



# **HOST OPERATIONS 2024-25 MANUAL**

# NCAA Rowing

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## INTRODUCTION

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

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

## DEFINITIONS

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

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

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

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

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

## ROLE OF NCAA

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

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.

## 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 as prescribed by the bid specifications.

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

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

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

### **ROLE OF GOVERNING SPORT COMMITTEE**

The NCAA's core purpose, values and envisioned future provide the framework for all actions in the committee's administration of the championship and its stewardship of the game. Within the framework and spirit of its charge, the governing sport committee will balance the principle of student-athlete well-being with its efforts to maximize exposure for intercollegiate athletics and revenues from the championship through policies and activities that are subject to the final authority of the NCAA Division I Board of Directors or Divisions II Executive Board or III Presidents Council.

## 2024-25 DIVISION I WOMEN'S ROWING COMMITTEE

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## 2024-25 DIVISION II WOMEN'S ROWING COMMITTEE

<b>Michiel Bartman</b> Head Women's Rowing Coach Thomas Jefferson University	<b>Amanda Nelson</b> Associate Director of Athletics/SWA Humboldt State University 1 Harpst St. Arcata, California 95521 Phone: Email:
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## 2024-25 DIVISION III WOMEN'S ROWING COMMITTEE

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# Section 1 • Alcoholic Beverages and Tobacco Products

## ALCOHOLIC BEVERAGES

### *Division I and Division II*

Beer, wine and prepackaged/premixed beverages (in the latter case, with alcohol by volume of not greater than 15%, such as most hard seltzers) may be sold and dispensed at NCAA Division I, II, and National Collegiate championship and ancillary events, provided that the host, venue and/or concessionaire:

- Comply with, and certifies in writing the compliance with, the NCAA Championship and Ancillary Event Alcohol Sales Policy, as amended by the NCAA from time to time, which addresses such matters as:
  - Permissible types of alcoholic beverages;
  - Eligibility for the sale and distribution of alcoholic beverages;
  - Indemnity, warranty and insurance obligations; and
  - Verification.
- Agree to (i) keep and maintain, or cause its designated vendor or concessionaire to keep and maintain, complete and accurate records of all (a) alcohol-related incidents (e.g., expulsions, arrests) and (b) sales transactions related to the sale of concessions at the NCAA Championship and related ancillary events, including gross revenue, cost of goods, allocable overhead, and applicable taxes; (ii) no later than sixty (60) days after the conclusion of the event, provide the NCAA with a report setting forth in reasonable detail such information, together with the corresponding dates of transaction, including (a) alcohol-related revenue generated on each day of the event, (b) the direct cost of selling alcohol at the event (including the cost of goods), and (c) the indirect cost of selling alcohol at the event (including overhead and increased security needs at the event venue site); and (iii) permit the books, records, and accounts of host, venue and vendor/concessionaire pertaining to the sale of concessions at the event to be inspected, audited, and copied by NCAA or its agents at any time during normal business hours upon giving reasonable notice to host, venue and vendor/concessionaire.
- Agree to pay the NCAA an amount of twenty percent (20%) of the gross revenue generated from the sale of alcohol during the event (and any approved ancillary events), less the pro rata applicable sales tax and credit card fees (without deduction of any operating, costs of goods, indirect, or other expenses, such as overhead, marketing, fulfillment, general and administrative, interest, or other expenses), with such agreement to be reflected in a written agreement between the NCAA and the applicable parties (host, venue and/or concessionaire) executed prior to, or simultaneously with, the NCAA's official selection of the host for the applicable championship.
- Following the championship conclusion, provide the NCAA with certain information regarding the concessions activity—including gross sales, direct costs, and applicable taxes—for food, nonalcoholic beverages and alcoholic beverages sold during the event.
- Execute, as part of the bid submission, the applicable policy and agreement documents maintained in the NCAA Championships Bid and Profile System.

### *Division III*

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



## NCAA ROWING

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

### TOBACCO PRODUCTS

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

## Section 2 • Americans with Disabilities Act

The Americans with Disabilities Act, Title III prohibits private places of public accommodation (e.g., sports arenas) from discriminating against individuals with disabilities. The host institution/conference is required to confirm that each facility in which an NCAA championship or ancillary event occurs is in compliance with the ADA. The host institution/conference is responsible for determining if the competition site will be in compliance as of the dates of the championship. If the host institution/conference becomes aware that a competition site hosting an NCAA championship event will not be in compliance, it shall immediately notify the NCAA national office staff member with responsibility for the event in order to discuss the issue.

If the host institution/conference receives a request for an accommodation, which may require input from the NCAA, the host institution/conference shall immediately notify the NCAA national office staff member with responsibility for the event in order to address the request.

## Section 3 • Awards

### CHAMPIONSHIP AWARDS PRESENTATION ENHANCEMENT TEMPLATE

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

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

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

These items can be covered through the operations budget, as well as, the local organizing committee budget. The NCAA has preapproved artwork with pricing available. If you need assistance with ideas or ordering the preapproved items, please contact Nathan Arkins at 317-917-6790 or [narkins@ncaa.org](mailto:narkins@ncaa.org). Otherwise, please work directly with your primary signage contact at the NCAA on overall ideas, approvals, production and implementation with the operations staff.

### CHAMPIONSHIP AWARDS

#### Finals

MTM, Inc., the NCAA national office awards supplier, will send official NCAA awards to the tournament manager approximately two weeks prior to the championship. When the awards arrive the tournament manager should inventory all awards to be sure they are undamaged, are correctly inscribed and are in the appropriate quantities. The awards boxes should then be retaped, closed and secured in a limited-access area.

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

### ELITE 90 AWARD PRESENTATION

The NCAA Elite 90 award was created to recognize the true essence of the student-athlete by honoring the individual who has reached the pinnacle of competition at the national championship level in their sport, while also achieving the highest academic standard among their peers. The Elite 90 award is presented to the student-athlete with the highest cumulative grade-point average participating at the finals site for each of the NCAA's championships. Award winners must meet certain criteria including being a sophomore or above, participating in their sport for at least two years at their school, being an active member of their team, and being a designated member of the squad size at their championship. The member institution is responsible for submitting its student-athlete who has the highest GPA and meets all other requirements. Olivia Baumhoer or another member of the NCAA communications staff will determine the winner of this award for each championship and provide the name of the recipient to the NCAA championships manager as well as the local host shortly before the championship begins. The winner's name should not be released to the public until after they are publicly recognized. If appropriate, the championships manager can share the information with the coach of the winning student-athlete to make sure of that person's attendance. However, they should not inform the student-athlete. Olivia Baumhoer or a member of the NCAA media coordination staff will typically send a template of a release and the logo to the sports information director of the winner's institution the morning of the announcement to allow them time to prepare. In addition, the information will be given to the NCAA social media staff in order for them to prepare a graphic which will post shortly after the announcement.

Each championship should provide an appropriate forum to adequately recognize and celebrate this award winner among their peers and fans of the championship. In addition, information about this award winner may be included in local press releases about the championship and in public address and/or video board announcements during the championship.

### Award Presentation

When determining the most appropriate time to present the Elite 90 award, the NCAA and host staff should evaluate the time and venue that will create the greatest impact and amount of exposure for the award winner while also appropriately honoring and celebrating their accomplishments. The presentation should be semi-formal in nature and not be rushed or overshadowed by other presentations or events surrounding it. The award winner should be visible, the announcement clearly audible and the award presentation should receive the full attention and respect of all of those in attendance. The standard award script is listed below:

At this time, we would like to present the Elite 90 Award. This award was instituted to recognize the true essence of the student-athlete by honoring the individual who has reached the pinnacle of competition at the national championship level in their sport, while also achieving the highest academic standard among their peers. The Elite 90 is presented to the student-athlete with the highest cumulative grade-point average participating at the finals site for each of the 90 NCAA championships.

The recipient of the Elite 90 Award for Division X (sport) with a GPA of X.XXX in (major, is student-athlete and institution).

### Presentation at the Student-Athlete Banquet

This award has traditionally been presented at the student-athlete banquet for most NCAA championships. In many cases the student-athlete banquet provides the best forum for the award presentation and greatest exposure for the winner as it is the one time when all championship participants and administrators are gathered in one place with a controlled, semi-formal environment complete with a sound system and set program. Presenting at the student-athlete banquet also alleviates any potential conflicts with the winning student-athlete's participation in or preparation for an NCAA championship event. Guidelines for presentation of this award at the student-athlete banquet are:

- The award should be presented by either the banquet emcee, the NCAA committee chair or the NCAA championships manager.
- The award should be presented near the end of the program and be clearly recognizable as the premier award being given (see student-athlete banquet page for sample run of show).
- The award should be presented after attendees have had a chance to finish their meals.
- If video screens are available, the video slide or footage of the winning student-athlete provided by Van Wagner may be run as the individual is introduced.
- The coach of the winning student-athlete should be informed to help ensure the winner's attendance.
- If a photographer is at the student-athlete banquet or championship, a photo of the recipient receiving the award should be taken. This may be used in-venue during competition days to showcase the academic achievement of the student-athlete or provided to the student-athlete as a memento. The host sports information director should arrange to provide the winner's SID with a copy of the photo.
- If the award winner is recognized primarily at the student-athlete banquet, public address and video board announcements should be made whenever possible and applicable at the actual championship for additional exposure to fans who do not have access to the banquet

### In-Venue Presentation

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

- In a championship with two semifinals played on one day, the award winner could be recognized during the semifinal in which they are participating, so that their fans are in attendance (videoboard and/or PA read recognition).

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

### Other In-Venue Recognition

If the Elite 90 award winner is not introduced live inside of the competition venue, public address and/or video board announcements recognizing the winner should be played during the championship to recognize this individual. Van Wagner will provide the following standard PA announcement sometimes accompanied by a video board slide. The championships manager (or Champs Engagement representative at Equity and Growth championships) will need to provide Van Wagner the name of the winning individual and a headshot photo if a video board is used for the championship.

- The Elite 90, an award founded by the NCAA, recognizes the true essence of the student-athlete by honoring the individual who has reached the pinnacle of competition at the national championship level in their sport, while also achieving the highest academic standard among their peers. The Elite 90 is presented to the student-athlete with the highest cumulative grade-point average participating at the finals site for each of the NCAA's championships.
- The recipient of the Elite 90 Award for the 2025 Division I Women's Rowing Championship, with a cumulative grade-point average of (list GPA) in (list Major of Study), is (list winner and school: Jane Doe of State University).

### Press Release

On the day of/or prior to the winner of the Elite 90 award being publicly recognized, the NCAA media coordination staff will send out a template of a standard press release to the sports information director of the winner's institution and to the NCAA championships administrator. For selected championships, a press release will be written by a member of the communications or media coordination staff and be provided to national media by the NCAA public relations. If appropriate, this press release may also be provided to the host for distribution to local media.

### Social Media

The NCAA X account (formerly known as Twitter) will promote the 90 winners after the on-site announcement has been made. Olivia Baumhoer will work with the social media staff to make sure they have the appropriate information, including photo to make the graphic and the timing of when to post.

Host or NCAA championships manager should ensure a photo of the presentation is taken and emailed to [socialmedia@ncaa.org](mailto:socialmedia@ncaa.org).

For more information on the Elite 90 award winners, log on to [ncaa.com/elite-90](https://ncaa.com/elite-90).

## **PARTICIPATION**

### **Finals**

Participation awards are permissible (one per participant) as long as they meet the conditions outlined in Bylaws 16.1.4.2 and 16.1.4.3 and are provided by the NCAA selected student-athlete participation awards licensee. The NCAA championships and alliances group will be responsible for selecting the participation awards that will be provided. All participation awards will be distributed at the site of the championship(s). Hosts should work with the championship manager on award logistics.

## Section 4 • Bands/Spirit Squads/Mascots

Realizing that band/spirit squads and mascots are not commonplace at regattas; hosts should apply the general principles below based on interest from participating institutions.

### ADMISSION

A maximum of 25 band members plus the director, 12 uniformed spirit squad members plus the sponsor, and one costumed mascot will be admitted free of charge via a gate list. **Live animal mascots are not permitted.** The institution may purchase additional tickets for band members; however, no more than 30 will be permitted to play.

### ARTIFICIAL NOISEMAKERS

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

### DESIGNATED AREAS

Bands, spirit squads and mascots must remain in an area designated by the Regatta Director with the approval of the committee. Use barriers to designate the boundaries for spirit squads.

### ELECTRONIC AMPLIFICATION

Full bands are not permitted to use electronic amplification. Small (10 members or fewer) bands are permitted to use reasonable electronic amplification. The host institution should be prepared to assist with accommodations.

### LOCATION

Place bands so as not to interfere with spectators, photographers or participants, subject to the approval of the committee liaisons.

### WARM-UP TAPES

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

# Section 5 • Banquet

**Finals.** A championships banquet for approximately 1050 people (Division I, 682; Division II, 126; Division III, 208; plus committees, NCAA staff and host representatives), should be arranged at the championships finals site by the host institution unless another agreeable hospitality opportunity presents itself and is accepted by the committee(s) and NCAA. The championships banquet will be held on the Thursday before the championships. The cost per person is not to exceed \$30. Participating institutions will be allowed complimentary access to the banquet for members of their official NCAA Championship travel party. The host shall make accommodations for participating institutions to purchase additional tickets on-site on a space available basis.

The area should be set with seating to hold the recommended number, with a stage at the front with a podium, four eight foot skirted tables for trophies and awards, projector and AV screens if necessary, and NCAA banners or the news conference backdrop.

The typical format for the banquet will include a welcome statement by the host institution’s designees or staff, the meal, possibly a video and/or speaker and the Elite 90 award. The menu and format must be approved by the NCAA championship manager. The host should also plan to print a program for the banquet.

Host institutions are encouraged to seek sponsorship of any entertainment not allowed for in the budget from local chambers of commerce, merchants or other outside sources, but the NCAA national office must be notified of any sponsorship prior to the host institution making a commitment.

The NCAA, in conjunction with one or more of the committees, may decide based on feedback from the host or ideas generated by the committee not to do a banquet but to provide a different hospitality opportunity. The NCAA will work with the host in regards to expectations as well logistics.

**Officials shall NOT be included in any social event involving the participating coaches or student-athletes.**

## HOSPITALITY ON SITE

Hospitality should be provided for student-athletes, coaches, committee members, officials, volunteers, and media. The NCAA will work with the host in determining the best location for these areas that will require a credential to enter.

The NCAA will work with the host in determining the exact times that hospitality should be open. The recommended times for student-athlete hospitality are as follows:

Wednesday	2-7:30 p.m.
Thursday	6:30 a.m.-7:30 p.m.
Friday	5:30 a.m.-7:30 p.m.
Saturday	6:30 a.m.-5:30 p.m.
Sunday	6:30 a.m.-1 p.m.

Items that should be served in this area would include: fresh fruit, yogurt, bagels, cream cheese, peanut butter, jam, crackers, fruit snacks, granola bars, power bars, cereal bars/treats, trail mix, pretzels, water, Powerade and other items similar to what is listed.

## Section 6 • Broadcasting/Internet

Please log on to [ncaa.com/media](http://ncaa.com/media) for information regarding broadcast/internet rights.



# Section 7 • Championship Presentation/Fan Engagement

## BRANDING

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

### Game Presentation

NCAA championship hosts are required to utilize NCAA provided public address announcer scripts, run-of-shows and video board content. Host and participating team messaging or video board content is not allowed. This includes promotion of upcoming events at the championship site, recognitions, and sponsorships. Any enhancements that you would like to propose for the event must be approved in advance by the championship.

