



Oklahoma State University, Host

HOST OPERATIONS 2019-20 MANUAL Finals

TABLE OF CONTENTS

SECTION	PAGE
Introduction	1
Definitions	2
Contact Information	3
Important Dates	5
Tournament Manager's Checklist	7
Advance Information to Participants	13
Alcoholic Beverages and Tobacco Products	14
Americans with Disabilities Act	15
Awards	15
Balls	19
Broadcasting/Internet	19
Celebrations	19
Commercialism/Contributors	19
Credentials	24
Critical Incident Response/Emergency Plan	26
Drug Testing	28
Financial Administration	30
Games Committee	32
Host Families	32
Hydration Product and Equipment	32
Inclement Weather	33
Insurance	33
Lodging	34
Marketing/Promotions	35
Meals	38
Media/Sports Information	38
Medical Procedures	40
Meetings	42
Merchandising	43
National Anthem	45
Officials	45
Photographers	46
Practice Courts	46
Programs	47
Results	48
Rules	48
Safety and Security	48
Tickets	50
Tournament Personnel	51
Transportation	51
Videotapes, Films and Still Photographs	52
Volunteer Assistance	52

Appendix A – Officials Expense Form
Appendix B – Ticket Back Disclaimer Language
Appendix C – Microsite Guidelines
Appendix D – Social Media Guidelines
Appendix E – Guide to Live Stats and Streaming
Appendix F – Volunteer Waiver Form
Appendix G – Protective Security Advisor Information

On behalf of the NCAA Division I Men's and Women's Tennis Committee, thank you for being an important part of the NCAA Division I Men's and Women's Tennis Championships.

This manual outlines the responsibilities of an institution/conference hosting these championships. 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 everyone involved in the administration of the championship shall be to provide a memorable championship experience for each participating student-athlete, coach, institutional staff member and tournament attendee.

The host institution/conference shall appoint staff members to assume the positions of tournament manager and media coordinator.

<u>Tournament Director</u>. This individual shall be the director of athletics/commissioner of the host institution/conference and shall maintain ultimate responsibility for the local operation of the event. Bid proposals from prospective host institutions/conferences shall be authorized by the tournament director.

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

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

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

Role of the NCAA.

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

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

Role of the Men's and Women's Tennis Committee.

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

Role of the Host.

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

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

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

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 manager(s) for a championship.

DIVISION I MEN'S TENNIS SUBCOMMITTEE ROSTER (AS OF SEPT. 1, 2019)

The NCAA Division I Men's Tennis Championships are under the control, direction and supervision of the NCAA Division I Men's Tennis Subcommittee, subject to such requirements, standards and conditions as may be prescribed by the Association's bylaws and Division I Competition Oversight Committee.

CENTRAL REGION	EAST REGION
Sonya Varnell	Jamie Mitchell
Senior Associate Athletics Director/SWA	Associate Athletics Director
The University of Southern Mississippi	Colgate University
Phone: 601-266-6142	Phone: 315-228-6684
Email: <u>sonya.varnell@usm.edu</u>	Email: jmitchell@colgate.edu
MIDWEST REGION	Southeast Region
Steve Rodecap, chair	D. Curtis Lawson
Director of Tennis/Head Tennis Coach	Director of Tennis/Head Men's Tennis Coach
Marquette University	North Carolina Central University
Phone: 414-288-3775	Phone: 919-530-5127
Email: <u>steven.rodecap@marquette.edu</u>	Email: admin@dclconsulting.com
Southwest Region	WEST REGION
Devon Hendricks	TBD
Assistant Athletics Director - Events	
University of Texas at Austin	
Phone: 512-471-9276	Phone:
Email: <u>devon.hendricks@athletics.utexas.edu</u>	Email:
Email: <u>devon.hendricks@athletics.utexas.edu</u> NCAA CHAMPIONSHIPS ADMINISTRATOR	Email: NCAA Assistant Coordinator
NCAA CHAMPIONSHIPS ADMINISTRATOR	NCAA Assistant Coordinator
NCAA CHAMPIONSHIPS ADMINISTRATOR	NCAA Assistant Coordinator Kerstin Hunter
NCAA CHAMPIONSHIPS ADMINISTRATOR Liz Turner Suscha Championships and Alliances	NCAA Assistant Coordinator Kerstin Hunter Championships and Alliances
NCAA CHAMPIONSHIPS ADMINISTRATOR Liz Turner Suscha Championships and Alliances Phone: 317-917-6189	NCAA Assistant Coordinator Kerstin Hunter Championships and Alliances Phone: 317-917-6645

