equipment.
- Sports medicine providers should be trained to use emergency supplies.

Locker Rooms

The team locker rooms shall be equipped with 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.

X-Ray Technicians

X-Ray equipment and technicians shall be on-site during the championship. Should the institution have equipment in close proximity to the facility (e.g., building next door), this equipment may be used with NCAA approval.

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.

Officials

Confidentiality

Participating teams will be advised of the officials assigned to their competitions at the administrative meeting.

Fees/Expenses

- **Payment.** The NCAA will use the Arbiter Sports RefPay system to pay officials. The NCAA will reimburse officials' match fees, per diem and transportation expenses.
- **Fees (Reference Only).** The preliminary round officials will receive \$210 per game.
- **Per Diem.** Officials will receive \$45 per diem for meals and incidentals on each day of their assignments, beginning with the day of arrival and ending with the day of departure.
- **Travel (Reference Only).** Officials will receive travel expenses of 53 cents per mile, but mileage may not include local transportation. When carpooling, only the driver will receive the mileage. Officials flying to the final site will receive reimbursement for baggage only. All other expenses should come from the per diem.

Lodging

As a reminder, lodging for the officials will be the responsibility of the host institutions. Hosts should budget for the officials lodging in the host reporting system before submitting the budget. For more information, please refer to the Lodging Section.

Locker Rooms

Please refer to the Competition Site/Facility Regulation Section for more information on officials' locker rooms.

Meetings

The NCAA representative, before the start of competition, will meet with the officials (separately from the administrative meeting) to review responsibilities.

Uniforms and Patches

- **Patches.** NCAA patches for the officials should be worn in the upper left front of the shirt. Patches other than the NCAA patch and American flag are not to be worn on the uniform jacket.
- **Uniforms.** Officials will wear uniforms as outlined in the 2021 NCAA Women's Lacrosse Rules Book. The rules book can be accessed at [ncaapublications.com]. Score keepers will wear white shirts and dark pants.

Selection

Officials for all tournament games will be selected and assigned by the women's lacrosse national assignor. The Division II Women's Lacrosse Committee must approve all officials assigned. Three field officials and one alternate official will be assigned to officiate each game.

Safety and Security

The NCAA has established a Safety and Security Advisory Group (SSAG) to develop Best Practices for all NCAA

championships. The SSAG developed these Best Practices based on a review of current and future championships competition venues, discussions with safety and security experts, and their own experience and knowledge. All hosts and competition venues are strongly encouraged to refer to the Best Practices located at when developing a safety and security program found here:

[http://www.ncaa.org/sites/default/files/Best Practices for Venue Safety and Security.pdf?division=d2](http://www.ncaa.org/sites/default/files/Best_Practices_for_Venue_Safety_and_Security.pdf?division=d2)

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

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

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

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

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

Crowd Control

The tournament director must review crowd control policies and is responsible for strict enforcement of these policies prior to, during and after the races. The following crowd control statement should be read by the public address announcer prior to the start of the event:

"The NCAA promotes good sportsmanship by student-athletes, coaches and spectators. We request your cooperation by supporting the participants and officials in a positive manner. Profanity, racial comments or other intimidating actions directed at officials, student-athletes, coaches or team representatives will not be tolerated and are grounds for removal from the site of competition. Also, consumption or possession of alcoholic beverages is prohibited."

Personnel

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.

- **Closed Practices.** A minimum number of uniformed security personnel must be assigned to closed practices. They are responsible for assisting the committee representatives in ensuring that only those authorized by the coach (excluding media) are allowed in closed practices.

NOTE: All spectators, including family members of participating student-athletes, are prohibited from attending any and all practices.

- **Emergency Plans.** Facility management must have specific written policies and procedures outlining the facility's emergency/evacuation plans and plans for assignment of security officers in and around the competition site. The NCAA representative and tournament director should meet with security personnel to discuss existing security procedures and review potential security threats, review the facility to determine potential security problems, and discuss the emergency/evacuation plan.
- **Local Spokesperson.** The host institution, working with facility management and Federal, state, county and city law-enforcement agencies, shall designate one individual to coordinate security efforts and serve as a local spokesperson during an emergency.
- **Team Bench Areas.** A uniformed security officer should be stationed behind or at the end of each team bench to protect players from spectators, if necessary, and to accompany the teams to and from the locker room.
- **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/sponsoring agency's or facility's predetermined plan; make announcements, if necessary, and implement plans.

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

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 questions in establishing such a policy should refer to the NCAA Sports Medicine Handbook guideline 1-D, Lightning Safety.