### Public Address Scripts

The public address announcer scripts allow game management/game presentation 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 timing sheet PA script and run of show for the championship event you are hosting.

### Video Boards

The NCAA will provide video board content to sites that have such capabilities. The video board content is important to the overall championship experience for student-athletes and those in attendance. Please work directly with your NCAA championship liaison to identify if there is a Van Wagner producer assigned to you (final sites) or if content should be downloaded from the Van Wagner box site directly (preliminary rounds).

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

Brandon Anthony - Senior Producer  
Van Wagner  
Telephone: 925-354-5721  
Email: [banthony@vanwagner.com](mailto:banthony@vanwagner.com)

## LANGUAGE FOR LOCAL ORGANIZING COMMITTEE PARTNERSHIPS

We need your help to provide community engagement experiences for participating student-athletes, coaches in your communities. Community engagement represents a critical pillar in Division II's strategic positioning and emphasizes the relationship of athletics in strengthening communities. Community engagement is at the core of the Division II championship experience.

Our ability to build and create successful community engagement events in your community around our National Championships depends largely on our successful partnerships with the Local Organizing Committee and/or Sports Commission.

Area youth and adults who interact with NCAA Division II teams during outreach events are then invited to attend championship events, through complimentary admission. The objective of community engagement is to build relationships by bringing communities to experience Division II events, which also increases attendance and enhances the competitive experience for student-athletes. Those participating in outreach experiences are often invited into the championship as halftime performers, ball kids and/or special guests in another capacity.

Division II governance funds a community engagement contractor to ensure a consistent community engagement philosophy and experience across each national championship. The contractor works with your local organizing committees and community groups on behalf of the championship sport manager, identifying shared experience opportunities and alleviating logistical burden from the sport manager. This contractor will communicate with your point person early and often in order to foster great community partnerships and events held in conjunction with our National Championships.

NCAA championship hosts are encouraged to explore in-venue entertainment options during the championship to keep fans engaged, excited and to enhance the atmosphere for both the fans and student-athletes. Various potential areas of in-venue entertainment and the guidelines associated with them are discussed below. Please discuss any forms of in-venue entertainment you would recommend with your NCAA staff point person for 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 nonsponsored versions of these promotions to use during NCAA championships. Entertainment can also include local performance groups or youth scrimmages. Guidelines and ideas for consideration:

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

### National Anthem Singers

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

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

### Enhanced Team Introductions

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

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

### Musical Entertainment

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

### Affiliated Award Recognitions

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

### Military Involvement

Military involvement in NCAA championships may include national anthem performances (military singer, instrumentalist or band), color guard, band performances of patriotic songs, fly-overs, parachute teams, precision drill teams, etc. Please work with the NCAA CR and In-Venue team to finalize military involvement, as some elements may be influenced by partnership agreements. *Please see Military Involvement below for full description and guidelines.*

## 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 pregame, 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, reunions of troops returning from overseas with their families, honorary recognitions, etc. Please discuss any forms of military involvement which you would recommend with your NCAA staff point person for approval. Some elements may be influenced by partnership agreements, so NCAA review and approval must be provided before finalizing military involvement.

### 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 on-field performances.
- General messages paying tribute to all military personnel and thanking the particular military unit which has performed are encouraged (e.g., “Let’s give 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 military service personnel who they proudly represent.”).
- Request for any type of presence on-site (e.g., booth space, 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.
- Please discuss with your NCAA point person if providing complimentary access to watch the championship before or after their presentation is appropriate and possible.
- All performing or volunteering military groups should be provided complimentary access to watch the championship before or after their presentation if possible. Please discuss this with your NCAA point person.
- When several military groups are in attendance and recognized during one game/session of a multiday championship, you may want to consider a theme night “Military Appreciation Day/Night.” This should be discussed with your NCAA point person. Marketing should also be involved if you do a theme night.

## **STUDENT-ATHLETE BANQUET**

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

The NCAA may provide a video featuring the teams and student-athletes advancing to the final site depending on the amount of footage available and cost of obtaining. If practical, the NCAA staff will request the video from the NCAA presentation team and inform the host.

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

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

## Run of Show

6:30 p.m.	Greet teams and student-athletes, direct to tables or attractions (emcee or NCAA chair)
	Soft A/V presentation (e.g., music, slideshow of participating teams and student-athletes, NCAA tribute video, DII or DIII branding video – optional)
6:45 p.m.	Welcome/comments to student-athletes and guests from the event emcee and/or a city/host institution representative
6:50 p.m.	Dinner buffet lines open or plated dinner served
7:20 p.m.	Guest Speaker (optional)
7:40 p.m.	Comments by Head Coaches or Q&A with selected student-athletes (optional)* <ol style="list-style-type: none"> <li>1. Team 1</li> <li>2. Team 2</li> <li>3. Team 3</li> <li>4. Team 4</li> </ol>
7:50 p.m.	Comments by the NCAA committee chair and the presentation of Elite 90 Award  Championship Video (if available)
7:55 p.m.	Closing Comments (emcee with talking points from NCAA or NCAA chair)

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

## Best Practices

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

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

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

## Sample Enhancements

- Unique venue – a skybox club overlooking the host university’s football stadium; a historical or cultural center; an aquarium or museum where brief tours can be incorporated into the programming; an iconic restaurant, theater or arena in the area; a beach party setting; etc.
- Slideshow – before and/or after the formal presentation, a slideshow of participating team or student-athlete images is shown on video boards or mixed with NCAA branding messages (host would be responsible for collecting images from schools or preliminary round hosts).

- Speakers – relevance to the participating student-athletes is the most important factor. Former NCAA champions or graduating student-athletes who went on to professional or Olympic fame in the given sport are ideal, however other options available at no or little expense to the host should be explored as some speakers transcend their sport or profession. Examples of previous speakers include Todd Martin – Tennis, Dot Richardson – Softball, President of the USGA – Golf, Bill Belichick – Lacrosse (Boston), ESPN personalities, comedians, motivational speakers, well-known football or basketball coaches at the host institution, etc.
- Photo opportunities – opportunities for teams or individuals to pose for a photo in front of a championship backdrop (possibly with the championship trophy) or in conjunction with unique or iconic elements of the area (e.g., with giant hanging shark in Florida, with longhorn steer in Texas, in winners circle at Churchill Downs, overlooking city skyline, football stadium).
- Favors unique to the sport or area – examples include mini soccer balls, mini lacrosse sticks, baseball shaped cheese – Wisconsin, make-your-own beach flip flops – Florida; please check with your championship administrator regarding budget, appropriateness and possibility of items provided by official equipment suppliers before pursuing.
- Special entrances for student-athletes – red carpet into venue, spotlights, limos, local youth teams wearing team colors or with pom poms/signs to greet the student-athletes.
- Band/DJ/Interactive Games – are generally only appropriate in more informal settings with numerous teams of both genders, relaxed time constraints, fun atmosphere, etc.
- Event 1/Championship merchandise – sales booth or display area with order forms on-site.
- Special Olympics Component – speaker, athletes, etc. (recommended for all DIII championships).

### **Coaches' Association Award Guidelines**

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

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

## **STUDENT-ATHLETE RED CARPET ARRIVALS/TEAM WALKS**

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

### Elements to Consider

- Number of fans – will there be an adequate number of fans to support a red-carpet arrival/team walk and make it a positive experience for the participating student-athletes.
- Timing and location – is there a time and place available in which there will be an adequate number of fans, space and the event will not conflict with the student-athletes' preparation for or participation in the championship (e.g., before each semifinal match concludes, during a highly attended ancillary event surrounding the championship or only before the championship game).
- Equitable participation – will all participating teams have equal opportunities to participate (it is permissible to have a red-carpet arrival/team walk only on championship night with the two final teams only versus semifinal day and championship day).
- Team's experience – this should be a positive experience for all participating student-athletes and it should not interrupt their team's normal schedule for a competition. It should be communicated to the teams that a 5-15-minute window between teams is needed. Depending on the schedule of the teams you can pre-determine the arrival times or if they do not have any other commitments prior to the arrival at the venue, you can allow the teams to pick their arrival time as long as they are between the 5-15 minute window of separation, giving them more control of their schedule and not interrupting their normal game-day routine.
- Fan's experience – consider the location of the red-carpet arrivals/team walks for the fans as well. Consider using one of the main entrances or going through a fan fest location (if applicable) to the venue so that even if they did not know a red carpet/team walk event was happening, they still might see it and participate.
- Visibility and promotion – is the red-carpet arrival/team walk in a place that will be highly visible and accessible to all fans and/or can it be adequately promoted through social media, ncaa.com, e-blast, push notifications and/or signage? Ask each participating team to send out the red-carpet arrival/team walk times to their ticket holders and on their social media platforms as well.
- Timing of buses – Consider the route that the buses will need to drive to arrive on the correct side of the street and the time it will take them to get from the hotel to the location of the red-carpet arrivals/team walk.

### Guidelines

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



Checklist

- Carpet – red, blue or black are all acceptable if the venue has one of these colors on hand, otherwise rent red carpet when the budget allows. Carpet is always preferred, but not essential to making this a successful event.
- Stanchions or other form of a barrier between the student-athletes and fans.
- Red carpet arrival/team walk sign or entrance way (e.g., balloon arch), if appropriate.
- Staff or volunteers.
- Security, if appropriate.
- Lighting elements if it is going to be dark out, depending on the time of the arrivals.
- Tents over the carpet if it is raining, unless the location of the red-carpet arrivals/team walk is already under a covered location, consider cancelation plan (notifying the teams and fans if the weather is not conducive to hold the red-carpet arrivals/team walk).
- Announcements for emcee – instructional, NCAA branding, NCAA corporate champion or partner recognition, team stats, if appropriate.
- Radios or cell phone numbers for communication. Essential for either the team host or bus driver to notify someone at the red-carpet arrival/team walk location of the arrival time changes, if appropriate.
- Other entertainment (e.g., dj/music, local drum line) to keep fans entertained before and in-between team arrivals, if appropriate.



# Section 8 • Commercialism/Contributors

## SPACE REQUIREMENTS

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

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

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

## PREMIUMS GUIDELINES

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

**Laser Pointers.** Laser pointers of any kind are not allowed.

**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) with commercial slogans or identification other than those from NCAA Corporate Champions and Partners, are not allowed on the premises. Items such as newspapers, handbills, flyers, memorabilia, T-shirts, caps, etc., except products sold/distributed by the NCAA or its agents, may not be distributed on the premises.

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

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

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### 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 TNT Sports 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 Relations 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 Relations staff for advance approval. As noted above, local contributors who purchase an NCAA-approved ticket package may not receive recognition of any kind without the advanced approval of the NCAA staff.

## NCAA TRADEMARKS

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

1. ALL uses of NCAA trademarks or logos must be submitted to the NCAA for approval.
2. Downloads of NCAA logos may be obtained through the NCAA Digital Library.
3. The NCAA's position on inclusion of ® and ™ marks is first and most prominent use.
4. 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.
5. In the case of NCAA Women's Final Four, an ® is required after NCAA and after Women's Final Four. The NCAA owns "NCAA" and "Women's Final Four," but "NCAA Women's Final Four" is not a registered mark in itself: NCAA® Women's Final Four®.
6. To further expand, if the NCAA primary logo, which displays the registered mark, is used in a prominent position; NCAA Women's Final Four would require an R-ball only after the Four because the NCAA has already been identified as a registered mark. NCAA Women's Final Four®.
7. 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.
8. 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: [memberx.edu/ncaa](http://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 Turner/CBS have graphic exclusivity in the use of NCAA logos and marks.] Logos of the venue's or the website's advertisers/sponsors may be used on the home/event web page even with the NCAA's championship site-specific logo on the same page if those commercial entities are clearly separated from the NCAA logo (e.g., are on a different colored background and are located at the bottom of the website page).
- The venue is not permitted to claim to be "the home," a host or co-host of any session of the NCAA championship.
- The logo provided by the NCAA championship staff cannot be modified in any way.
- ALL uses of NCAA logos must be submitted to the NCAA staff for approval.

### **NCAA trademarked protection language:**

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

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

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

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

The examples below are written only to represent the most typical examples. If you are unsure of exact wording for a specific example, please contact David Lovell at [dlovell@ncaa.org](mailto:dlovell@ncaa.org) or 317-917-6222.

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

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

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

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

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

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

**NCAA Licensed Trademarks:**

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

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

**Helpful Links:**

[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, [ncaa.org/championships/marketing/ncaa-official-licensee-list](http://ncaa.org/championships/marketing/ncaa-official-licensee-list).

**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, seats or within broadcast view), including the scoreboard and the playing surface prior to or during the conduct of the championships, other than NCAA, media partner or NCAA corporate champion/partner branding/recognition (e.g., signage, banners, scoreboards, LED scorer's table, video board, ribbon board, PA announcements) approved by the NCAA. Any permanently affixed (or previously leased) advertising banners, signs, cup holders, select equipment bearing corporate marks (e.g., TVs, computer monitors, stats monitors or displays), product/exhibit displays (e.g., car displays, branding exhibits/kiosks) 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. The NCAA must be notified a minimum of 60 days if any signage has changed after the site visit or before the championship. 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. Professional and collegiate 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. All usage of marks must follow NCAA brand guidelines and must be approved by NCAA staff in advance.

- b. **Alcohol/Tobacco/Gambling.** All alcohol, tobacco and gambling advertisements/corporate identification within broadcast view or viewable by game attendees in the competition venue bowl must be covered at the expense of the host or venue. Any alcohol, tobacco or gambling advertising that is deemed by the NCAA as not viewable from within the bowl does not need to be covered, whether in the concourse or in ancillary venues. All other advertisements/corporate identification in the noted areas must, at a minimum, not be backlit unless otherwise authorized by the NCAA. This would apply to preliminary rounds and the championship rounds for all 90 NCAA championships.
- c. **External Signs.** All exterior venue corporate signage, other than professional franchise identification, must be covered as specified by the NCAA and must be covered with décor elements as specified by the NCAA at the expense of the competition, practice and/or ancillary event venue(s).
- d. **Commercially Named Venues.** Commercially named competition, practice and/or ancillary event venue(s) may display no more than two preexisting 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) for the Association, its corporate champions and partners and media partners inside and outside of the competition, practice and/or ancillary event venue(s). These locations, include but are not limited to the concourse, within the competition bowl and venue exterior without limitation.
- g. **Official Stickers and Stencils.** The NCAA shall provide the competition venue with the appropriate stickers/field stencils for the approved playing surface markings for the championship.
- h. **Fan Promotional Materials.** If facility approves, patrons are permitted to bring in small signs and non-noisemaking items. Items may include any (non-CCP) commercial identification.
- i. **Digital Inventory.** At no charge, the NCAA will have full access to use and control of, 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 internal and external signage, digital or otherwise. This includes all digital inventory to be made available at the time of the championship, inclusive of any inventory that may be added by the venue after this bid document is signed.

# Section 9 • Critical Incident Response/Emergency Plan

Review the [Best Practices for Venue Safety and Security](#).

## PREPARATION

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

Each host will be asked to provide the following:

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

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

Interruption of the Regatta. The officials and sports committee have the authority to interrupt competition. If necessary, the remaining schedule shall be adjusted by the sports committee. The committee should review the following procedures for interruption of a regatta:

Interruption of Event. Assure that the competition in action is accurately recorded.

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

Student-Athletes and Coaches. Participants await instruction from regatta management.