DIVISION I WOMEN'S TENNIS SUBCOMMITTEE ROSTER (AS OF SEPT. 1, 2019)

The NCAA Division I Women's Tennis Championships are under the control, direction and supervision of the NCAA Division I Women's Tennis Subcommittee, subject to such requirements, standards and conditions as may be prescribed by the Association's bylaws and Division I Competition Oversight Committee.

Southwest Region	EAST REGION
Marco Born	John Ruppert
Director of Athletics	Deputy Director of Athletics
amar University	Bryant University
Phone: 409-880-2248	Phone: 401-232-6737
Email: <u>mborn@lamar.edu</u>	Email: jruppert@bryant.edu
MIDWEST REGION	SOUTHEAST REGION
ſBD	Katy McNay, chair
	Associate Athletics Director/SWA
	Davidson College
Phone:	Phone: 704-894-2637
Email:	Email: <u>kamcnay@davidson.edu</u>
Central Region	WEST REGION
Gretchen Maloney	Glenn Layendecker
Head Women's Tennis Coach	Senior Associate Commissioner/CFO
daho State University	West Coast Conference
Phone: 208-282-4594	Phone: 650-873-8622
Email: gretchenmaloney@yahoo.com	Email: glayendecker@westcoast.org
NCAA CHAMPIONSHIPS ADMINISTRATOR	NCAA Assistant Coordinator
ohn Bugner	Kerstin Hunter
Championships and Alliances	Championships and Alliances
Phone: 317-917-6529	Phone: 317-917-6645
Cell: 317-522-7220	Email: khunter@ncaa.org
mail: jbugner@ncaa.org	

IMPORTANT DATES

Friday, April 17	Deadline for submitting facility evaluation, key contacts forms and hotel agreement(s) if interested in hosting preliminary-round competition.
Sunday, April 26	Deadline for submitting the NCAA online lineup form by 5 p.m. Eastern time.
	Deadline for submitting score reporting forms to www.itatennis.com by 10 p.m. local time.
Monday, April 27	Announcement of teams and first- and second-round sites. Lineups posted for review at ncaa.org.
Tuesday, April 28	Individual selections posted at ncaa.com by 6 p.m. Eastern time.
Tuesday, April 28	Deadline for challenging lineups, 5 p.m. Eastern time. Challenges to men's lineups must be submitted to TBD, NCAA championships manager (email: xxx@ncaa.org). Challenges to women's lineups must be submitted to John Bugner, NCAA championships manager (email: jbugner@ncaa.org).
Wednesday, April 29	Teleconference for first- and second-round hosts and NCAA site representatives, 11 a.m. Eastern time.
Wednesday, April 29	Written responses due from coaches whose lineups have been challenged, 2 p.m. Eastern time.
Thursday, April 30	Lineups posted on ncaa.org by noon Eastern time.
Thursday, April 30	Women's championships - Mandatory administrative meeting at first- and second-round sites.
Thursday or Friday,	
April 30 or May 1	Men's championships - Mandatory administrative meeting, at first- and second-round sites.
Friday, May 1	Women's championships - Play begins at first- and second-round sites.
Friday or Saturday, May 1 or 2	Men's championships - Play begins at first- and second-round sites.
Sunday, May 3	Women's championships - Second-round play must be started by 9 a.m. local time
Monday, May 4	Men's championships - Second-round play must be started by 9 a.m. local time

Sunday, May 3 or Monday, May 4	Announcement of super-regional sites.
Thursday or Friday May 7 or 8	Mandatory administrative meeting at super-regional sites.
Friday or Saturday May 8 or 9	Super-regional competition.
Wednesday, May 13	Mandatory administrative meeting for team championships, 5 to 6 p.m. local time.
	Men's and women's team celebration, 7:15 to 8:30 p.m. local time.
Thursday, May 14	Play begins for women's team championship.
Friday, May 15	Play begins for men's team championship.
Sunday, May 17	Mandatory administrative meeting, 8:30 to 9 a.m. local time, for individual championships.
	Singles and doubles participant celebration, 12:30 p.m.
Monday, May 18	Play begins for men's and women's singles championships.
Tuesday, May 19	Play begins for men's and women's doubles championships.
Saturday, May 23	Men's and women's singles finals.
	Men's and women's doubles finals.