If a game is delayed, the following warm-up times will be allowed before restarting play:

- Up to 45-minute delay – 10-minute warm-up.
- 46-60-minute delay – 15-minute warm-up.
- More than one-hour delay – 20-minute warm-up.
- The warm-up times may be waived if both coaches agree.

Ticketing

1. **Ticket Pricing.** With input and a recommendation from the LOC/host, the NCAA shall establish all ticket prices, including tickets for suites and standing room only. One hundred percent (100%) of the revenues from ticket sales shall be included in the championships receipts to help offset the NCAA guarantee (if applicable), championship expenses, and further revenue sharing opportunities. Revenue from the sale of

championship tickets and championship-related event tickets will be exempt from sales, amusement, entertainment taxes and other surcharge obligations to the extent possible. The NCAA is a 501c(3) tax exempt organization. If a tax exemption is not applicable, then all applicable taxes and rates shall be disclosed (disclose in the sport-specific facility questionnaire) and any increases in the tax rates from the time the bid was submitted shall be absorbed by the bid respondent or rebated back to the NCAA.

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

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

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

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

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

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

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

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

6. **LOC/Host Ticket Policies.**

- a. **Allocation.** For all championships other than Division I men's basketball, the NCAA shall allocate to the LOC/host a maximum of 10% of the saleable competition venue seats. These tickets shall be used to accommodate LOC/host guests, including but not limited to local contributors.

- b. **Budget Relief.** At its sole option, the NCAA shall notify the LOC/host of certain budget relief that may be provided in exchange for a reduction in the LOC/host ticket allotment.
- c. **Ticket Allocation Limitation.** No more than 20 tickets shall be made available from the LOC/host or competition venue to any one entity without NCAA approval.
- d. **Assignment Information.** The LOC/host shall provide the NCAA with the names of those individuals assigned to each seat within the LOC/host's ticket allocation.

7. **Competition Venue Responsibilities.**

- a. **Seating Manifest.** The competition venue shall forward the NCAA a complete ticket manifest with a PDF or CAD drawing of the venue's configuration and cooperate fully with any NCAA ticketing partners.
- b. **Final Manifest.** Upon completion of the site survey and determination of "kill" seats, the competition venue shall provide the NCAA with a final seating manifest, reflecting all saleable seats, available suites and available hospitality/party suites.
- c. **General Public Assignments.** Subject to NCAA approval, the assignment of general public seats is the competition venue box office's responsibility, unless directed otherwise by the NCAA. The seat locations shall be designated by the NCAA. The competition venue must be in compliance with all applicable city, state or federal laws and regulations including those concerning access and seating for the disabled and assist with inquiries from ticket holders in need of disabled tickets. Additionally, the box office shall assist with all lost, stolen, or misdirected ticket issues. The competition venue shall be responsible for the labor necessary, as well as costs incurred, to process and distribute lost, stolen, or misdirected tickets.
- d. **Participating Institutions' Shipments.** The competition venue's box office shall send the tickets allocated to the participating institutions to the host tournament managers by a date designated by the NCAA, unless directed otherwise by the NCAA. An invoice, manifest, seating diagram, instructions and payment deadline information shall be sent with the participating institution's tickets. The competition venue shall be responsible for the labor necessary, as well as costs incurred, to ship these tickets.
- e. **Sales Reports.** The competition venue's box office shall be responsible for providing the NCAA with timely and accurate sales reports. Reports should be provided on a monthly basis, unless directed otherwise by the NCAA. The competition venue's box office shall cooperate fully with the NCAA's official ticketing vendors and/or ticketing partners in providing the reports.
- f. **Final Ticket Database.** The competition venue's box office shall send the final ticket database of purchasers to the NCAA at the completion of the event. Please provide both customer and purchase information in an excel file, be sure to include at minimum: First/Last Name, Street Address, Email Address, and phone number. If easier, please pull an event audit report with corresponding customer and purchase tables, as this would also suffice.

Transportation

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 can be found [here](#). All NCAA Championship travel information can be found at <https://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.