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

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

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

The committee chair, NCAA staff and regatta-management staff (competition site manager, regatta management liaison and senior law-enforcement officer) should assemble immediately in regatta headquarters to assess the situation.

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

**Resumption of Competition.** As soon as possible, competition shall be resumed from the point of suspension. The sports committee shall determine the revised schedule. If possible, the regatta should be resumed in the primary competition site. If necessary, the sports committee has the authority to limit attendance to credentialed individuals; other individuals designated by each institution's director of athletics and required competition site operations personnel. Also, the sports committee has the authority to reschedule the regatta or session in a nearby competition site (e.g., on campus or elsewhere in the city) provided the alternate competition site adheres to the provisions of NCAA competition rules.

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

### **INCLEMENT WEATHER**

Hosts should have inclement weather procedures in place before the championships. Inclement weather plans should be sent to the NCAA for review prior to the regatta. Weather Sentry Online weather system will be provided to assist the host in case of inclement weather. It is suggested having a relationship with a local meteorologist to assist in local weather prediction to use in conjunction with Weather Sentry.

## Section 10 • Drug Testing

The NCAA is dedicated to fair and equitable competition throughout each round of NCAA championships and strongly supports the drug-testing program established by its membership, to safeguard the health and safety of the participating student-athletes.

Comprehensive drug testing details for hosts can be found at the following link [here](#).



# Section 11 • Equipment/Competition Site Requirements & Diagrams

## COMPETITION EQUIPMENT

The host institution is responsible for providing the equipment required to conduct the championships. General equipment needs include the following:

Audio System Requirements. A system(s) will be provided in the following areas:

- Awards.
- Tower/finish line area.
- Launch area.
- Boat announcer(s).
- Control commission.
- Student-athlete area.
- Boat storage area.

Awards Stand. A raised awards stand needs to be available to accommodate the top award finishers.

Bleachers. An adequate amount of seating should be provided for fans in consultation with the NCAA.

Boat Storage. The storage area should have ease of access to the water for teams and a map should be provided prior to teams arriving for assigned placement of boats. An area should be designated for storing of boat trailers. Both of these areas must be secured and staffed at all times. Please see the Appendix for an outline of the boat storage area.

Bow numbers and institutional identification. The host institution shall supply bow numbers. These should be approximately 8 inches by 5 inches to ensure visibility to judges and for photo finish cameras. The number plates should have black figures painted on a white background. Boats must have an institutional name on both sides of the boat (institutions required to comply).

Clocks. An atomic clock must be displayed prominently at the start to allow crews to know when their race is due to start. Regatta time clocks shall be set up at the start, the control commission and at the weigh-in location.

Golf Carts. There should be a minimum of six carts available for medicine staff, NCAA committee members and officials.

Radio. The use of radio communication by senior regatta officials, whose responsibilities require mobility, is essential. At least six channels should be used:

1. NCAA committees
2. Judge/referees, control commission and dock master.
3. Each launch must have a radio on board.
4. Host institution to be determined by the championships director.
5. Medical, linking medical center, rescue launches, ambulance and chief medical officer.
6. Commentators/announcers.

Approximately 45 hand-held radios, 25 of those with either ear pieces or headsets, will be required.

At the Start. A clock or other time indicator must be displayed prominently at the start so that crews know the start time for their race.

The signal to start must be clearly visible and/or audible to all crews simultaneously including crews in warmup area where feasible. The audible signal is most satisfactorily conveyed by a microphone and a loudspeaker system to a series of speakers, one at each start installation, or at least one between each pair of installations.

As an aid to the judge at the start, it is recommended that an extension loud speaker from the starter be installed in the aligner's hut.

The following information will be helpful to the specialized audiovisual personnel at the host institution:

1. A further aid to the judge at the start is a video monitoring system, which should be installed as follows: two video cameras mounted in the aligner's hut/spot one focused on the starter's flag, the other across the start line showing the bows of all boats. The cameras are started about ten seconds before the beginning of each race, and the two pictures are then fed into a mixer and recorded on a film with the picture of the starter's flag superimposed on the picture of the bows of the boats on the start line so that both movements may be observed easily and simultaneously on one screen. Equipment for an immediate playback is also required. It is suggested that you consult with your campus audiovisual staff in developing the system.
2. There must be a special two-way, closed-circuit intercom or dedicated radios between the starter and the judge at the start for the control and the judging of the beginning of each race.
3. There must be a one-way communication between the aligner and the start pontoons. This can be by radio or by special intercom to the stake boat personnel who must wear headsets. The precise method of adjusting the start pontoons must be decided before an intercom is designed. If radio is used, this does not matter.

#### Water Equipment.

A specified amount of hydration product (water, electrolyte solution and powder), cups, coolers and ice chests will be sent to the finals site. The local Coca-Cola bottler will deliver your product approximately one week prior to the championships, and the equipment will arrive approximately two weeks prior to the championships. When the product and equipment arrives, the regatta director should inventory the supply to be sure that the correct quantities have been sent.

The provided cups are to be used in all areas in place of other cups (e.g., Coke, Powerade) during practice and competition. Generic cups (devoid of commercial identification) also should be provided in the media and hospitality areas in the event the supply of NCAA cups runs low; this can be included as a regatta expense in the budget.

If you would like to purchase additional product or soft drinks and are a Coke-pour institution/facility, please use the relationship you have with your local bottler. You do not need to contact the NCAA national office regarding additional product. Please note that this amount is to be listed on your final financial report. If you are a Pepsi-pour institution/facility and would like the opportunity to purchase product, please contact the NCAA championship manager for appropriate forms and guidelines. In the event that you are purchasing small quantities of product, you should check your local grocer, as these prices may be better than what the Coke local bottler can offer.

A letter from the NCAA office outlining the specific amounts of product and equipment provided will be sent to the regatta director. You will be asked to inventory the amount of product that is left over at the conclusion of the championships. The national office will provide a form and a reminder letter. **It is important that you are as accurate as possible on your count, so that we may ensure that future championships are receiving adequate amounts of product and equipment. Hosts are also requested to provide pictures of the hydration product and equipment in use during the championships.**

## EQUIPMENT REQUIRED FOR ADMINISTRATION OF RACE

#### Starter:

- One flag – red with white diagonal cross – 30 inches by 20 inches on a 45-inch pole.
- One large alerting device, preferably a bell – not less than eight inches in diameter.
- One PA system with “hands free” microphone.
- One electric megaphone – reserve in case of electrical or speaker failure.
- One radio.

- One clock – to indicate elapse of time before the start of a race.
- One whiteboard and markers – to visually display to crews any alterations in the schedule.
- Two binoculars.
- One flashing yellow light, located at the side or top of the start tower in a position that is not distracting to crews who are watching the starter – to indicate the beginning of the two-minute period to the start of the race. (if possible)
- Seven yellow and seven red discs, approximately 30 centimeters in diameter, that can be hung behind the lane to indicate that crews have been assessed a warning (yellow) or excluded (red). When not in use, the discs must not be visible.

### Judge at the Start:

- One red flag.\*
- One florescent green flag.\*
- One electric megaphone.\*
- Split-video equipment (if possible).
- Radios with headsets/ear pieces for silent alignments (16 plus spares).
- One radio.

### Referees:

Each referee's launch should be equipped with:

- One red flag.\*
- One white flag.\*
- One bell.
- PFDs (ideally 9).
- One paddle.
- One electric megaphone.\*
- One radio.
- Anything else required to be in a launch by Coast Guard/local authorities.

### Finish:

- Two air horns or electric buzzer.
- One large orange finish flag.
- Two binoculars.
- One red flag.\*
- One white flag.\*
- One radio.
- One electric megaphone.
- Two stopwatches.

\*Items to be supplied by the referees.

**Rescue/First-aid Launches.** Two rescue launches are required, fully equipped with life-saving equipment, scuba equipment, an electric megaphone and radio communication. These must be on the course for all practices and races (two people per boat). The most suitable rescue launch is a large inflatable rubber dinghy with an outboard motor.

**Commentators' Launches.** Two launches shall be provided for the announcers/webstream cameras. A launch driver in each launch should be provided as well.

**Press/Administrators' Launches.** Two launches shall be provided. This is subject to change upon committee's request.

### Summary of Equipment:

#### **Electric Megaphones**

Referee's launches	8
Starter	1
Aligner	1
Rescue/first-aid launches	2
Finish tower	1
Dock master	1
Course/crossing marshals	5
Ceremonial launches (opt.)	2
Spare	2
Total:	23

#### **Two-way Radios (with earpieces)\***

NCAA committee/NCAA staff	10
Officials	24*
Regatta director	1
Sports information director	1
Athletic Training	3
Marshal	2*
Dock master	1
Commentators	3
Finish (Timing)	1*
Total:	46

*\*Battery capability for 5 hours, minimum of 6 channels*

#### **Headsets**

Aligner	1
Stakeboat holder/finger mover	16
Spares	2

#### **Miscellaneous**

Stopwatches	10
Bow Numbers (sets)	11

#### **Flags and Alerting Devices**

Referee's launches
Starter
Aligner

#### **Alerting Device**

Eight small
One large
--

#### **Red flag**

Eight small
One large (with white cross)
One large

#### **White flag**

Eight small
--
One large

#### **Launches**

Referees	8
Announcers and video	2
Rescue/first aid	2/3
Course marshals	4
Press/administrators	2
Water distribution	2*
(*can be canoes/kayaks)	

#### **Starter**

Radio	1
Clock	1
Whiteboard	1
Video equipment	1
Red discs	7
Yellow discs	7

Total: 20/21  
(\*2)

**Water and Land Installations on a Championship Course**

LOCATION	DETAIL	MEASUREMENTS
<b><u>Course basin</u></b>		
Length	At water level.	2,200 meters
Width	At water level.	135 meters
Depth (minimum)	At lowest water level.	3 meters
<b><u>Compass location</u></b>	Axis of prevailing wind.	
Embankment slope angle (Ideal)	Sides and at both ends.	1:6
Open strip of land on both sides of course, free of buildings and landscaping (except grandstands and finish tower). (Ideal)		60 yards
<b><u>Start installations</u></b>		
<b>Start tower</b>		
Location	In the center axis of course on shore, 40 meters to 50 meters behind zero line. Covered platform and control room	
<b>LOCATION</b>	<b>DETAIL</b>	<b>MEASUREMENTS</b>
Height	Starter's platform.	Min. 3 meters, Max. 6 meters above water level
<b>Vision</b>	Unobstructed view to start pontoons and to aligners hut.	
Technical equipment	Public address system, large exterior clock (or time display) and whiteboard.	
Start pontoons	Seven floating, adjustable start pontoons.	
<b>Aligner's hut</b>		
	On the bank at the start line, weather protected, seating capacity for four persons, aligning equipment, and video equipment (optional).	0.0 meter mark at start
Repair shop at start	Mobile service truck.	
Toilet	Portable toilet.	
Mooring for rowing shells and motorboats near start	Five meters behind or before start line.	20 meters length each
Steering markers	Height and width. (No longer needed if buoys spaced at 5-meter intervals in the first 100 meters.)	9 feet by 3 feet
Vertical wire	Marking the surveyed start line, max 1 mm thick. This wire has to be fixed absolutely firmly and tight. The aligner should be able to use the wire by sighting against the start marker on the far side. Option: two vertical wires placed at a distance of 80-100 cm from each other in line with the start line.	
Number of Lanes	Seven to eight	13.5 meters per lane
Length of lane from start to finish	2,000 meters	
Length of course beyond finish line including launching docks	200 meters	
Course markings	Albano buoy system.	

LOCATION	DETAIL	MEASUREMENTS
<b><u>Finish installations</u></b>		
<b>Finish tower</b>		
Location	On the finish line of the course.	
Space Requirements	Judges staircase on weather side, unobstructed view, glassed in (if possible).	
Vertical wire	Marking the finish line, maximum 2 mm thick, black color. Must be vertical and fixed absolutely firmly and tight. The judges of the finish and timing officials use the wire by sighting against the finish line marker on the far side of the course. The vertical wire must be exactly in line with the horizontal finish line.	
	Judges and announcers rooms	100 square feet
	Photo finish lab and evaluation	75 square feet
	Television platform.	175 square feet
	Timing equipment.	75 square feet
	Race control office.	100 square feet
Presentation pontoon in front of main grandstand or awards presentation staging		
Motorboat moorings	Eight mooring spaces and eight motorboats.	
Launch and Recovery Area	Beach or floats with capacity to launch/recover six to seven shells.	Minimum 65 feet by 18 feet
Score board/jumbotron opposite main grandstand	Preferably on side of basin.	
<b>Student-athlete weighing area</b>		
Dead weight	150 pounds loose sand (dry), small trowel or shovel, heavy duty ziplock bags (50-gallon and 50-quart).	
Other	Duct tape (6 rolls with 2 rolls each of 3 different colors), test scale, official scale, clock, calibration weights, wrist bands.	
LOCATION	DETAIL	MEASUREMENTS
<b>Competitors area</b>		
Competitors tent  Competitors area must be secured	Entrance and approaches to tent must be free of spectators; walkways or even intersections with spectators.  Should be isolated from public.	
Restrooms (portable toilets acceptable)	Accessible from entrance hall, restroom facilities (toilets are necessary). One unit per 20 people in an eight-hour period.	
Dead weight	Loose sand available, small hand trowel, 50+ heavy duty Ziploc bags	100 pounds total
Medical area accessible from the exterior and with ambulances	One physician's room and drug-testing area.	100 square feet
Changing rooms	One area should be set up to accommodate 25 people; the room size should be 300 square feet with benches.	
Massage room (if possible)	Five massage tables.	150 square feet
Garbage disposal cans	At frequent intervals.	
Spectators area	Must be secured.	

Since an institution may not be able to meet the stipulated standards in all areas, an institution should describe in its bid what substitutions will be made and how these will accommodate each particular situation.

### SCALES

**Boat weigh-in.** An area with a flat, concrete or blacktop surface should be secured, along with (2) three-sided 60x60 tents to cover the entire weigh-in area. Note: A building can be used instead of tents if specifications are met. Two calibrated scales should be provided for this purpose. A technician should be on-site during weigh-in days from the company where the scales were rented to deal with any issues. Scales should be bolted to the ground and a calibrated weight should be kept on-site for the duration of the championships.

**Coxswain weigh-in.** An area with a flat, concrete or blacktop surface should be secured, along with (1) three-sided 10x10 tent to cover the entire weigh-in area. Note: A building can be used instead of tents if specifications are met. A weigh-in machine independently certified for accuracy must be made available. An adequate supply of dead weight (e.g., 150 lbs) must be supplied in the form of dry, loose sand. A small hand trowel and 50+ heavy duty Ziploc bags (both quart- and gallon-size) are to be provided by the host. The bags must be securely sealed with duct tape (gray, with outer marking in bright color of the day). Any dead weight shall be placed in the boat as close to the torso of the coxswain as possible. It is specifically forbidden to distribute dead weight throughout the boat.

A coxswain shall weigh at least 110 pounds. The weight of the coxswain shall be determined once each day, no less than one hour and no more than two hours before the scheduled time of the first race in which the weight is relevant. The competitor shall be weighed dry (including hair) in racing uniform, without shoes or other foot gear. A weight certificate should be produced for each coxswain. See Appendix G.

**Shell Repair.** An experienced rigger must be available in the boat storage area to deal with any minor boat repairs to shells. Their contact information and hours should be posted in the participant manual.