TOURNAMENT MANAGER'S CHECKLIST

It is the responsibility of the tournament manager to see that each of the following responsibilities is handled properly and that adequate institutional personnel are on hand to see that each task is administered according to the guidelines established by the NCAA Division I Tennis Committee. The tournament manager should become familiar with the policies outlined in the <u>2019-20 NCAA Division I Men's and Women's Tennis Pre-Championships Manual</u>.

Athletic Trainer

- 1. Arrange for a certified athletic trainer to be on hand and accessible at all times.
- 2. Oversee water and cup supply at courtside.
- 3. Oversee towel supply. (Observe NCAA commercial logo policy, if applicable.)
 - 4. Establish treatment schedule. (Note: Participants should supply basic training needs, such as tape.)
- 5. Arrange for immediate access to a physician and emergency transportation.
 - 6. Provide each participating institution with directions to and the telephone number of the nearest hospital and pharmacy.

<u>Awards</u>

- 1. When awards arrive (approximately three weeks before the national championships), check to be sure they are not damaged, correctly inscribed and in appropriate quantities.
 - 2. Plan an awards ceremony in accordance with the instructions outlined in this manual.
 - 3. No awards other than the NCAA awards may be presented at the site of the championships. Please advise the NCAA national office if any group contacts you wishing to present awards in conjunction with the tournament.

Ball Runners

- 1. Arrange for and train ball runners for the team and individual championships finals. Ball runners shall only be used at the nets and for duties such as providing water and towels to student-athletes.
- 2. Have the ball runners dress in matching attire.
- 3. The head referees will coordinate the ball runners.
- 4. Prospective student-athletes may not be used as ball runners.

Facilities

- 1. Obtain liability insurance per NCAA Bylaw 31.7.4.1. (Note: Host institutions do not have to list the NCAA as an additional insured; however, an institution must submit a certificate of insurance that indicates the institution carries adequate liability insurance. If applicable, off-campus venues must also maintain and provide proof of adequate insurance. For off-campus venues, NCAA must be listed as additional insured. The certificate(s) of insurance must be on file in the NCAA bid portal before the start of competition. The host institution/off-site venue must cover the expense for the insurance.)
- 2. The practice and competition facilities used for the championships must be available exclusively for practice and competitive sessions throughout the tournament.
- 3. The host must provide a meeting room for the committee and NCAA staff close to the competition courts that accommodates up to 15 people.
- 4. The host must provide a meeting room for the officials close to the competition courts that accommodates up to 30 people.
 - 5. <u>Court Maintenance</u>.
 - a. Arrange for proper cleaning and drying in case of inclement weather during practices and competition.
 - b. Provide for an adequate number of rollers, squeegees and blowers (two per court). Ensure that a minimum of two people (per court) are available to assist with drying courts.
 - c. Provide proper wind screening on all competition courts. Preference for wind screens on practice courts as well.
 - 6. <u>Drug Testing</u>. If the championships are selected for drug testing, be sure to follow all the instructions sent from Drug Free Sport, International and review the <u>drug-testing manual</u>.
 - 7. <u>Equipment</u>.
 - a. Singles sticks should be in place for practice and checked for competition.
 - b. Umpire chairs (one per court).
 - c. Have score indicators available at each court if electronic scoreboards are not available. Hold as backup if electronic scoreboards are available.
 - d. Name cards for each match (team or individual name; stenciled or commercially printed), if electronic scoreboards are not available.
 - e. Chairs (four per court for players and coaches) or benches.
 - f. Ample water and coolers for each court. (Note: Please use the product provided by the NCAA. No other cups or coolers may be placed at courtside.)