Goal and Recruitment

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

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

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

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

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

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

Waivers

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

2020-21 NCAA Division II Women's Lacrosse Committee

<p>ATLANTIC REGION</p> <p>Katrin Wolfe Associate Athletics Director for Compliance East Stroudsburg University of Pennsylvania 200 Prospect Street East Stroudsburg, Pennsylvania 18301-2999</p> <p>Office: (570) 422-3034 Cell: Email: kwolfe10@esu.edu</p> <p>Term Expires: 9/23</p>	<p>EAST REGION</p> <p>Dean O'Keefe, chair Director of Athletics Stonehill College 320 Washington Street Easton, Massachusetts 02357</p> <p>Office: 508-565-1667 Cell: 978-886-2610 Email: dokeefe@stonehill.edu</p> <p>Term Expires: 9/21</p>
<p>MIDWEST REGION</p> <p>Regan McAthie Associate Athletic Director/Senior Woman Administrator Concordia University, St. Paul 1282 Concordia Avenue Saint Paul, Minnesota Office: 651-603-6257 Cell: 651-395-0134 Email: mcathie@csp.edu</p> <p>Term Expires: 9/22</p>	<p>SOUTH REGION</p> <p>Laura Taube Senior Woman Administrator University of Alabama at Huntsville 228 Maddux Ct. Huntsville, Alabama 35811</p> <p>Office: 256-824-6332 Cell: Email: taubel@uah.edu</p> <p>Term Expires: 9/21</p>
<p>NCAA CHAMPIONSHIP ADMINISTRATOR</p> <p>Caleb Kolby Administrator, Championships and Alliances NCAA P.O. Box 6222 Indianapolis, Indiana 46206-6222</p> <p>Office: 317-697-4743 Email: ckolby@ncaa.org</p>	

Preliminary Pregame Schedule Example

The national committee has determined starting times for the first and second round games. The first round games will start at 12 p.m. (noon) local time on Friday, May 14. The second round game will start at noon local time on Sunday, May 16.

NOTE: Special exceptions to start time must be requested with the BID SUBMISSION. Any change requests made after selections will not be accepted, unless due to weather-related issues.

NOTE: Bench areas must be cleared 10 minutes after the final horn of each game.

Clock Time	Actual Time	Activity
60:00	10:45 a.m.	Pregame warm-up for game.
10:00	11:35 a.m.	Coaches/officials meeting.
5:00	11:45 a.m.	Captains meeting.
0:00	11:50 a.m.	Field cleared – stick check.
	11:55 a.m.	Introduction of teams/National Anthem.
	12 p.m.	Game begins.

If game falls behind schedule due to weather, the schedules below will be used to guarantee the 45-minute warm-up with real times being adjusted as necessary.

Clock Time	Event
45:00	Pregame warm-up
10:00	Coaches/officials meeting
5:00	Captains meeting
0:00	Field cleared – stick check
	Introduction of teams
Approx. 12 p.m.	Game begins

DIVISION II WOMEN'S LACROSSE CHAMPIONSHIP PERSONNEL

- **Announcer.** An effort should be made to acquire a professional announcer with experience in announcing lacrosse games. If possible, the announcer should be assisted prior to the competition by a host institution designee, who shall provide typed information on statistics, interesting notes about the participating teams and announcements (e.g., promotional announcements about the next day's matchups, etc.).
- **Athletic Training.**
 - **Head Athletic Trainer.** The following are a few of the major responsibilities of the head athletic trainer and should be reviewed with the head trainer prior to your notification as a tournament site:
 - Arrange for a physician to be on call for all games and practice. The head athletic trainer should be able to explain the medical procedures at the administrative meeting, noting also training room hours and services.
 - Plan for an athletic trainer to be at every practice and game and present on the field.
 - Arrange for medical supplies, water and ice for all practices and games.
- **Facility Management.** Depending on the facility, the number of people needed in each category will vary. Besides the number that you designate, it is always best to have four or five persons who can fill in at a variety of places. Here are the types of personnel needed:
 - Adequate security, with at least two uniformed security persons.
 - Ticket sellers.
 - Ticket takers.
 - Ushers.
 - Concession workers.
 - NCAA merchandise sellers.
 - Host/hostess/escort for officials to and from the locker room.
- **Game Personnel.** Besides officials, the personnel below are needed for each game:
 - One official scorer.
 - One clock operator and/or one scoreboard operator.
 - One public-address announcer.
 - One scorer at field level for card verification form.
 - At least two statisticians.
 - Four drug testing couriers, if applicable.
 - Four ball retrievers (Ball retrievers must be at least 12 years of age and dress in attire that will distinguish them from the competing institutions and other sideline personnel. Please note: This attire must adhere to the NCAA logo policy. The host institution is required to train and provide for the safety of the ball retrievers).
- **Official Scorer's Table Personnel.** All scorer's table personnel must refrain from cheering for either team and from wearing institutional attire; they are considered "neutral" and must behave in such a manner. They should report to the table no later than 45 minutes prior to match time to meet with the match officials and committee.
- **Sports Information Director (SID).** The Sports Information Director should be someone who has had experience with sports information. This information should be reviewed with the SID prior to your notification as a tournament site.