### COURSE SPECIFICATIONS

**Water.** Current must be less than one meter per minute, and it must be possible to control the water at a constant level. In addition, use of the watercourse must be restricted and controlled.

**Wind.** Normal wind and weather records for May and June should be obtained from the National Weather Service for the past five years to ensure, so far as is possible, that unfair or unrowable conditions on the water are unlikely to occur.

**Direction of Course.** As a precaution against unfair conditions being caused by cross winds, it is recommended that the course run along the axis of the prevailing wind. When a course is to be made on an existing lake, wind and water conditions must be observed and assessed beforehand, and meteorological records for the past five years should be collected.

**Construction of Course.** It must be possible to construct all the course installations without too much difficulty. Expense for temporary construction necessary to the conduct of the event may be claimed as an expense on your financial report; however, expense for construction of permanent facilities is not reimbursable. The wires of the “Albano” buoy system, both longitudinal and lateral, must be anchored at both ends. The start installations must be firmly anchored, preferably with easy access to the bank. The finish end of the course must be in a position as near as possible to an area on the bank where a finish tower can be built and adequate spectator accommodation can be provided.

**Length.** The course must be 2,000 meters – straight and unobstructed – plus 100 meters (200 meters is recommended) minimum of clear water beyond the finish.

**Width.** The course must have at least seven lanes, each a minimum width of 12.5 meters (41.6 feet), a maximum width of 15 meters (50 feet), with a recommended width of 13.5 meters (45 feet). On each side, there must be at least five meters of clear water between the outside lane and the bank or any permanent structure. The ideal minimum total width of a course is approximately 120 meters (400 feet) with a maximum of 135 meters (450 feet).

**Depth.** The water shall be at least three meters deep throughout the course; recommended depth is 3.5 meters.

**Obstructions.** Fixed obstructions (e.g., pylons, island) are not permitted on the course.

### COURSE MARKINGS

All course markings, including warm-up buoys, must be in place prior to the first practice session.

**Albano System.** The outside of each lane must be clearly marked with a straight line of buoys from start to finish. The buoys should be placed not more than 12.5 meters apart but 10 meters is preferable. It is recommended that the buoys be spherical and have a maximum diameter of 6 inches. Buoys of the same color should be used throughout except the first 100 meters and each 250 meters, which should be marked with a row of different colored buoys. It is recommended that yellow buoys (generally) should be used, with bright red buoys to mark the intermediate distances. It is also recommended that all buoys in the first 100 meters and the last 250 meters be red or of a different color. On some courses, however, the color of the surrounding countryside is such that it is better to reverse the use of the red and yellow buoys. The system of buoys that is preferred by the NCAA is generally known as the Albano system.

**Distance Markers.** On each side of the course, markers should be placed clearly indicating the distances at each 250 meters. These markers may be signboards (6 feet by 3 feet) on the banks of an artificial course or on large buoys (3 feet cube) or other structures when the course is on a lake. Figures should be painted black on a white or yellow background. Markers should be a minimum of 5 meters away from the outside lanes.

**Start.** A sight maker fixed as close as possible to the water's edge on the opposite side of the course to the aligner's hut exactly on the start line. The marker should be painted in two vertical halves, one bright yellow (direction of start) and one black (direction of finish). The precise vertical position where the color changes from black to yellow shall be the start line. The line where this color change occurs shall be exactly vertical down its full height and shall be consistent with the official survey of the course.

**Finish.** The finish should be marked by a red flag, mounted on a white buoy, approximately 16 inches in diameter, on each side of the course at least 15 feet from the outside limits of the course. There should be no other buoys on the finish line. The red flag may be placed on the bank if necessary. There should also be fixed sight markers on each side of the course for use by the judges and for photography at the finish. One of these markers (a thin wire) should be firmly fixed in a vertical position on the finish tower in front of the judges and the other on the opposite bank. If the bank is too far away, a structure must be very firmly anchored or fixed in the water; otherwise use of a "double-wire" marking system is required. (The double-wire system is preferred.) A sight maker if fixed on the opposite side of the course to the finish tower, exactly on the finish line. The recommended maximum distance is 50 meters. The marker (150-200 centimeters high, 100-150 centimeters wide) should be painted in two vertical halves, one bright yellow (direction of start) and one black (direction of finish). Where the color changes from black to yellow shall be the finish line. The line where this color change occurs shall be exactly vertical down its full height and shall be consistent with the official survey of the course.

## COURSE AVAILABILITY

The race course must be available beginning on Wednesday afternoon during the week of the championships. The course must be staffed with security and officials prior to any participants being allowed on the water for practice. Practice times should be communicated to all coaches through the participant manual.

## STAGING AREA

**Launching Area.** The docking area must have the ability to launch/retrieve seven, eight-oared boats simultaneously. An additional docking area must be available for the launches. These docks may be fixed or floating, depending on construction or water level, but in either case, the top of the dock should be no higher than six inches above the surface of the water.

**Safety/Rescue launches.** Two to three safety launches must be on the water for all practice sessions and must have scuba equipment available.

**Water launches.** Two adequate launches for water distribution at the finish line.

**Launch for nonofficials.** Two wakeless launches must be available for nonofficials (e.g., media). The regatta director must designate one individual to control access to the launches.

**Referees launches.** At least eight referee launches should be provided. These launches must be constructed with a design and speed so that the judge/referee can carry out his/her duties properly. The launches should be capable of a speed of not less than 24 knots with rapid acceleration, good maneuverability and with as little as possible wash created. The catamaran type of hull design gives the best results as far as wash is concerned, keeping the stern waves more nearly parallel than any other. The launches must be stable at all speeds and have sufficient space beside the driver for



the umpire to stand comfortably with his or her flags, electric mega phone and an alerting device easily accessible. It must be possible to place the bell in a secure place so that it cannot fall over and ring unintentionally. It is convenient for the umpire if a clip board is provided for papers.

Course Marshals launch. Four launches must be available for the course marshals as determined by the chief referee.

Announcers launch. Two wakeless launches shall be provided for the announcers.

Broadcast launch. One launch shall be provided for NCAA webstream partner. This may be combined with the announcer launches.

## ADDITIONAL NEEDS

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

Vending. No food, beverage or merchandise, of any nature, may be vended or dispensed in the spectator areas, except before the regatta begins. During competition, selling is restricted to the established selling locations.

## DECORATING AND ADVERTISING

The NCAA will work with the host in designing and placement of all signage.

Covering. The competition site shall not permit any advertising banners, signs or displays of any kind to be hung, posted or displayed anywhere within the competition area, including the video board, during the championships session or practices, other than those specified by the NCAA. No local/school radio banners are allowed.

Institutional Signage. Institutional signage does not need to be covered. Championship banners may remain if permanent (not hung seasonally). If temporary and hung on a seasonal basis, they must be taken down.

Directional Signs. Directional signs should be posted in all areas used by the participants and the media.

Video Boards and Electronic Messages. No electronic board advertising of any kind or messages promoting non-NCAA events in the competition site 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; or any public-services announcements or promotional messages specifically provided by the NCAA. The NCAA will provide programming upon request.

## NCAA SPACE REQUIREMENTS

Entrances. Entrances must be staffed by an adequate number of persons. Signage should be posted to clearly identify all entrances (i.e., media and student-athlete credentials).

Student-Athlete Guest Entrance. A gate must be identified to admit patrons holding student-athlete guest tickets (arranged by participating institutions).

Team Personnel Entrance. An entrance must be identified for all student-athletes and coaches.

Media Areas. The areas used for the media workroom/tent should be in close proximity to the course in order to facilitate the media's work.

Workroom. The media workroom/tent should be equipped with an adequate number of internet connections, electrical outlets and other necessary supplies. NCAA logos should be displayed appropriately.

Refreshment Area. A refreshment area should be set up adjacent to or in the media workroom to accommodate the working press throughout competition. Only NCAA supplied cups and/or generic drinking cups (devoid of commercial identification) should be used in the refreshment area.

Backdrop. The NCAA will provide a back-drop with the NCAA logos to be used for media interviews.

Access/Security. A security officer should be stationed outside the media workroom to check credentials; this individual should be instructed that only credentialed individuals may enter the area. Regatta officials specifically are prohibited from this area.

Parking. Parking for the teams should be communicated within the participant manual. Team bus and van parking should be provided in close proximity to the race course. A bus and van drop off area should be provided. Host should also provide for boat trailer parking. Additionally, a plan for fan parking should be prepared.

Portable Restrooms. Portable restrooms should be available to accommodate the student-athletes at the boat storage/student-athlete areas (NCAA will consult with host regarding appropriate number). Restrooms will need to also be available for fans to include individuals with disabilities.

Tents. Tents for athletic trainer stations, sports committees, student-athlete area/hospitality, coaches, media and officials should be provided.

# Section 12 • Financial Administration

## AUDIT

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

The NCAA will make every effort to notify sites selected for audits within 30 days after the submission of financial reports, but reserves the right to audit a site up to one year after the championship. Receipts, facility settlements, expense reimbursements and honorariums are subject to change until the audits are reviewed and accepted by the NCAA. If selected for audit, the following documentation will be requested: box office audit reports or sales summaries; ticket purchase invoices or statements; unsold tickets; invoices, contracts or timesheets supporting all expenses; general ledger; bank statements; check copies and reconciliations; and competition venue rental agreement. The documentation should support all information reported on the host financial report.

## APPROVAL OF THE BUDGET

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

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

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

## FINANCIAL REPORT

Host institutions must complete the online financial report, which includes accurately reporting all revenues and expenses, within 60 days after the final date of competition at the site (if applicable). An automated email will be generated notifying the host of the final, approved settlement payable/receivable amount. Remittance of any amount due to the NCAA should be made to the NCAA upon approval of the financial report by the NCAA staff and receipt of the automated email noted above. 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 "Summary" tab as documentation supporting each line of their revenue and expense figures.

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

## DRUG TESTING EXPENSES

The budget for drug testing expenses should only be completed and returned to Drug Free Sport if the host has been notified that drug testing will occur. The drug-testing budget and expenses are separate from the financial report form. The drug-testing budget form is an appendix in the [drug testing manual](https://ncaa.org/Student-Athlete%20Programs/Health%20and%20Safety) ([ncaa.org/Student-Athlete Programs/Health and Safety](https://ncaa.org/Student-Athlete Programs/Health and Safety)).

## PARTICIPANTS

The NCAA will reimburse the competing institutions for transportation and per diem expenses in accordance with the NCAA travel policies. Once the championship is completed, participating institutions should submit reimbursement through the [Travel Expense System \(TES\)](#) within 45 days of the competition. Please note that if you host a championship, the submission of per diem and/or transportation reimbursement is in addition to the host budgeting and approval process defined above.

## SITE REPRESENTATIVES

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

## TRANSPORTATION

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

Local Transportation for Teams. For team sports, eligible for reimbursable ground transportation, must arrange ground transportation through Short's Travel. Individual sports, eligible for reimbursable ground transportation receive mileage reimbursement in accordance with the travel policy.

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

## NCAA Championship Travel Policies

## Section 13 • Health & Safety Considerations

As part of preparation and planning to host and/or participate in championship events, member Institutions are reminded and encouraged to review all applicable health and safety policy and legislative requirements and guidance with event staff and personnel including, among others, those relating to concussion management, catastrophic injury prevention, inclement weather and independent medical care, consulting with institutional legal, medical and risk management personnel as necessary. These requirements and related information can be found in applicable division manuals, sports playing rules and the materials located on the [NCAA Sport Science Institute website](#). A nonexhaustive list of some of the key health and safety considerations is provided below. More detailed information on each of these topics can be found in the [Interassociation Recommendations: Preventing Catastrophic Injury and Death in Collegiate Athletes](#) and the [NCAA Sports Medicine Handbook](#).

- Blood-Borne Pathogens and Other Biohazards.
- Catastrophic Incidents and Emergency Action Plans.
- Cleaning and Disinfection.
- Inclement Weather, Air Quality and Other Environmental Considerations.
- Independent Medical Care.
- Medical Facilities.
- Medical Disqualification, Removal and Return to Activities.
- Medical Staff: Resources, Communications, Training and Responsibilities.
- Medical Supplies and Equipment.
- Medical Treatment (including for, among others, the following emergency conditions):
  - Asthma.
  - Burners (Brachial Plexus Injuries).
  - Cardiac Emergencies.
  - Cervical Spine Injuries.
  - Concussion and Traumatic Brain Injury.
  - Diabetic Emergency.
  - Head and Neck Injury.
  - Heat Illness and Heat Stroke.
  - Hypothermia.
  - Mental Health Emergencies.
  - Rhabdomyolysis.
  - Sickle Cell and Other Exertional and Nonexertional Collapse.
  - Skin Infections.
- Prescription Medications, Banned Substances and Drug Testing.
- Protective Gear and Equipment.
- Sexual Violence.
- Visiting Team Care and Coverage.

In addition, and as a supplement to the legislative and policy requirements and related guidance described above, the following health and safety considerations and expectations will also apply to all championship events.

**Ambulance Service**

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

**Coaches, Officials, Event Staff and Spectators**

Host institutions should consult as necessary with applicable institutional legal, medical and risk management personnel to determine and appropriately plan for the management of emergency and other health and safety incidents involving individuals other than student-athletes that may occur at the championship event or venue.

**Medical Staff Credentials and Access**

Travel party credentials for participating institutions will include credentials for medical personnel; provided it is the responsibility of the participating institution to include medical personnel in their normal credential numbers. Institutions may include medical staff beyond travel party limits provided they pay for the additional numbers with institutional funds. Competition site access can be secured by acquiring session tickets through purchase or an institutional pass list.

Any medical staff traveling with participating teams will have access to their team participants with the assistance of host medical staff, should an injury occur. If medical staff are not to be seated with the team during any championship event for any reason, they should communicate to host medical staff their seat locations and host medical staff should be prepared to provide all participant medical staff with the necessary credentials to access and provide necessary escort to the team locker room or athletic training room in the event of an emergency. Typically, an access point from the stands supervised by security will allow access by medical personnel to student-athletes.

**Portable Immersion Tubs**

Portable immersion tubs (hot or cold) are permitted at championship events only where use is a component of an established emergency or other health and safety plan and managed under the direction of sports medicine staff, an athletic trainer or physician in accordance with all applicable institutional and government health regulations and requirements.

# Section 14 • Hydration Product

## POWERADE

### Equipment Information

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

### Cups, Coolers and Water Bottles

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

### Hydration Program

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

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

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

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

### Use of NCAA-Provided Coolers from Previous Years

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

If you have any questions regarding any of this information, please contact Zach Christopher (317-917-6112; [zchristopher@ncaa.org](mailto:zchristopher@ncaa.org)).

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



## Section 15 • Insurance

### LIABILITY

If event is held on-campus:

Host institution must maintain and provide proof of at least \$1 million of Commercial General Liability (CGL) 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 CGL coverage. (This is the minimum requirement per NCAA bylaws).

If event is held off-campus:

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

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

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

## Section 16 • Lodging

Championship participants are mandated to stay at the NCAA's contracted hotel properties for the event. Any participants staying outside of the NCAA contracted hotel block(s) will not be reimbursed.

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

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

### **MERCHANDISING**

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

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

# Section 17 • 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 time frame to market the championship.
- Determine how to best use the marketing materials provided by the NCAA.
- Establish grassroots initiatives to implement in your local and regional communities by creating and promoting messaging that resonates with people of all race, sex, class, national origin, creed, education background, religion, gender identity, disability, gender expression, geographical location, income, marital status, parental status, sexual orientation and which appeals to diverse communities.
- Explore opportunities with traditional media (print, radio and television) in your area.