- g. Towels for participants. (Observe NCAA commercial logo policy, if applicable.)
- h. Spare nets and other equipment.
- i. Balls (provided by the NCAA).
- j. Provide on-site access for racket stringing with pickup and delivery service.
- k. Umbrellas for umpire's chairs.
- I. Umbrellas for players on each court for use during changeovers (provided by the NCAA).
- m. Net signs (two per court) (provided by the NCAA).
- n. NCAA banners (provided by the NCAA).
- o. Two-way radios with earpieces for committee members, head officials, announcers, tournament manager and NCAA staff.
 - p. One point paddle for officials should be placed on each court.
- 8. <u>Tournament Desk</u>.
 - a. Ball storage.
 - b. Telephone(s) or two-way radio line to public address announcer.
 - c. Posted draw sheets. (Post two days before.)
 - d. Make available updated draw sheets.
 - e. The tournament desk should not be located in or near the hospitality rooms but in an area easily accessible by the participants.
- 9. <u>Hospitality Areas</u>.
 - a. At the primary championships site, there should be separate hospitality areas for the following:
 - Student-athletes and coaches.
 - Officials and tournament personnel.
 - Media.
 - Committee.
 - b. If two batteries of courts are used or if competition is moved to an indoor facility, equivalent refreshments must be provided at each location.

10. Indoor Facility.

- a. Arrange for short-notice use of nearby facility or facilities.
- b. Post directions to indoor courts; provide transportation, if possible.
- c. Transport all necessary equipment.
- 11. <u>Locker or Dressing Facility</u>. Provide student-athletes and officials with separate dressing/shower facilities and towels. Provide security for these areas.
- 12. <u>Practice</u>.
 - a. Practice courts must be available two days before the start of the team championships. Whenever possible, courts should be of the same surfacing and condition as the competition courts.
 - b. A minimum of three courts per team must be available the two days before the team championships.
 - c. Provide additional practice courts, if needed.
 - d. Coordinate development of practice schedule with the committee.
 - e. Allow teams to practice on each battery of courts.
- 13. <u>Championship Court Assignments</u>. In the team championships, the home team's matches are considered feature matches and may be assigned accordingly. The top four seeds must be able to play a match at the primary site once before the semifinals. For the individual championships, every effort will be made to assign teammates to adjacent courts and to have top-seeded players compete on feature courts.

Finances

- 1. Should you desire to administer a corporate champion/partner or donor program for the championships, you must procure NCAA approval at least 90 days before the event. A written proposal, including financial arrangements, should be submitted to the NCAA championships managers.
- 2. Review your proposed budget to ensure that it has not been exceeded. If approved expenditures are exceeded without advance approval from the NCAA national office, the host institution will be responsible for the overage.
- 3. The host retains a percentage of revenue generated from concessions, parking (if applicable), supplemental handout sales (e.g., roster sheets; updated stats, etc.), merchandise sales and alcohol sales.
 - 4. If these championships are selected for drug testing, complete the drug-testing budget and return to Drug Free Sport.

- 5. Admission must be charged at all sessions of the championships.
- 6. <u>Umpire's Fees</u>. Pay head referees, deputy referees and umpires according to the fee information the NCAA will provide before the championships.
- 7. Expenses for committee members will be reimbursed directly from the NCAA national office. Host institutions are not responsible for reimbursing these expenses; however, the host shall pay for lodging expenses for the committee (to be reimbursed via the financial report).
- 8. Submit the online final financial report with the NCAA national office within 60 days after the completion of competition to avoid penalties.
- 9. File the drug-testing financial report, if applicable.

Lodging

- 1. Hotel rooms for the committee and officials have been sourced and contracted by Anthony Travel, the official hotel management provider for the NCAA. The room and tax charges for these individuals will be billed directly to the host institution. These expenses shall be included in the host's proposed budget. Committee members and officials will be responsible for their incidentals. The NCAA championships managers are responsible for their own lodging expenses.
 - 2. <u>Teams</u>. Anthony Travel, the official hotel management provider for the NCAA, has solicited, negotiated and contracted all team hotel rooms. Teams must stay at the NCAA-provided hotel(s).
 - 3. Advise teams that they have been assigned lodging by the host, in consultation with the NCAA committee, and that it is their responsibility to confirm hotel reservations and provide rooming lists to the designated hotels. Institutions failing to stay at their assigned properties are financially responsible to the assigned property for a minimum of three nights.
 - 4. <u>Individuals</u>. For competitors in singles and doubles competition, the NCAA has contracted hotel rooms at a negotiated rate for use by participants. Participants are NOT required to stay at an NCAA hotel, but if they opt to stay at one of those properties, they will be required to adhere to the terms as contracted via the agreement.