NCAA Championships Microsite Guidelines

NCAA Championship hosts and LOC's are welcome to build a city specific microsite to house local information regarding things-to-do, travel tips, restaurants, volunteer info, etc. The primary purpose of the microsite should 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
- Special Attractions

Local News

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

Venue and Transportation Information

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

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

Volunteer Information

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

Travel Information

Hotel, car rental and other travel accommodations should link to: www.NCAA.com/Travel.

Selections, Preliminary Rounds and Broadcast Schedule

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

Email Sign Up

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

Logo Usage

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

Copyrights, Licensing, Trademarks and Corporate Marks

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

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

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

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

Social Media

All social media icons should link to the appropriate NCAA-hosted platforms for the championship. The official list of NCAA social media pages and hashtags may be found at NCAA.com/Social

Mobile Version

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

Metrics

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

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

Local Contributor Recognition

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

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

Microsite Examples

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

- [Phoenix Men's Final Four Microsite](#)
- [Dallas Women's Final Four Microsite](#)
- [St. Louis DI Wrestling Championship Microsite](#)
- [Oklahoma City Women's College World Series Microsite](#)

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

Should you have any questions, please contact:
Anne Clendenin
Assistant Director, Championships & Alliances
317-917-6643
aclendenin@ncaa.org

NCAA Social Media Guidelines for Championship Hosts

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

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

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

Top 10 considerations when planning for social media event marketing:

- 1. Know your social media audience.** Utilize account analytics to learn about your fan demographics and monitor the engagement levels on your posts. Figure out what engages your fans.
- 2. Encourage community.** Ask for feedback and opinion. This helps engage the user and may provide you with some good input. Also, reply to user questions with correct and helpful answers.
- 3. Cross-post.** Cross-posting or mentioning others will help increase your visibility and spread credit throughout social media platforms.
- 4. Use images.** Pictures are necessary to grab attention and interest. Users are more likely to engage versus text only.
- 5. Be concise.** This is required on Twitter (140 characters) but should also be used on Facebook and other platforms without this limit. Get to the point within two sentences. Less than that, if possible.
- 6. Lead your video.** You have mere seconds to garner a user's attention on social media. Make sure your videos have an immediate point of interest to keep users engaged.
- 7. Like or Follow people to help you.** Networking with members of the media, partner organizations and constituents on Twitter and Facebook is just as beneficial as in real life. On Facebook, like their pages, cross-post to them when you mention them or make them one of your favorites. On Twitter, retweet, join in on hashtags (#NCAA) and mention feeds in your posts.
- 8. Keep it light.** While it is important to stay on message and deliver the facts, this is social media, after all. Have fun with it.
- 9. If you hesitate about posting something, you probably shouldn't.** There are no re-dos in social media. A "delete" doesn't mean you can delete someone seeing it.

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

SID RESPONSIBILITIES**Media**

- 1. Publicity.** Be ready to notify the local media (either by telephone or email) of your institution's selection as host preceding competition. If possible, make personal contact with the key media (print, television and media) in the area to try to get a feature or column in one of the major media outlets or the campus newspaper before the competition.
- 2. Media Accommodations.** A telephone and facsimile in the facility should be made available for the media. Statistics should be distributed as quickly as possible.
- 3. Media Accommodations at the Facility.**
 - a. Press box seating.
 - (1) Seating arrangements.
 - (2) Electrical outlets, if they plan to work from seat.
 - (3) Telephone(s).
 - b. Working press room.
 - (1) Equipment.
 - (2) General office supplies.
 - c. Hospitality (probably same room/area used by VIPs).
 - (1) Area/hours.
 - (2) Refreshments.
 - (3) Staffing.
 - d. Interview room.
 - (1) Microphones (4).
 - (2) Podium.
 - (3) Chairs/tables.
 - (4) NCAA backdrop.
 - (5) Seat cards (NCAA can supply).
 - e. Results/statistics compilation areas.
 - (1) Equipment.
 - (2) Paper.
 - (3) Backup services.
- 4. Printing of Media Credentials.** It is the responsibility of the host institution to provide media credentials and parting passes (if necessary). All printed media credentials must include the Conditions Placed on Credentials which may be found at <http://www.ncaa.com/content/credential-terms-and-conditions>. If specific credentials are not printed, the sports information director is responsible for distributing that information.
- 5. Statistics Crew.** Confirm four people to work on the statistics crew. They should be experienced in keeping lacrosse statistics. Please review the guidelines for keeping statistics with the crew.
- 6. Personnel.**
 - a. Statistics crew.
 - b. Runners.
 - c. Copy-machine operations.
 - d. Records keeper.
 - e. Press workroom staff, if necessary.
 - f. Photo monitors.
 - g. Security.