## MARKETING PLAN

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

## MARKETING COLLATERAL

**NCAA Marketing Portal.** The NCAA Marketing Portal is a comprehensive tool designed to help hosts create marketing products which will generate awareness, drive ticket sales and promote attendance at championship events. The [NCAA Marketing Portal](#) can be accessed at [ncaachampspromotion.com](https://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 and password. Please contact [ncaachampspromotions@ncaa.org](mailto:ncaachampspromotions@ncaa.org) if you are unable to locate this information.

Customizable artwork templates and marketing resources available on the NCAA Marketing Portal include, but are not limited to:

- PRINT
  - Poster
  - Flyer
  - Print ad
  - Table tent
- DIGITAL
  - Email blast
  - Banner
  - Social media graphics
- OUTDOOR
  - Billboard
  - Banner
- RESOURCES
  - Marketing best practices
  - Social media guidelines
  - Special artwork requests

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

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

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

*NOTE: A limited number of Division I predetermined hosts will create all marketing collateral by coordinating directly with the NCAA Championship Marketing contact; they will not have access to the NCAA Marketing Portal.*

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

## SOCIAL MEDIA GUIDELINES

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

### APPLICABLE MARKETING BYLAWS

#### NCAA Division I Bylaws - Pertaining to NCAA Championship Promotions

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

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

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

**13.4.3.3 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.

## Section 18 • Media Services

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

**Note that health and safety protocols related to preparedness, response and protocols might have an effect on the media services detailed below, with any changes provided to all hosts in advance of each championship.**

### BROADCASTING/INTERNET

Please log on to [ncaa.com/media](http://ncaa.com/media) for information regarding broadcast/internet rights.

### CHAMPIONSHIP RECORDS

NCAA championship records are available in PDF format at [ncaa.org](http://ncaa.org) - [ncaa.org/championships/statistics/ncaa-records-books](http://ncaa.org/championships/statistics/ncaa-records-books).

### CREDENTIALS

All media credentials are authorized and issued by the host or NCAA media coordinator. The NCAA provides credentials for all final championship sites and selected preliminary rounds sites. Hosts should contact the NCAA media coordinator or championships administrator to confirm who will produce credentials for preliminary sites. **PDF templates are available for preliminary round credentials if desired. Please contact Jenn Rodgers ([jrodgers@ncaa.org](mailto:jrodgers@ncaa.org)) for more information.** If you are producing your own credentials, the “Conditions Placed on Use of Credentials” should be placed on the back of all credentials. That text, located at [ncaa.com/credentialterms](http://ncaa.com/credentialterms), should also be visible at credential pickup.

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

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

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

### CREDENTIAL QUALIFICATION AND ACCEPTANCE

Approximately one month before the start of final site competition, the site media coordinator should send credential application information to media representatives who regularly cover intercollegiate athletics in their markets. The information should be directed to media to apply for credentials at [ncaa.com/media](http://ncaa.com/media), which includes credential application instructions, credential criteria and links to the NCAA media policies. The site media coordinator will approve or deny all credential requests in the online credentialing system (Sport Systems) Credential system training sessions

will be conducted. The system will notify via email all media members who apply for credentials whether their request has been approved or denied. If a media member is granted a credential, the site media coordinator is responsible for sending that member of the media information regarding game times, press conference schedules, credential pickup times and location, parking and any other pertinent information.

## CREDENTIAL BOARDS

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

## FINAL RESULTS BOOKS AND STATISTICS

The final results book for team championships should include, at a minimum, final statistics, play-by-play summary and results as well as a cover sheet, event recap and postgame notes/quotes.

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, where applicable. The flip cards should include all players on the roster and a minimum of their uniform numbers along with the head coach and any assistants. The flip card should include team results as well as standard information regarding the game, such as date, location and opponent.

## INTERNET POLICY

The NCAA website, [ncaa.com](http://ncaa.com), serves as the official online resource for NCAA championships.

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

### Internet Live Statistics

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

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

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

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

## 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 and/or if media guides and postseason information should be uploaded to the NCAA box library. If wanting to provide a printed version, the media coordinator should provide an overnight address where the schools can send the information (their office or the facility) and a deadline as to when it should arrive. Consider security when selecting the location where these materials will be shipped.



### MEDIA ACCOMMODATIONS

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

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

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

**Media Workroom.** If possible, a media workroom should be designated at each site, where media members can be provided a workspace. The workroom should provide an adequate amount of media seating, electrical outlets, complimentary wireless internet access and a pool of high-speed internet lines, if possible. Each school's media guides and/or postseason guides, along with any materials the host institution distributes (statistics, game notes, quotes, etc.), should be provided in this area.

### NEWS FILM AND MINI-CAMS

Please visit [ncaa.com/media](http://ncaa.com/media) for updated information related to television, video and ENG policies.

### OFFICIATING QUESTIONS/POOL REPORTER

The host media coordinator shall appoint one member of the media to serve as the pool reporter at the competition site and must be approved in advance by the NCAA staff. In most cases, the media coordinator should designate the reporter from the Associated Press or the local newspaper as the pool reporter. The pool reporter should be clearly designated on the media seating chart and should be listed on the starting lineup sheets (if applicable) distributed prior to competition.

When a game includes a potential fighting situation that results in a technical foul and/or ejection of a participant, a rules interpretation is requested or there is a clock or timing issue, the pool reporter shall accompany the NCAA staff representatives to the officials' locker room to receive an interpretation in order to enhance the media's understanding of the activities that occurred. Interpretations are not given if the situation in question is a judgment call. Prior to entering the officials' locker room, the pool reporter shall go to the interview room or media workroom to speak to other media members and compile a list of questions to ask the involved official.

The host media coordinator, who will prepare the statement, will distribute the information to the media after it is reviewed and approved by an NCAA staff representative. Any statement involving an official's interpretation can be read by the news conference moderator in the interview room while the statement is being distributed.

If the involved official does not elect to speak to the pool reporter, the referee will decide whether the referee or the standby official will provide the interpretation on behalf of the officiating crew. The interpretation shall apply exclusively to the specific situation and will only be used to provide an interpretation of a rule.

### 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 will not pay any expenses. All volunteers should be a minimum of 16 years or older. It is preferred that all media coordination volunteers have experience with media relations or championships.

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

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

- Copy Machine Personnel – Photocopies materials (stats, notes, quotes, etc.).
- Credential Distribution – Pass out credentials to the media; check government-issued photo ID.
- External PA – Announcer for fans.
- Internal PA – Announcer for the media.
- Locker Room Attendant – Person to identify when the locker room is open and closed to the media.
- Mixed Zone Coordinator – Coordinates interviews in the mixed zone in events such as track and field and swimming and diving. Depending on the number of participants, this individual may need several assistants.
- Note Takers – Compiles worthy notes during and after the game or day.
- Photo Marshall – Makes sure photographers work in approved event coverage locations. 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 conferences/locker rooms. A minimum of one person should be designated to take quotes for each team. They should get quotes from the head coach and student-athletes.
- Results Disseminator – Transmits stats, notes, quotes, through appropriate delivery means (website, email, social media, 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. Note that when applicable, NCAA LiveStats software must be used at all NCAA championships.
- 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 prechampionship 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. With permission from the NCAA, exceptions may be made to the policy.

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.*

1. **Individual Championships with no Postevent News Conference.** Student-athletes are allowed a maximum 10-minute cooling-off period following an event before meeting with the media. If ready before 10 minutes, the student-athlete can participate in interviews sooner. However, student-athletes are not allowed to leave the competition area before conducting media interviews. Interviews will be conducted in the mixed zone or interview room. A student-athlete who is competing in more than one event on a given day may ask the media coordinator to delay the interview period until after the student-athlete's final event of the day. The only exception to this is if a record is set, and then the student-athlete should be made available to the media shortly after that event. If time prohibits this, the media coordinator should get a quote from the student-athlete and distribute it to the media.

2. **Individual Championships with a Formal News Conference.** Student-athletes are allowed a maximum of a 10-minute cooling-off period following an event before meeting with the media. If ready before 10 minutes, the student-athlete can participate in interviews sooner. In individual championships, typically only the winner(s) needs to report to the press conference. If media requests warrant having the runner-up participate in the news conference, that person should answer questions before the champion.
3. **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 NCAA Radio Network, 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. Media coordination 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 each team news conference to 10 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).

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

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

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

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

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

## PHOTOGRAPHER

Commercial use of any still photographs is prohibited unless permission is obtained from the NCAA. Specific areas will be designated for photographers, and these areas will be limited by priority and space. Please see Appendix G for further information regarding photography done at the championships.

## PHOTOGRAPHY AREA POLICIES

The media coordinator shall be prepared to designate “photographer positions,” should media requests warrant it. “Prime” positions should be given to NCAA Photos and/or Getty Photos, or otherwise 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

Championships will feature either a printed or digital game program, which the NCAA and LEARFIELD Publishing has the exclusive right to post/distribute at the competition venue during the championship. No competing publications, whether sold or free of charge, are permitted at NCAA events where printed programs are available. Any publications delivered to the venue are the property of LEARFIELD before, during and after the event.

LEARFIELD will be responsible for all program production, including editorial content, layout and design, advertising and printing. Championship media contact should provide LEARFIELD with text and photos for editorial pages about host institution/venue/city, if requested by LEARFIELD. Any pages promoting the host institution/venue/city will not be display advertisements; those interested in purchasing advertising space for sponsors, etc., should contact Clerrinda Queen ([clerrinda.queen@learfield.com](mailto:clerrinda.queen@learfield.com)).

LEARFIELD encourages the host institution/venue to distribute supplemental handouts (i.e., updated statistics and notes), provided any such materials:

- Are only distributed with the purchase of a program.
- Do not include information available in the program.
- Do not include advertisements.

The host should not include expenses for such supplements in the championship budget and/or financial report. All supplemental content is subject to NCAA and LEARFIELD approval.

## RADIO/INTERNET AUDIO COVERAGE

Radio broadcast rights and made for internet audio at any NCAA championship may take place only through advance written request and permission of the NCAA media services group. (Refer to [ncaa.com/media](http://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/content/audio-policies-0](http://ncaa.com/content/audio-policies-0).

### 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. 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

The host sports information director, media coordinator or designee is responsible for reporting official championship results to the Association's website, [ncaa.com](http://ncaa.com), with the NCAA providing delivery information. 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. On the final day, the email should include the all-tournament and Most Outstanding Player selections.

Institutions should send all information as follows:

- Email the information to [NCAA-Editorial@warnermedia.com](mailto:NCAA-Editorial@warnermedia.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. For the latest information and policies in regard to team content, go to "Team Content Policy" link at [ncaa.com/media-center/broadcast-services](http://ncaa.com/media-center/broadcast-services).

### INTERNET

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

### TELEVISION

If an NCAA championship is to be televised, the media coordinator will be notified by the NCAA championships liaison, media coordinator or member of the broadcast staff. This person will relay any needs specific to television, such as power, press row space, etc., to the host media coordinator. Information about NCAA broadcasts can be found online at [ncaa.com/media](http://ncaa.com/media).

### LIVE STREAMING

For final sites of all nontelevised championships, [ncaa.com](http://ncaa.com) will provide live streaming of the contest. For all other nontelevised rounds, the NCAA encourages all hosting institutions to provide a live stream of the event.

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

## NCAA CHAMPIONSHIPS MICROSITE GUIDELINES

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

*NOTE: The URL for your microsite should not be promoted and will be linked directly through [ncaa.com](https://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](https://ncaa.com).*

*Final approval of the city specific microsite will come from the NCAA event marketing and branding team. Prior to the microsite URL going live, please share with the championship manager to begin the approval process.*

## 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: [ncaa.com/travel](https://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](https://ncaa.com) with the use of the [ncaa.com](https://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: [ncaa.com/newsletter-signup](https://ncaa.com/newsletter-signup)

### LOGO USAGE

For championship logos, please submit a request to access the NCAA Digital Library at [ncaa-logo.pd.dmh.veritone.com/user/login;requireLogin=true](https://ncaa-logo.pd.dmh.veritone.com/user/login;requireLogin=true).

### 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](https://ncaa.com).

- Host corporate partner marks or any commercial advertising are prohibited from being displayed on the microsite.
- 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 microsite 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: [ncaaphotos.photoshelter.com/contact](https://ncaaphotos.photoshelter.com/contact)
- The microsite must adhere to fair and equitable treatment for ALL participating student-athletes and schools.
- Trademark script must be included on the homepage of the site. This text can be in a mouse print format at the bottom of the page as follows: *NCAA is a trademark of the National Collegiate Athletic Association.*

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

### SOCIAL MEDIA

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

### MOBILE VERSION

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

### LOCAL CONTRIBUTOR RECOGNITION

Hosts and local organizing committees can recognize their local contributors on the microsite within certain guidelines:

- Referred to as "Local Contributors" or "Host City Contributors." No usage of "official," "official sponsor" or "corporate champion/partner" in any manner.
- In text only. No logo presence of the local contributor is permitted.
- Page must be free of any NCAA logos.

### MICROSITE EXAMPLES

If you would like to review an approved championship microsite, please reference the following page:

- Oklahoma City Women's College World Series Microsite: <https://www.visitokc.com/wcws/>

### PHOTOGRAPHY

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

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



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

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

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

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

For additional questions regarding championship photography, please contact Nate Flannery ([nflannery@ncaa.org](mailto:nflannery@ncaa.org) or 317-917-6222).

## NCAA SOCIAL MEDIA GUIDELINES FOR CHAMPIONSHIP HOSTS

The official NCAA social media pages and official hashtags can be found here: [on.ncaa.com/socialaccounts](http://on.ncaa.com/socialaccounts)

### Host Promotion of Championships

A lot of hosts already have an established presence in social media. Examples are school, local organizing committee, sport corporations, 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 account 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 methods, as necessary. Collaboration is encouraged through the use of cross-posting on Facebook or collabs on Instagram (@ linking within text to drive fans to each other’s pages) and mentions on Twitter (X) and Instagram (@ links to show coordination in posts). In addition to collaboration, idea-sharing is also encouraged and can be coordinated with the NCAA digital team through the championship’s marketing contact.

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

Please send direct questions, ideas, or news to Lynnea Phillips, [lphillips@ncaa.org](mailto:lphillips@ncaa.org).



# Section 19 • Merchandise/Licensing

## ADMINISTRATION

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

## AVAILABILITY

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

## GENERAL POLICIES

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

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

- a. Receive and count in all merchandise upon arrival from Event 1, Inc., as well as receiving all reorders required to meet customers demand. Reorders could arrive any day of the week and could be as early as 8 a.m. on Saturday or Sunday.
- b. Locked and supervised storage adequate to accommodate all championship merchandise.
- c. Immediate notification (within 24 hours of receipt) to Event 1, Inc. of any discrepancies in initial inventory counts. Nonnotification will represent host or vendor acceptance of initial inventory provided by Event 1, Inc.
- d. Total management, control and accountability of the merchandise. If goods are lost, stolen or damaged, those goods are the responsibility of the host institution/conference or vendor.
- e. Everything sent must be returned to Event 1 within two days of the conclusion of the event.
- f. An appropriate number of selling locations and sellers throughout the facility in order to meet the demands of the projected crowds.
- g. Selling locations that are well displayed and fully stocked prior to the public's access to them.
- h. Strict adherence to the merchandising and display standards as outlined below:
  - Merchandise made available for sale at all times during the event.
  - Each item neatly displayed with correct prices clearly marked.
  - Merchandise should be neatly folded at all times.
  - Neatly dressed personnel that are customer-oriented.
  - Skirted tables for display and checkout.
  - Display boards and grids to properly display product at all selling locations.
  - Selling locations located in high traffic and easily located locations.
  - Vendor shall be responsible for hanging any display or signage material provided by concessionaire.
  - Keeping selling areas clean and neat at all times.