Sports Information/Media

- 1. Arrange for pre-championships publicity.
- 2. Set up an area for the working press and be sure individuals have the proper credentials for admittance to the area.
- 3. Provide an area that will not interfere with the competition for those wishing to photograph/videotape (provided they have received permission).
 - 4. Disseminate daily results and updated draw sheets to coaches, news media and wire services.

- 5. Arrange for a press conference immediately after the competition and/or for interviews with requested coaches and student-athletes.
- 6. Provide a press information kit containing pertinent information on each team.
- 7. Arrange to have a website dedicated to championships promotion/information. If web streaming, follow NCAA guidelines.
 - 8. Prepare statistics as requested by the committee for use in determining the all-tournament team.
 - 9. Provide public address announcer with scripts and timing for announcements, as well as pronunciation of student-athlete names.

Officials

Arrange transportation to and from the competition courts.

Results

During and at the conclusion of the competition, the host sports information director, media coordinator or designee is responsible for reporting official results to ncaa.com, the official NCAA website. Please refer to page 48 of this manual for additional information regarding results reporting.

Tickets/Credentials

- 1. No complimentary tickets are permitted for any NCAA competition and the host institution is expected to strictly adhere to this policy. The minimum ticket price shall be \$5 for general admission and \$3 for students with ID card (per day).
- 2. The NCAA will produce credentials for the national championships. Please provide an appropriate number of identifying passes or badges for each institution's official travel party (a maximum of 13 per team). The coach must verify those who will receive credentials by completing the appropriate credential list (available in the participant manual) for both the team and individual championships. Each team also is allowed one athletic trainer credential and one team administrator credential. An additional three temporary credentials may be requested for use by members of the administration (e.g., president, athletics director) for the competing teams. These temporary credentials will allow access to specific areas of the venue, but will also require purchase of a ticket for admittance to the facility.

ADVANCE INFORMATION TO PARTICIPANTS

The NCAA will provide the host institution a template of the participant manual. Specific areas will need to be completed by the host. This manual shall include pertinent information regarding the event and will be provided to all participating teams/individuals.

- 1. List of all tournament personnel, including telephone numbers and email addresses.
- 2. Hotel accommodations, room rates, contact information and telephone numbers.
- 3. Transportation information, including driving directions.
- 4. Campus and city maps.
- 5. Host family information (if applicable).
- 6. Schedule of competitive and social events, including appropriate attire.
- 7. Schedule and location of meetings.
- 8. Practice schedule and procedures.
- 9. Uniform and logo restrictions.
- 10. Athletic training services.
- 11. Provisions for inclement weather and evening matches.
- 12. Media information.
 - a. Videotaping.
 - b. Sports information requests for materials.
 - c. Postcompetition interviews.
 - d. Results.
 - e. Webcasting links if available at the site.
- 13. Ticket policy and availability for participating institutions.

<u>IMPORTANT</u>: A copy of this information must be sent for approval to the NCAA championships managers (John Bugner and TBD) before sending it to the participants. Any additional information should be sent to these individuals at the same time it is sent to the participants.

Alcoholic beverages may be sold and dispensed at NCAA Division I championship and ancillary events, provided that the host, venue, and/or concessionaire:

- Comply with, and certify 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
 - \circ 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.

<u>General</u>

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

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

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

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

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

Americans with Disabilities Act

The Americans with Disabilities Act requires that public establishments offer equal access and services to people who are physically and mentally challenged. The host institution/conference is required to confirm that each facility in which an NCAA championship or ancillary event occurs complies with the Act by the various facilities hosting NCAA championship events. The host institution/conference is responsible for determining if the competition site will be in compliance as of the dates of the championship. If the host institution/conference becomes aware that a competition site hosting an NCAA championship event will not be in compliance, it shall immediately notify the NCAA national office staff member with responsibility for the event in order to discuss the issue.

Awards

Awards will be presented at the finals site. The NCAA national office will order all awards and arrange for them to be shipped directly to the host institution.