- h. Press conference moderator.
- i. Press conference runners (escort athletes/coaches to area).
- j. Quote takers.

7. Reporting of Scores, Statistics

Scores from each session must be reported to Morgan DeSpain (mdespain@ncaa.org) at the NCAA national office. Please email scores and recaps of the game to ncaa-content@turner.com as well.

8. Media Access

- a. The host institution sports information director should create a color-coded map to show areas accessible and not accessible to media.
- b. Host institutions sports information director should also create a list of instructions for media while they are on site.

9. Checklist

- 1. Pretournament Publicity.
 - _____ a. Ticket information.
 - _____ b. Press release on participating teams.
- _____ 2. Lodging Recommendations (should be able to receive team rate).
- 3. Facility Communications.
 - _____ a. Telephone(s).
 - _____ b. Electrical outlets.
 - _____ c. Facsimile units.
 - _____ d. Email/Internet Access/Wireless codes, if applicable.
- _____ 4. Interviews.
 - _____ a. Press conferences.
 - _____ b. Quotes.
 - _____ c. Features procedure.
- _____ 5. Meetings.
 - _____ a. Games committee chair.
 - _____ b. Statistics crew.
 - _____ c. Attend administrative meeting.
- _____ 6. Publications.
 - _____ a. Team media guides/up-to-date statistics, reports.
 - _____ b. Press packets/instructions for media.
 - _____ c. Seat assignment card. (NCAA can provide)
- _____ 7. Miscellaneous.
 - _____ • Championship photographer, if possible.

Guidelines for Credentialing

Media

A “media agency” for purposes of these criteria will mean a daily or weekly publication, cable system, radio station, television station or television network, or online entity requiring immediate news coverage.

More than one representative per “media agency” may be authorized by the media coordinator.

Subject to limitations of space, credentials at all sites should be assigned as follows:

- A representative of a national newspaper (e.g., with circulation greater than 60,000).
- A media agency in the geographic area of the host city.
- A media agency in the geographic area and/or locale of a participating institution that has staffed its games on a consistent basis throughout the season.
- Individuals, certified by a participating institution, who will represent specific campus-related entities.
- The designated representative of a national television, cable system, radio network or a radio station that originates a daily “sports talk” program and daily circulation newspapers that do not otherwise meet the aforementioned criteria.

Photographers

Subject to limitations of space, photography credentials will be assigned as follows:

- A photographer from a media outlet that covers the collegiate sport consistently on a national basis.
- A photographer from a media agency in the geographic area of the host city.
- A newspaper photographer from the locale of a participating institution that has consistently staffed its games throughout the season.
- A photographer, certified by a participating institution, who will represent campus-related entities.

Television

Subject to limitations of space, photography credentials will be assigned as follows:

- An individual or crew designated by a national television network or cable system that originates daily sports news programs.
- An individual or crew from a television affiliate in the geographic area of the host city.
- An individual or crew from the locale of a participating institution that has regularly staffed its games throughout the season.
- An individual or crew, certified by a participating institution, who will represent campus-related entities.
- Each participating institution may be represented by a maximum of one crew for a “coach’s show.”

Online

Subject to limitations of space, credentials for online entities will be assigned as follows:

- An online entity may receive a credential only if its own staff writes an overwhelming percentage of that site’s material.
- The website covers the sport at the collegiate level on a consistent basis.
- The official website of a competing institution, as approved by that school’s sports information department.

Agencies Not Eligible

- Credentials will not be issued to persons solely for the purpose of writing or gathering material for books.
- Credentials will not be issued to representatives of professional sports organizations, nor to telephone reporting services, nor to obligations normally identified as “tout sheets,” nor to other publications devoted solely to gambling.
- Any online service that is not recognized as an outlet intended primarily for the purpose of delivering news related to the recruitment of student-athletes will not qualify for credentials.

2021-2022 STANDARD TICKET BACK DISCLAIMER LANGUAGE

Updated 02/15/2021

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

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

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

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

THIS TICKET IS A REVOCABLE LICENSE
USER ACCEPTS RISK OF INJURY

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

DATES AND TIMES ARE SUBJECT TO CHANGE