- Restocking of back-up inventory in a fast and efficient manner.
  - Transferring merchandise between the slower and higher volume stands to meet the demands of the consumers.
  - Providing electricity and either hard internet lines or dedicated secured Wi-Fi network connection to support the merchandise sales effort at no extra cost.
  - Calling Event 1, Inc. to request reorders should sales warrant.
- i. A complete inventory accounting of all merchandise sold with a final inventory count and merchandising report supplied to Event 1, Inc., no later than 24 hours after the conclusion of the event.
  - j. Total gross sales revenues and a final copy of the inventory report must be sent to Event 1, Inc., within two business days of the conclusion of the event.
  - k. The remaining inventory forwarded to Event 1, Inc., or the next event site as determined by Event 1, Inc., within two days of the conclusion.
  - l. Having met each of the above requirements, Event 1, Inc. will pay to the host institution/conference, sponsoring agency or its assigned vendor, a commission equal to 20% of sales net of taxes and credit card service fees. The host institutions will keep commissions earned and the remaining money owed to Event 1 must be sent within seven days of the conclusion of the event.

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

**Institutional Merchandise.** A buy-out option can be made with Event 1/NCAA when the host institution/conference wants to sell merchandise that features the host mark or logo at the NCAA competition. This can only be done when the host institution/conference agrees to purchase the entire product that Event 1 provides. The host institution/conference will receive a 20% commission fee of net sales, gross sales minus credit card fees and taxes, on product supplied by Event 1. The host institution or official vendor will provide the NCAA 15% of sales (net of taxes and credit card service fees) of all non-NCAA championship merchandise. The quantity of NCAA merchandise available for sale shall not be less than a comparable shipment to a comparable site of the previous year's championship.

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

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

## DIVERSE SUPPLIERS

The NCAA strongly encourages the participation, directly or indirectly, when possible, by diverse businesses in providing goods and services in support of NCAA championships and requests local organizing committees/hosts to explore opportunities for diverse businesses to provide any necessary goods and services for awarded championships. At the NCAA, diverse suppliers are defined as entities that are majority (at least 51%) owned, managed and controlled by ethnic minorities, women, LGBTQ people, people with disabilities or veterans. At a minimum, we encourage local organizing committees/hosts to ensure that at least 10% of the suppliers invited to participate in the championship are diverse suppliers.

## Section 20 • Neutrality

Host institutions should keep in mind that an NCAA event is not a home event. Neutrality is important; therefore, such items as host institutional signage should not be used to create a “home” atmosphere.

All officials and announcers must refrain from cheering for any participant or from wearing institutional attire; they are considered “neutral” and must behave in such a manner.

## Section 21 • Participant Manual

Host will be provided a template participant manual that they must use. We ask that you complete the information in the template and send back for approval by April 1. The participant manual and all other information relevant to the championships will be posted to the NCAA website.

## Section 22 • Personnel

### ANNOUNCER

The announcers should be asked to: prepare information beforehand; learn correct name pronunciation of all rowers, coxswains, coaches, institutional personnel, officials and NCAA representatives involved; possess team statistics, general rowing information, as well as race results on hand for easy reference; and maintain an unbiased stature. The host institution will send a profile sheet to each institution in the first participant mailing and ask for a completed profile to be turned in during registration.

### CONTROL COMMISSION

The Chief Referee appoints the control commission. Its composition depends on the regatta program and the number of competitors, but its senior member must be in possession of a valid referee's license. The control commission is under the supervision of the NCAA committee and Chief Referee for the regatta. The control commission carries out its duties in the staging area and in particular at the embarkation and the disembarkation stages. The principal task of the control commission is to ensure safety and that all crews compete in their races in accordance with the U.S. Rowing Rules of Rowing. This duty includes checking the following points:

1. Change in crew members before the race. (See Appendix)
2. Change in crew members during the race, due to illness. (*NOTE: the rowing committee must approve all substitutions.*)
3. The weight of coxswains.
4. Any dead weight carried by the coxswains before and after the race.
5. Boats and equipment:
  - a. The minimum weight of the boats.
  - b. Lane numbers.
  - c. Boat is fitted with a white and/or yellow bow ball, or that is constructed in such a way that a ball is not required.
  - d. Possible use of prohibited aids such as an apparatus for wireless communication and water soluble chemicals intended to reduce frictional resistance. GPS systems will be allowed as long as there is no direct communication with the coaches on the land.
  - e. Size of institution names on the boats and oars (2-inch minimum).
  - f. Painting of oar blades.
  - g. Provision of quick release safety mechanism for stretchers or shoes.
  - h. Minimum thickness of blades or oars.
  - i. Unauthorized use of any substance, such as, prefabricated plastic film on the outer skin of the boat to improve its performance.
6. Uniformed clothing of competitors in its conformity with the Rules regarding logos.
7. Staff the weigh-in area at all certification times.

Please refer to the Appendix for control commission check sheet.

### HOST PERSONNEL

The regatta director is responsible for recruiting personnel to assist in the hosting efforts. The personnel may vary depending on the facility.

The following personnel play a key role in the regatta success:

- Regatta Director.
- Start Communication and Timing.
- Site Manager.
- Maintenance.
- Launch.
- Regatta information.
- Media Coordinator.
- Medical Staff.
- Rigger.
- Hotel contact.

## PHOTOGRAPHERS

First and foremost the location of photographers and/or camera crews should take into consideration the student-athlete safety. Under no circumstances should these individuals be allowed on the course without permission from the rowing committee and/or NCAA manager. If permitted on the course, they are subject to the direction of US Rowing Officials/and or the media coordinator should assign an individual to monitor this situation.

## OPEN WATER LIFEGUARDS

Four lifeguards are to be employed throughout all racing and practices. Two individuals should be stationed at the starting line and two should be stationed at the finish line. The host is responsible for securing these individuals.

## Section 23 • Programs

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

All digital programs available can be found at [ncaa.com/gameprograms](http://ncaa.com/gameprograms).

### CONTENT/EDITORIAL

#### LEARFIELD Responsibilities

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

#### Host Responsibilities

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

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

### PROMOTION

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

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

#### Best Practices

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

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

### SUPPLEMENTAL HANDOUTS

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

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

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

All supplemental content is subject to NCAA and LEARFIELD approval.

### QUESTIONS

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

# Section 24 • Regatta Management

## APPAREL

The host in conjunction with the NCAA will order volunteer, official and staff apparel. The NCAA Championships Manager will initiate this order.

## COMMITTEE ARRANGEMENTS

Committee space should be at the headquarters hotel and space should be provided at the championship location. There should not be a charge for the use of this space.

## MEETINGS

NCAA Committee and Host Regatta Management. This meeting is held Tuesday afternoon. The chairs of the NCAA rowing committees will conduct this meeting which includes, the host regatta committee, regatta director and chief referee. The purpose of the meeting is to review regatta preparations. An agenda will be provided by the NCAA. This meeting date and time may be adjusted by the committee.

Head Coaches/Administrators Meeting. This meeting will be held Thursday of race week and will be conducted by the committee chair and regatta director. The purpose of this meeting is to review policies and procedures governing the conduct of the championships and to introduce the games committee. The head coach is required to attend this meeting. It is also expected that an administrator and the sports information representative attend. The chief referee should also be in attendance. An agenda will be provided by the NCAA.

Judge/Referees Meeting. After the coach/administrator meeting, an officials meeting shall be conducted to review NCAA policies and procedures; to coordinate assignments and responsibilities; to review rules modifications; and to review expenses and reimbursement procedures. Ideally, this meeting should be conducted on Thursday. An agenda will be provided by the NCAA.

Referee/Coxswain Meeting. This meeting will be held five times (four times on Wednesday and once on Thursday, if necessary). A coxswain must attend one of them before allowed on the water. Exact location and times will be communicated in the participant manual.

## NATIONAL ANTHEM

The national anthem shall be sung or played just prior to the first race of the championships on each day of competition.

## SCHEDULE OF EVENTS

The rowing committee will approve the schedule of events prior to the championships.

## MEDICAL PROCEDURES

On practice days and during competition, the following is required: (1) the on-site presence of a person(s) qualified and delegated to render emergency care to a stricken participant; (2) a physician should be on site beginning one hour prior to first race and remain on site until races have concluded for the day; (3) planned access to a medical facility, including a plan for communication and transportation between the competition site and the medical facility for prompt medical services, if warranted; (4) access to a working telephone or other telecommunications device; and (5) a thorough understanding by all parties, including the leadership of the visiting teams, of the personnel and procedures associated with the emergency-care plan. The entire athletics staff (coaching, medical and paramedical personnel) is strongly encouraged to become proficient in cardiopulmonary resuscitation techniques. The host institution must provide standard procedures and equipment for handling injuries involving blood.

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.



Copies of the medical substitution form must be available in the medical tent. (See Appendix)

During the championship the following is required:

1. At least one rescue launch should be located at the finish line and one rescue launch at the start line. Each boat should be staffed by a minimum of two people. One should be a qualified life saver, using scuba gear and the other should have medical qualifications. The most suitable launch is a large inflatable, rubber, dinghy with an outboard motor. This boat should carry oxygen and scuba equipment. Drinking water should be available on all launches and distributed to athletes at the end of their race upon request.
2. A medical center or at least a first aid post should be established adjacent to a pontoon suitable for a rescue launch to land an injured person. An ambulance should also be made available at all times. Ideally, all medical services should be adjacent to the staging area and should be staffed throughout all training and race hours. A list of on-call doctors should be distributed to each head coach via the participant manual.

## PRACTICE

The participant manual should include the following:

- Dates and times the course will be open for training.
- Facilities that are available.
- Rules for circulation of traffic on water.
- Any other restrictions.

A sample practice schedule is as follows, but changes may be warranted due to adjustments in schedule. The course will be open for training 2-7 p.m. on Wednesday; 7-9:30 a.m. and 3-7 p.m. on Thursday; 6:30-7:30 a.m. and 5:30 -7 p.m. on Friday; 6:30-7:30 a.m. and 3-5 p.m. on Saturday; 6:30-7:30 a.m. on Sunday.

The first 30 minutes of practice sessions, all docks are used for launching crews. The last 30 minutes of practice session, all docks are used for retrieving crews except when the launch docks are in use for racing crews. On competition days, shells must be off the water, defined by the hull out of the water, at least one hour prior to all racing sessions.

Coaching from motor launches shall not be allowed. Crews must practice in uniform attire as specified in the prechampionships manual and Bylaw 12.5.3.

In order to ensure the traffic rules are observed properly during training, a minimum of two course marshals must be on the water for enforcement. The course marshal must promote safe water conditions by redirecting misguided crews and maintaining “no wake” speed. Traffic rules must be displayed on two boards close to the landing stages where the crews embark. They should be at least three feet high and six feet wide. Special traffic rules must be outlined for the racing period, particularly during racing, for crews that want to warm up. It is absolutely essential that these traffic rules are strictly observed to prevent collision and injury.

It is recommended that the host produce several small laminated traffic pattern maps that can be provided to each coxswain.

## PROTESTS

All protests involving the conduct of a race will be administered according to the current U.S. Rowing Rules. Protest forms should be made available at the control commission. Please see the appendix of this manual for a copy of the protest form. The protest committee shall be comprised of the chief referee and the appropriate divisional committee.

## REGATTA ANNOUNCEMENTS

Other than commentary on student-athlete performances, regatta proceedings announcements are limited to (a) those of an emergency nature; e.g., paging a doctor; (b) those of a “practical” nature; e.g., announcing that a car has left its lights on; (c) announcements that NCAA souvenir merchandise, game programs and concessions are on sale; (d) announcements of scores from another NCAA competition site; and (e) the paid attendance figure. It is not appropriate for the public-address announcer to introduce VIPs or regatta officials, or to provide information pertinent only to the host institution’s activities unrelated to the regatta. The NCAA championships administrator will provide public address scripts as appropriate.

## REGISTRATION PACKET

This information shall be prepared by the host and given to each team at registration. All members of the national committee should also receive a copy of the packet at the hotel when they arrive. The packet should include the following:

- Team Parking Pass.
- Banquet tickets (if applicable).
- Credentials.
- Tickets (if applicable).
- Last minute notes.
- Printed schedule.
- Course/facility map.

## RESULTS POSTING

The steps for results posting are as follows:

- The results are taken from the timer and must be confirmed by the chief judge before publication. This requires the chief judge to sign.
- The photo finish record, after inspection by the chief judge, is passed to timing control.
- Following completion and signature by the chief judge, the results sheet is photo copied and copies are dispatched to race control, commentary, results reproduction services, etc., for immediate action where possible.
  - All results (crew, lane assignments, time, and placement) should be posted on results board immediately following verification of final results by the chief judge.
  - The announcer is provided intermediate time information visually from the results board.
  - The race results secretary receive all intermediate orders and times and the final results with the wind speed (if possible). For immediate issue of the race results sheet for publication.
  - Results must be posted in the student-athletes areas by division and order of events.

## REPORTING RESULTS

During the championships and at the conclusion of the competition, the host sports information contact is responsible for reporting official results to the NCAA. Copies of results should be sent to [ncaa-content@turner.com](mailto:ncaa-content@turner.com), [mwatsky@ncaa.org](mailto:mwatsky@ncaa.org) and [zchristopher@ncaa.org](mailto:zchristopher@ncaa.org) and should be submitted in the following manner:

- Send the information to the individuals listed above.
- Specify the sport (Division, Championship, Round) in the SUBJECT area.
- Paste the text directly into an email **or** send email as an attachment in an MS Word document or Windows Notepad text document.
- Please convert photos to JPEG format and attach to the email.
- **The results must be provided per the instructions above no later than 30 minutes following the protest period.**

## TIMING/DATA CREW

The NCAA will hire the crew responsible for timing the championships. The NCAA will be responsible for securing sleeping rooms for the timing/results group. The host may be asked for assistance in securing rooms, if needed.

## Section 25 • 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 for Venue Safety and Security](#) when developing a safety and security program.

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

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

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

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

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

### WEATHER

If the tournament director and/or site representative determine that weather conditions could alter the approved championship event schedule, they should promptly contact the NCAA championship administrator with a summary and details of the anticipated weather/environmental issue and proposed alternate schedule prior to making or announcing any formal changes.

#### Lightning and Weather Detection Service

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

### GENERAL SECURITY GUIDELINES

Preparation. Competition site management is reminded of its responsibility to provide an environment that is safe and secure for all student athletes, coaches, officials, and fans. This includes sufficient security and/or law-enforcement personnel to ensure that access to the competition and surrounding areas is restricted to players and credentialed individuals. The championship manager and host institution staff shall review with the local law-enforcement agencies their procedures for circumstances requiring emergency evacuation of the competition site or interruption of the game. In the event of a critical incident, contact the NCAA championship manager immediately before making any decisions.