Only official NCAA awards may be presented. Recognition or appreciation awards may be presented to individuals or organizations that have contributed to the championships; however, any such presentation cannot occur at the competition site. Such awards may be presented at celebrations or meetings held in conjunction with the championships.

Participation awards will be presented to all student-athletes competing or in uniform in the championships and other members of the official travel party. The NCAA championship managers, in conjunction with the awards vendor, will work with the participants regarding delivery of participant awards after championships competition.

Presentation of Awards.

Championships awards ceremonies should be conducted in an organized and formal manner. It is customary for the awards to be presented by a representative of the host institution, the NCAA committee chair, the NCAA championships managers or other appropriate dignitaries. The NCAA will provide a table banner and additional signage for the ceremony, which must be returned after the championships.

The host institution may want to designate an individual to serve as emcee for the ceremonies. Otherwise, the ceremonies need to be coordinated with the public-address announcer.

Team Championship.

A team trophy and 13 individual awards will be presented to the four teams advancing to the semifinals. The semifinalists' awards will be presented informally by the respective tennis subcommittee after the semifinal matches. The finalist awards will be presented during the final awards ceremony conducted immediately after the team championship final. All teams should be in uniform for the presentation.

It is recommended that the ceremony proceed as follows, unless altered by broadcast television:

- 1. The emcee makes a few opening remarks and introduces the individual(s) who will present the awards.
- 2. The second-place team stands on the service line to receive its individual and team awards. The emcee introduces each member of the team as they come forward to receive their award. The team captains and coach are then introduced to receive the team trophy. After the presentations, the second-place head coach will make a few brief remarks.
- 3. The first-place team is called forward to receive its individual and team awards. The head coach will be asked to make a few brief remarks.
- 4. The emcee will make a few closing remarks and encourage the attendees to return for individual championships competition, which begins the next day.

Individual Championships.

Awards will be presented to the top eight finishers in singles and doubles competition. Individual championship finalists will receive their awards during the formal awards ceremonies conducted immediately after their respective finals.

It is recommended that the ceremony proceed as follows, unless altered by broadcast television:

- 1. The emcee makes a few opening remarks and introduces the individual(s) who will present the awards.
- 2. The emcee introduces the runner-up and asks the individual to come forward to receive his/her award.
- 3. The emcee introduces the champion and asks the individual to come forward to receive his/her award.
- 4. The emcee encourages everyone to stay for the doubles championship.

The ceremony after the doubles championship proceeds similarly, with the emcee providing closing remarks at the end of ceremony.

Student-athletes who do not reach the championship final, but reach the quarterfinals or semifinals, will receive their awards as soon as they are eliminated from their respective championship. Members of the games committee will present these awards to the student-athletes in an informal, on-court presentation, immediately after their quarterfinal or semifinal loss.

It is the responsibility of the tournament manager to have the appropriate awards available for the awards ceremonies.

In addition to the team and individual awards, participant awards (medallions) will be provided to members of the squad size for each team (9) and singles and doubles players competing at the championships. Individuals competing in the team and individual tournament receive only one participant award.

All-Tournament Team.

At the team championship only, an all-tournament team selection committee, composed of the tennis committee members attending the championships, and anyone the committee chair deems necessary,

will select the all-tournament team. The selection committee may ask participating coaches to identify student-athletes from their respective teams who they believe should be considered.

The all-tournament team will consist of six singles players and three doubles teams for each gender. Selection will be based on the student-athlete's record during competition at the championship finals site and their lineup positions during competition. Based on singles and doubles play, one male and one female student-athlete will be named the Most Outstanding Player. After the championships, personalized plaques will be ordered by the NCAA national office for each all-tournament team member.

Champions Locker Room Program – Team Championships Only.

The NCAA has partnered with select NCAA licensees to celebrate the national champions of each of the 90 NCAA championships. Each team champion shall receive a national champions T-shirt and hat to commemorate the experience of winning a national title. Listed below is a summary of steps that should be followed when implementing the locker room program at all final championship site.

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

Elite 90 Award.

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 his or her sport, while also achieving the highest academic standard among his or her 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 NCAA championship. 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 and traveling member of their team, and being a designated member of the squad size at their championship. The member institution is responsible for submitting its student-athlete who has the highest GPA and meets all other requirements.

Mark Bedics of the NCAA media coordination staff and the NCAA academic and membership affairs staff will determine the winner of this award for each championship and provide their name 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 championship manager can share the information with the coach of the winning student-athlete to ensure that individual's attendance. However, they should not inform the student-athlete. Mr. Bedics or another member of the NCAA media coordination staff will 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 that will post shortly after the announcement.

Award Presentation

For the Division I Men's and Women's Tennis Championships, the Elite 90 awards will be presented at the team or individual celebration. The presentation should be semi-formal in nature and not be rushed or overshadowed by any other events surrounding it. The award winners should be visible, the announcement clearly audible and the award presentation should receive the full attention and respect of all those in attendance. The standard award script is as follows:

At this time, we would like to present the Elite 90 Awards. 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 his or her sport, while also achieving the highest academic standard among his or her peers. The Elite 90 is presented to the student-athlete with the highest cumulative grade-point average participating at the finals site for each of the NCAA's 90 championships.

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

The recipient of the Elite 90 Award for Division I Women's Tennis with a GPA of X.XXX in (major, **is s**tudent-athlete and institution).

In addition, the guidelines below should be followed:

- The awards should be presented by either the emcee, the NCAA subcommittee chair or the NCAA championship manager.
- The awards should be presented near the end of the program and be clearly recognizable as the premier awards being given.
- The awards 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-athletes provided by Van Wagner Sports & Entertainment may be run as the individual is introduced.
- The coaches of the winning student-athletes should be informed to help assure the winners' attendance.
- If a photographer is at the student-athlete celebration or championships, photos should be taken of the recipients receiving the awards. These may be used in-venue during competition days to showcase the academic achievement of the student-athletes or provided to the student-athletes as a memento.
- In addition to the presentation at the celebration, public address and video board announcements should be made whenever possible at the actual championship for additional exposure to fans. The proposed public address announcement is outlined below.

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 his or her 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 2020 NCAA Division I Men's Tennis Championship), with a cumulative grade-point average of (list GPA) in (list Major of Study), is (list winner and school: John Doe of State University).

The recipient of the Elite 90 Award for the 2020 NCAA Division I Women's Tennis 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

The day the winner of the Elite 90 award will be publicly recognized, the NCAA media coordination staff will send out a standard press release template to the sports information director of the winners' institution(s) and to the NCAA championships manager. 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 twitter account will promote the 90 winners after the on-site announcement has been made. Mark Bedics will work with the social media staff to make sure they have the appropriate information, including photo, to make the graphic and the timing of when to post.

For more information on the Elite 90 award winners, please click <u>here</u>.

Balls

Sixty-four cases of tennis balls will be provided by the NCAA. There are six dozen balls per case. The Wilson U.S. Open extra duty ball will be used for the men's and women's championships. During competition, balls shall be changed at the start of each set.

Broadcasting/Internet

Please log on to <u>ncaa.com/media</u> for information regarding broadcast/live video streaming rights.

Celebrations

To celebrate and welcome all participating student-athletes and championships personnel, the host shall plan a celebration the night before the start of the team championships and the <u>day</u> before the individual championships. The host shall plan for approximately 250 guests for the team celebration and 300 guests for the individual celebration.

The number of guests, budget and run-of-show shall be determined after consultation with NCAA staff. Hosts are encouraged to select unique venues that showcase their city and their excitement to host the NCAA championships.

Any plans for entertainment or exhibitions, and any other procedures, presentations or announcements must be submitted to and approved by the Division I Men's and Women's Tennis Committee before the start of the championships.

Commercialism/Contributors

Space Requirements

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

<u>Local Organizing Committee Hospitality</u>. If approved by the NCAA, the local organizing committee has the option to host specified events during the championships. Commercial identification of any kind at any local organizing committee 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 local organizing committee 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 before the event. Any such events are conducted at the local organizing committee's expense.

<u>Other Functions</u>. 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 the competition site.