Each host will be asked to provide the following:

1. Local authorities and critical incident response team contact information.
2. Review emergency protocol before the start of the event.
3. Identify chain of authority.
  - a. Incident commander (second in command).
  - b. Decision-making personnel/team.
4. Identify incident command center.
5. Identify incident communication plan.
6. Review evacuation plan – review plan with competition site manager.
7. Review emergency response plan for typical emergencies, severe weather, and potential criminal actions.
8. Connect with the closest Protective Security Advisors for your area and notify them of the event to receive security notifications and instructions. For more information about this program go [here](#). PSAs can be reached via email at [central@cisa.gov](mailto:central@cisa.gov) (submitter should provide their contact information and where they are located so they can be matched up to the nearest PSA).

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

- Head Table. Assure that the timing devices are operational and manual times are accurately recorded.
- Officials. Assure that the officials know the exact situation when competition was halted.
- Student-Athletes and Coaches. On instruction from the NCAA staff or committee members, participants should retire to the locker rooms or outside the building to await further instructions.

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

**Disruption.** Building security and/or law-enforcement personnel shall be responsible for the restoration of order in the event unauthorized individuals occupy the competition area or if competition is otherwise disrupted. Under no circumstances are student- athletes, coaches, officials or NCAA representatives to become involved in the removal of such persons.

**Communication.** A senior member of the facility management and the senior law-enforcement officer at the site must proceed immediately to the previously identified location with means of communication to and from other facility staff and security officers. The public-address announcer should keep spectators informed of the conditions, if possible. Participants, coaches and officials must be kept informed throughout the delay.

**Meeting.** The committee chair, NCAA staff and meet management staff (facility manager, meet director and senior law-enforcement officer) should assemble immediately at a predetermined location to assess the situation.

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

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

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

# Section 26 • Ticketing

## TICKET POLICIES/OPERATIONS

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

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

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

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

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

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

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

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

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

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

## 6. LOC/Host Ticket Policies.

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

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 individuals with disabilities and their companions and assist with inquiries from ticket purchasers or holders in need of accessible seating or companion seating. 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.

## 7. Competition Venue Responsibilities.

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

- f. **Sales Reports.** The competition venue's box office shall be responsible for providing the NCAA with timely and accurate sales reports. Reports should be provided on a regular basis, as directed by the NCAA. The competition venue's box office shall cooperate fully with the NCAA's official ticketing vendors and/or ticketing partners in providing the reports.
- g. **Final Ticket Database.** Each host conference, institution and/or venue must provide ticket purchaser information to the NCAA upon request, as well as, at the conclusion of the competition. Collecting purchaser information is essential for marketing efforts and postevent purchaser surveys which allow the NCAA to improve the championships experience. All relevant purchaser information must be submitted in an Excel or CSV file. The information should include, but not be limited to: Last Name, First Name, Address, City, State, Zip Code, Email, Phone Number and purchase information such as Total Seats Purchased and Total Purchase Price.

### **2024-25 STANDARD TICKET BACK DISCLAIMER LANGUAGE**

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

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



## Section 27 • Transportation

### PARTICIPATING INSTITUTIONS

Teams eligible for air travel must arrange make arrangements through Short's Travel. Short's can be reached at 866-655-9215 or by email at [ncaalo@shortstravel.com](mailto:ncaalo@shortstravel.com).

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

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

Expense reimbursement for participation in championships will be filed through our online system. The TES can be found at [travel.ncaa.org](http://travel.ncaa.org).

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

### PARKING

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



# Section 28 • Volunteers

## GOAL AND RECRUITMENT

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

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

## APPAREL

The NCAA will coordinate ordering and production of the apparel through the NCAA volunteer apparel program. BDA Sports and Event 1 have been selected as the official NCAA volunteer apparel providers for all 2024-25 championships. The NCAA will offer its Corporate Champions/Partners the opportunity to help offset the cost. The champion/partner would be permitted to place one logo on each apparel item, if a separate apparel item is provided for these volunteers.

The championship logo and the licensee's mark will be embroidered on the apparel. The licensee's logo may appear on the right chest or sleeve. The licensee's logo may be no larger than 2¼ inches square.

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

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

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

# Appendixes

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## Appendix A • Announcer's Instructions

### DIVISIONS I, II AND III ROWING CHAMPIONSHIPS

#### ANNOUNCER'S INSTRUCTIONS

##### Prerace Protocol

(Sample script is attached)

1. Welcome.
2. Introduction of teams.
  - a. Regional affiliation.
  - b. Season highlights.
  - c. Location of institution.
  - d. Number of times in the rowing championship.
3. Introduction of team personnel (official travel party, starting with lane one).
  - a. Alternates in alphabetical order.
  - b. Racing lineups from bow to coxswain.
  - c. Support staff.
  - d. Coaching staff (head coach last).
4. Introduction of officials for the race by position.

##### Racing Commentary

1. Document start of race.
2. 500-meter position of crews.
3. Changes in crew positioning in the field.
4. 1,000-meter position of crews.
5. Changes, developments in positioning.
6. 1,500-meter position of crews.
7. **1,750-meter position of crews.**
8. Finish.

Note: The on-water announcers should call the entire race, if possible. If not possible, the on-shore announcer will call the action in the last 500 meters.

##### End-of-Competition Announcements

1. Lane assignments and times for the next races.
2. Racing results.
3. Individual profiles.
4. Significant victories.
5. Concessions and merchandise opportunities (see following announcement). "Don't forget to stop by the official NCAA merchandise stand. Capture the excitement of NCAA championships with official championship merchandise."

## Sample Introduction Script

Welcome to \_\_\_\_\_ and the 2024 Division \_\_\_\_ Women's Rowing Championship. This race features \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. Now introducing Lane 1, \_\_\_\_\_, University of \_\_\_\_\_ from \_\_\_\_\_ enters this race with a \_\_\_\_\_ record. The \_\_\_\_\_ are making their \_\_\_\_\_ appearance in the Division \_\_\_\_ Women's Rowing Championship.

Now introducing the \_\_\_\_\_ alternates.

POSITION	NAME
	Port
	Starboard

Now the starting line up for the \_\_\_\_\_ from bow to coxswain.

POSITION	NAME
Bow	_____
2	_____
3	_____
4	_____
5	_____
6	_____
7	_____
8	_____
Coxswain	_____

The \_\_\_\_\_ support staff includes \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_. The assistant coaches are \_\_\_\_\_ and \_\_\_\_\_. The head coach is \_\_\_\_\_.

[Announce all teams, and then read this once.]

The officials for today's racing include:

Chief referee \_\_\_\_\_

Starter \_\_\_\_\_

Aligner \_\_\_\_\_

Officials on the water:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

Finish line officials:

1. \_\_\_\_\_
2. \_\_\_\_\_

### **Awards Ceremony**

The awards script will be supplied by the NCAA staff or committee chair.

## Appendix B • Public Address System

### PUBLIC ADDRESS SYSTEM

A public-address system should be installed at the launch and finish of the course to cover all the spectator, boathouse and student-athlete areas. It should include the following:

1. It must be possible to switch it off when not needed.
2. The system must be controlled from the commentary box in the finish tower.
3. Facilities should also be available in the commentary box for playing recorded music, etc., over the public address system.
4. Extension facilities must also be available for relaying the awards presentation from presentation raft or platform in front of the grandstand.
5. A facility should be provided to enable the operator to switch the starter or intermediate commentary line into the system.
6. There should be a facility for the site manager to cut out the public address commentary in the staging area, competitors' changing and rest areas, and switch in his/her own instructions to crews.
7. The running commentary is best given by an announcer in a launch following alongside each race and relayed by radio to a receiver in the commentary box.
8. The announcer will make all the usual announcements and feed in the running commentary. He or she will do the commentary until completion of the race.
9. Quality radio equipment is required in order to give good reproduction direct over the public address system.
10. The results board should also be regarded as part of the public address system. Preferably an electronic board should be used. If a permanent installation is not available, sectional ones can be hired. The board should be able to show the running time and elapsed time to 1/100th second, together with the name of the event, abbreviated names of crews competing and one set of times taken over any given distance. A minimum of six lines with ten digits each is required; in addition to the running time display with ten digits each is required, in addition to the running time display.

Appendix C • Boat Storage

BOAT STORAGE AREA

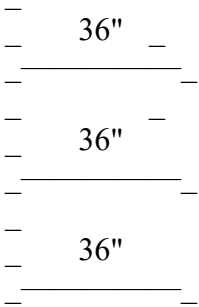
Racks (if used) must be set up and leveled prior to the arrival of the first boats. This area must have controlled access. Only student-athletes and the coaches should be allowed in this area. Steps need to be taken to ensure that barriers are in place as well as a system to check credentials. Host should also plan for security.

Many different forms of boat racks exist, but generally speaking the simpler the construction the better. Temporary ones are best made with tubular scaffolding or 2 by 4's, while permanent ones are best made with steel in channel section. The cross members have the channel facing upward and pieces of wood are fitted into the channel. The wood protrudes above the metal sides of the channel and reduces the possibility of damage to the boats. The end of the cross members should also be protected.

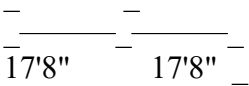
If boat racks are not available, shells may be placed directly on a lawn area. (36 I Eights, 30 II Eights and 26 Fours.)

Boat Rack Measurements

- 1. Eights - Provide three arms for the eights to rest on. These arms need to be 36 inches long, spaced 17 feet 8 inches apart and 27 inches high.
- 2. Fours - Provide two arms for the fours to rest on. These arms must be 36 inches long and spaced 17 feet 8 inches apart.
- 3. Example:



End View



Plan View

## Appendix D • Boat Weighing

**Weighing Boats.** All boats used at NCAA championships shall be of the following minimum weights (boats shall be weighed with the fittings essential for their use; in particular with riggers, stretchers, slides and loudspeakers, if used).

Type of boat	4+	8+
Weight in kilograms	51	93
Weight in pounds	112.44	205.03

The control commission will supervise the weighing of all boats, but the general arrangements are the responsibility of the organizing committee. The weighing of the majority of boats must take place at an early stage in the regatta. The weighing area should be ready so that weighing can begin two days before racing starts. All shells must be weighed in prior to the first launch (practice or racing).

**Weighing Area.** It is necessary to designate a special area for the weighing of the boats. The weighing facility should be covered (indoor is preferred or an enclosed tent to cover the length of the boat) to minimize any wind effects on the scales. The area needs to be at least 18 meters long by five meters wide. Consideration should also be given to the movement of the boats on to and away from the weighing scales in order to allow the smooth and rapid weighing of a number of boats consecutively. Officials will keep the log of all boat weights.

**Weighing Rig.** Slings or trestles should be fixed on each scale to hold the boat during weighing. The two scales should be connected to a digital display screen showing the weight.

**Scales.** The boat scales should be capable of reading increments of 0.1 kilogram. The weighing scales used should be of a high quality and should be officially calibrated prior to the championships. The organizing committee must retain the official certificate of calibration. The organizing committee should make a contract with the company providing the weighing scales for at least two further calibration tests to be made during the championships. The timing of these further tests is to be determined by the control commission. A scale technician should be on-site during boat certification and on-call within fifteen minutes during racing.

**Weighing Responsibilities and Availability.** To enable the principle of the crew being responsible for its own boat's weight to work fairly under regatta conditions the following conditions must be met:

1. It is the responsibility of the organizing committee to ensure that the weighing scales are in place, calibrated correctly, operating and available at least two days before the start of the first race. Should a crew discover that its boat is underweight, it is then its own responsibility to install a fixed additional weight to bring it up to the limit.
2. Officials will keep a log book of boats weighed in and the location of any deadweight added.



3. During the racing days, the control commission will supervise the official weighing of any boats as necessary. Typically, boats will be compared to the photos from boat certification but a boat may be reweighed on the scales at any time during the regatta when requested by a referee.

### **BOAT WEIGHING ARRANGEMENT**

FISA Materials Commission

Installations of the scales in a tent with the minimum inside measurements:

(It is preferred that scales are bolted to the ground.)

Length: L - 18 meters

Width: B - 5 meters

Height: H - 2.8 meters

Floor: solid surface, level horizontally

## Appendix E • Technical Information on Course Equipment

### TECHNICAL INFORMATION ON COURSE EQUIPMENT

**Lane Wires.** Four-millimeter, single-strand wire is adequate and inexpensive, although great care must be taken when laying out the system, or taking it up, so as not to allow a kink to become formed in the wire. Alternatively, high tensile, multi-stranded wire may be used. This is easier to handle but more expensive. The wire is best stored on large drums that can be mounted on a winding gear on the work barge.

Wires must be fixed securely at each end. The best method is to build a small concrete block or post into the ground and set a steel hook or ring into it. Alternatively, a strong iron stake will suffice. A tensioning device must be installed at one end of each wire (a simple winch that is adequate and easiest to use). Tension required is 600 to 800 pounds (300 to 400 kilograms).

In order to keep the longitudinal wires straight in a side wind, it is necessary to install cross wires linked to the longitudinal wires at every 500 meters. This system is much better than trying to keep the longitudinal wires straight by increasing the tension. The wires should be at a depth of not less than one meter, and the buoys will hold the wires at this depth if the tail wires are cut to the correct length.

It can be very helpful to make use of the Albano system wires to anchor the start launching docks. Extra lateral wires are needed and greater tension on some of the wires, but it is an easy way of ensuring that the start installations in the middle of a large lake are not only in exactly the correct position but are also held steady in that position.

**Start.** The only markers at the start should be the aligner's sight markers - a thin wire fixed vertically in front of the aligner's hut and a vertical marker on the opposite side of the course. The marker should be painted in two vertical halves, one bright yellow (direction of start) and one black (direction of finish). The precise vertical position where the color changes from black to yellow shall be the start line. There should be no buoys on the start line.

**Steering Markers (may be at the finish and 1,000-meter mark).** Large steering markers in the center of each lane and visible over the first 1,000 meters of the course should be placed behind the start. Lane one should be nearest to the finish tower. Overhead lane markers may be placed at intervals (e.g., each 500 meters) along the course. These overhead markers must be placed so that the umpire cannot hit them with his/her flag raised to the full height. Steering markers must be placed on all floating or intermediate starts if there are no overhead markers. (See below for technical details.)

**Directional Signs.** It is convenient to have available a number of road-traffic directional signs for controlling traffic on the water and, in particular, some "No Entry" signs. These can be hung on the overhead lane markers, fixed to the boat launching docks or to posts on the bank. The proper control of boat traffic on and off the water is a most important safety measure.

**Buoys.** Generally, the most satisfactory and durable type of course marker buoy is spherical, made of a strong plastic material, maximum dimension six inches and with a fixing ring molded into the material. These are obtainable in various different colors.

Alternatively, small square polystyrene buoys can be cut from a large block of polystyrene. Such buoys should be about four inches by four inches by eight inches. The tail wire then has to be threaded through the length of the buoy and fastened securely at each end with some form of washer to stop the buoy from pulling off.

Polystyrene buoys are less expensive than the plastic marine buoys, but they are easily damaged by motorboat propellers and oar blades. More time will be spent in the maintenance of them.

The buoys are joined to the main wires by tail wires, approximately one yard in length and made either of two-millimeter diameter flexible-stranded wire or of strong nylon cord.

Ferrules are crimped on to the longitudinal wires at 10- or 12.5-meter intervals in order to space out the buoys correctly. A simple clip attached to the tail wires can then be fixed to the main wire and kept in place by the ferrule.

There are many other more sophisticated and more expensive ways of attaching the buoys to the longitudinal wire, such as using specially-designed quick-release nylon clips, but in all cases some device must be attached firmly to the longitudinal wire to keep the buoys spaced correctly and allow for the buoys to be released quickly.

Two larger buoys are required at the finish - 12- to 18-inch cube. These are best made of polystyrene.

If the course is on a lake and distance markers need to be on the water rather than on land, large polystyrene buoys, three-feet cube, should be used.

At most championships, there is usually a need for extra marker buoys to enforce traffic regulations. These should be larger than the course marker, buoys, say 12-inch diameter, and should be able to be fixed either to special wires or anchored to a concrete block on the bottom of the course.

Details of the colors of buoys to be used are given in the main specification or “Marking of the Course”.

### Start Installations

**Starting Platforms.** Boats must be held securely by the stern at the start. This is usually done by a person lying on a floating platform that is firmly fixed in the center of each lane, but it can be moved forwards and backwards so that the boats may be properly aligned.

**Start Tower.** This should be placed on the center line of the course at a distance behind the start line of 40 to 50 meters to enable the starter to observe all crews without difficulty. Suitable equipment must be installed to enable the starter to communicate his/her orders to

all crews simultaneously up to 500 meters. The starter should be standing on a platform a minimum of 3 meters, maximum of 6 meters above water level, and he or she must also be clearly visible to all competitors. In the case of a floating start tower, a height of ten feet is usually sufficient. The starter should be equipped with a red flag having a white diagonal cross superimposed on it and a large bell used to attract the attention of crews when necessary.

**Aligner's Hut.** The aligner's hut should be a fixed structure placed exactly on the start line, not less than 15 meters from the outside of lane number one and as near water level as possible. It should be constructed so that the judge at the start and the aligner can stand or sit one behind the other. Both must have a clear view of the bows of all the boats on the start line. The judge at the start must also have a clear view of the starter and must be able to communicate verbally with him or her. The aligner must be able to communicate verbally with those who are manning each start pontoon. The roof of the aligner's hut should be load bearing so as to carry television or video-monitoring cameras and an operator.

### **The Finish Tower**

This must be a substantial structure constructed exactly opposite the finish line. If possible, together with the grandstand, the finish tower should be placed on whichever bank provides its front with shelter from the sun for the greater part of the day, usually the south bank. It should also be placed approximately 90 feet from the outside of the racing lanes. If it is much less than 90 feet, there will be difficulties with the focus of the photo-finish camera. If it is more than 100 feet, there may be difficulties for the judges to sight the crews accurately. Although the structural design of the finish tower must be left to the architect and engineers, the following requirements should be met as much as possible.

**Referees.** The tower must have space for at least six referees and volunteers to sit opposite the finish line. Each must have a clear view of all lanes and the sight marker on the far bank from behind the vertical wire.

**Photo Finish.** A suitable camera must be installed in the tower on the finish line to make a video record of each boat as it crosses the line.

**Audible Signal.** Some instrument, such as an electric horn, must be installed on the tower to give a sound signal to crews as they cross the finish line. This signal will be linked to the judges' timing equipment and sound off as the timing button is pressed.

**Timing Equipment.** Timing equipment must also be installed in the tower. It will be installed together in the same room as the photo-finish cameras.

**Communications.** The finish tower is also the focal point for race administration and should be the nerve center of the race control communications. It should be linked to each of the radio circuits, the "hot line" telephone system and the general, internal telephone system. A fully equipped finish tower will have at least five telephone extensions installed in it on the various levels.

**Commentary.** The commentary is best made from the finish tower, and for this purpose, the public-address system should be installed at the level with the best view of the course.

**Results Board.** With the judging, photo finish and timing operations all being carried out in the finish tower, it is also convenient for the scoreboard operating equipment to be installed here.

**Cameras.** For good publicity it is essential that it be possible for television cameras to be installed on top of the finish tower. This is the prime site for any media camera.

**First Aid.** The ground floor of the finish tower may serve as an excellent site for a first-aid post, particularly for a competitor who has been rescued from the water.

**Security.** It is very important to enforce very strict security and limit access to those people with certain specific functions at the finish tower because of the important operations being performed there.

To summarize the functions of the finish tower, the following operations must or may be performed here:

Required	Optional
Judging at the finish	Commentary
Photo finish or video	Results board
Timing	Television cameras
Audible signal	First-aid post
Race control	

## Appendix F • Weight Certification for Coxswain

### WEIGHT CERTIFICATION FOR COXSWAIN

#### Coxswain Weight Rules

1. A coxswain shall weigh at least 121 pounds.
2. Coxswains who do not comply with subsection No. 1 shall carry deadweight such as sand or other ballast, in order to achieve the minimum weight. Any such deadweight shall be placed in the boat as close to the torso of the coxswain as possible; it is specifically forbidden to distribute deadweight throughout the boat.
3. Excess clothing, equipment, electronic systems, tools or other utilitarian devices germane to competition shall not be considered part of the coxswain's and shall not be included as part of any deadweight required under subsection No. 2.
4. The weight of a coxswain shall be determined no later than one hour before the first race on each day the coxswain competes.
5. Coxswains should be weighed dry (including hair) in racing uniform, without shoes or other foot gear.

#### Sample Identification Information

TEAM: \_\_\_\_\_

COXSWAIN: \_\_\_\_\_

TIME: \_\_\_\_\_

DATE: \_\_\_\_\_

WEIGHT: \_\_\_\_\_

AMOUNT OF DEADWEIGHT (if applicable): \_\_\_\_\_

\_\_\_\_\_  
Coxswain Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Weigh-in Monitor Signature

\_\_\_\_\_  
Date

## Appendix G • Volunteer Waiver

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

Event: \_\_\_\_\_ (the “Event”)

Participant’s Name (Please print): \_\_\_\_\_ (the “Participant”)

Participant’s Age: \_\_\_\_\_

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

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

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

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

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

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

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

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

---

Signature of Participant \_\_\_\_\_ Date \_\_\_\_\_

---

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

---

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



## Appendix H • Marketing and Promotional Ideas

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

\*Internet. Provide championships information on your institution's page on the Internet.

\*Mailings to Ticket Holders. Include notice of the championships on all lists and mailings to your institution's regular-season events (both athletics and general) and on athletics department answering service recordings.

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

\*"NCAA Week". Request your community to declare "NCAA Championship Week" prior to the championship. Information could be distributed at different locations throughout the city in conjunction with the declaration.

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

\*Public Speaking. Establish community support by the following:

1. Obtaining the support of key political and corporate leaders.
2. Arranging speaking engagements by coaches and athletic department personnel at chamber of commerce, booster-club, etc.
3. Arranging radio and television appearances by campus or local "personalities" to promote the championship.

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

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

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

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

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

## Appendix I • Photography License



### NCAA Championships Photo Terms & Conditions

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

#### License Terms and Conditions:

1. A photographer to whom the NCAA has issued a credential will have a limited, nonexclusive, and non-transferable license to take photographs of the Events, and to allow the media outlet or other news entity that engaged the photographer, to use such photographs for news coverage of the Events (including magazine stories) and other editorial purposes; provided, however, that not such use may create the impression, or otherwise suggest, that the photographer is sponsored or endorsed by, or are associated or affiliated with, the NCAA. An authorized photographer may not claim any relationship to, or endorsement by the NCAA, and may not use the NCAA's name, logos and marks, or any other proprietary designations thereof, in any manner and for any purpose, without the prior express written approval of the NCAA.
2. Neither the photographer nor the entity that engaged the photographer may sell photos (including digital copies) taken at the Events, whether for commercial or editorial purposes without the NCAA's prior express written consent.
3. A credentialed photographer may take any number of photos on-site at the Event competition venue, provided that he/she does not interfere with play or related activities. From time to time, before or during the Event, the NCAA may impose additional restrictions regarding the time, manner, and place in which authorized photographers may take photographs during an Event.
4. An authorized photographer may not use Event photographs to market or advertise the photographer's services.
5. The NCAA may modify these terms and conditions at any time in its sole discretion. The NCAA shall provide notice of any such modifications to authorized photographers, and following notice, such modifications shall be binding upon all authorized photographers.
6. The NCAA may revoke a photographer's right to take photographs at an Event and/or to sell Event photographs at any time and for any reason, including failure to abide by these terms and conditions.
7. Photographers understand the inherent risk of taking photographs and otherwise being in close proximity to athletic contests and irrevocably waive any and all liability stemming from injury and/or property damage in conjunction with his/her attendance at an Event.
8. Photographer agrees to indemnify, defend and hold NCAA and its affiliates, officers, employees, successors and assigns harmless from and against any and all claims, demands, suits, liability, losses or damages, including amounts paid in settlement, judgments, costs and expenses, including reasonable counsel fees and disbursements, which may be made against or suffered or incurred by each such party as a result of any

use of any photographs and otherwise with respect to the photographer's activities at an Event and the results and proceeds thereof.

9. Photographer agrees to indemnify, defend and hold NCAA and its affiliates, officers, employees, successors and assigns harmless from and against any and all claims, demands, suits, liability, losses or damages, including amounts paid in settlement, judgments, costs and expenses, including reasonable counsel fees and disbursements, which may be made against or suffered or incurred by each such party as a result of any use of any photographs and otherwise with respect to the photographer's activities at an Event and the results and proceeds thereof.

You may direct questions or concerns regarding NCAA Championship photography to Nate Flannery, Director of Championships and Alliances, Digital and Social Media at [nflannery@ncaa.org](mailto:nflannery@ncaa.org) or by phone at 317-917-6222.

## Appendix J • Digital Highlight and Footage Use Policy



### **NCAA Championships**

#### Digital Highlight and Footage Use Policy for Participating Member Institutions and Conferences

As the NCAA's digital rights holder, Turner Sports owns the right to license digital highlights from NCAA Championships. Turner has partnered with Wazee Digital to manage these rights. This policy applies to NCAA member college and university institutions and conferences ("Member Institutions").

Please visit the following link on NCAA.com for more information on Digital Highlight and Footage Use Policies.

<https://www.ncaa.com/media-center/digital-social-media>

## Appendix K • Team Videographer Policy



### TEAM VIDEOGRAPHER

#### TEAM VIDEOGRAPHER

Each participating institution may designate one individual as the team videographer. The team videographer will be provided a credential and a TEAM VIDEOGRAPHER or TEAM PERSONNEL armband/vest and will be permitted to film their race **ONLY** from a designated area(s) which serves all still photographers. During the race, the videographer should follow all rules that apply to still photographers. In addition, the team videographer can shoot from any area that a still photographer has access to (e.g. concourse).

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

## Appendix L • Championship Marketing

### 7.1 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 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 athletic 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.

### 7.2 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.
- Map out the timeframe to market the championship.
- Determine how to best use the marketing materials provided by the NCAA.
- Establish grassroots initiatives to implement in your local and regional communities.
- Explore opportunities with traditional media (print, radio and television) in your area.

### 7.3 Marketing Plan.

Host institutions/conferences shall establish a marketing plan in coordination with the NCAA Championship Marketing contact. All marketing plans, marketing budgets and collateral must be approved by the Championship Marketing contact prior to implementation.

### 7.4 Marketing collateral.

#### **NCAA Championships Online Marketing Website.**

The NCAA Championships Online Marketing Website is a comprehensive tool designed to help hosts create marketing products which will generate awareness and promote ticket sales for the championship.

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

Each NCAA Championships host marketing contact and tournament manager will receive an email with the marketing website address, username, password and specific marketing budget allocated for the championship you are hosting. **The reimbursement amount is separate from the**

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

Customizable artwork templates available on the marketing website include:

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

If you have needs for artwork outside of what is available on the NCAA Championships Online Marketing Website, you may contact Sean Ward ([sward@ncaa.org](mailto:sward@ncaa.org)) for assistance.

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

Collateral should not be created outside of the NCAA Championship marketing online resource unless directly provided by the NCAA Championships Marketing contact.

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

### **Television/Video and Radio Ticket Spots.**

The marketing website allows hosts of select predetermined championship sites to download 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, 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).

## 7.5 Social Media Guidelines.

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

## 7.6 Applicable Marketing Bylaws.

**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)*

**12.6.1.1.1 Exception—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)*

**13.4.3.2 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)*

**13.4.3.2.1 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.



**13.1.8.4 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*)

### **7.7 Additional Marketing Considerations.**

All Championship Marketing efforts must adhere to the guidelines established in the NCAA Host Operations Manual. The following sections should be referenced and followed when formulating and implementing the championship marketing plan.

- Local contributor guidelines.
- NCAA Licensing Info (ordering, licensee list, guidelines, etc.).
- National Governing Body/coaching association guidelines.
- Premiums guidelines.

## Appendix M • Protest Form

### NCAA DIVISIONS I, II AND III WOMEN'S ROWING Protest Form

DATE: \_\_\_\_\_ TIME: \_\_\_\_\_

RACE NO.: \_\_\_\_\_ HEAT: \_\_\_\_\_ REPECHAGE: \_\_\_\_\_ SEMIFINALS: \_\_\_\_\_ FINALS: \_\_\_\_\_

RACE:

LANE 1	LANE 2	LANE 3	LANE 4	LANE 5	LANE 6	LANE 7

TEAM PROTESTING: \_\_\_\_\_

RESULTS:

1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>	4 <sup>TH</sup>	5 <sup>TH</sup>	6 <sup>TH</sup>	7 <sup>TH</sup>

WHAT RELIEF ARE YOU SEEKING: \_\_\_\_\_

DESCRIPTION OF SITUATION:

\_\_\_\_\_  
Protesting Competitor's Signature

\_\_\_\_\_  
Date

RESOLUTION:

\_\_\_\_\_  
Chief Referee's Signature

\_\_\_\_\_  
Date

All Jury decisions are final. Rule 2-608 as well as the USRowing Grievance procedure will not be honored.

## Appendix N • Medical Substitution Form

### NCAA DIVISIONS I, II AND III WOMEN'S ROWING Change in Lineup Form / Medical Substitution

EVENT: \_\_\_\_\_ DATE: \_\_\_\_/\_\_\_\_/\_\_\_\_ TIME OF EVENT: \_\_\_\_\_ RACE NO.: \_\_\_\_\_

TEAM: \_\_\_\_\_ LANE: \_\_\_\_\_

PRELIMINARIES \_\_\_\_\_ REPS \_\_\_\_\_ SEMI \_\_\_\_\_ FINALS \_\_\_\_\_

COACH: \_\_\_\_\_

ORIGINAL LINEUPLAST NAME FIRST NAME

BOW \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

6 \_\_\_\_\_

7 \_\_\_\_\_

8 \_\_\_\_\_

COXSWAIN \_\_\_\_\_

NEW LINEUPLAST NAME FIRST NAME

BOW \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

6 \_\_\_\_\_

7 \_\_\_\_\_

8 \_\_\_\_\_

COXSWAIN \_\_\_\_\_

REASON FOR CHANGE: \_\_\_\_\_

\_\_\_\_\_  
HOST PHYSICIAN SIGNATURE\_\_\_\_\_  
DATE

By signing, I, \_\_\_\_\_ verify that the above named student-athlete  
(Physician Print Name)  
 has an injury or illness that will prevent them from competing.

\_\_\_\_\_  
COACH SIGNATURE\_\_\_\_\_  
DATE\_\_\_\_\_  
ADMINISTRATOR SIGNATURE\_\_\_\_\_  
CELL PHONE\_\_\_\_\_  
NCAA SIGNATURE\_\_\_\_\_  
DATE

ONLY THOSE STUDENT ATHLETES NAMED ON THE ENTRY FORM ARE ALLOWED TO REPLACE THE  
 INJURED/ILL DESIGNATED COMPETITOR.