Advertising/Signs/"Look and Décor"

Advertising/Banners/Signs/Displays. The host shall not permit advertising, marketing identification, banners, signs or displays of any kind to be hung, posted or displayed anywhere within the general public seating/viewing area of the competition, practice and/or ancillary event venue(s) (i.e., any place that can be seen from the playing surface or seats), including the scoreboard and the playing surface before 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, etc.) shall be covered with décor elements or other NCAA directed elements by the competition, practice and/or ancillary event venue(s) and at the expense of the venue(s) as specified by the NCAA, including costs of production and installation and strike. Similarly, for any surrounding areas/facilities that are to be used by the NCAA for official events, no advertising, marketing, identification, banners, signs, decals, sampling, distribution or displays of any kind shall be hung, posted or displayed anywhere within those areas unless authorized by the NCAA. All professional signage/marks/pennants/banners/retired numbers/etc. may continue to be displayed. NCAA championship managers have the discretion, during their site visit or when on-site before the tournament, to have the building staff remove a sign/banner. Collegiate championship banners or those with retired numbers of collegiate performers can remain. All usage of marks must follow NCAA brand guidelines and must be approved by NCAA staff in advance.

<u>Alcohol/Tobacco/Gambling</u>. 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 applies to all rounds of the NCAA's 90 championships.

<u>External Signs</u>. 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).

<u>Commercially Named Venues</u>. Commercially named competition, practice and/or ancillary event venue(s) may display no more than two pre-existing interior signs consisting only of the competition, practice and/or ancillary event venue(s)' name(s) at the top of the venue(s), 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).

<u>Covering Existing Signage/Product Branding</u>. In regard to any signage that is to be covered in accordance with the 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.

<u>NCAA Corporate Champion and Partner Branding/Recognition</u>. The NCAA shall have the right to display branding/recognition (e.g., signage, banners, scorer's table, video board, ribbon board, PA announcements, inflatables, projections, kiosks, decals, window clings, lighting, street teams, logos, etc.) for the Association, its corporate champions and partners and media partners inside and outside of the competition, practice and/or ancillary event venue(s). These locations include, but are not limited to, the concourse, within the competition bowl and venue exterior without limitation.

If the facility approves, patrons are permitted to bring in small signs (signs which can easily be held by one person and cannot block the view of anyone seated around them), as long as any writing or slogans on them are in good taste. In addition, it is permissible for patrons to bring in non-noisemaking items (in compliance with NCAA and facility premium guidelines) as long as they do not include any (non-CCP) commercial identification.

At no charge, the NCAA will have full access to, and control of, any and all LED and other digital signage inventory, both internal and external to the competition venue. This includes TV monitors, video screens, video walls, LED fascia, and all external signage, digital or otherwise. This includes any and all digital inventory to be made available at the time of the championship, inclusive of any inventory that may be added by the venue after the bid document is signed.

Premiums Guidelines

The 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 before the first NCAA championship related event. The NCAA will then use and share that information with its NCAA Corporate Champions and Corporate Partners.

Laser Pointers. Laser pointers of any kind are not permitted.

<u>Noisemakers</u>. 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.

<u>Weapons/Firearms</u>. Unless otherwise expressly authorized by applicable law, no firearms or weapons are permitted on the premises for NCAA championships and events, excluding authorized law enforcement officers. Failure to abide may subject the bearer to ejection as well as other applicable discipline or action.

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

Signs, Flags, Banners. Large signs, flags or banners are not permissible. It is the facility personnel's

responsibility to confiscate all prohibited articles. Items that can be held by one individual, reflect good sportsmanship and do not block the view of other ticketed patrons may be permitted.

<u>Video Camera/Still Camera Policies</u>. Ticketed patrons shall not bring video equipment into the facility on competition days. Still cameras with a lens no longer than four inches are permissible on any day. Flash cameras may not be used.

<u>Official Championships/Licensee Suppliers</u>. The NCAA licensing program is designed to ensure the quality and consistency of all NCAA championship event merchandise, protect the intellectual property of the NCAA and its member schools, and generate revenue to enhance programs that support NCAA student-athletes.

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

For a list of NCAA licensees and official equipment suppliers: http://www.ncaa.org/championships/marketing/ncaa-official-licensee-list

<u>Temporary Promotional Displays</u>. Unless otherwise reviewed and approved activations by official NCAA Corporate Champions and Corporate Partners, temporary promotional displays are discouraged on property at NCAA championships. Questions related to temporary promotional displays or activity may be directed to the NCAA championships and alliances' corporate relations team.

<u>Trademarks</u>. 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. <u>Click here for more information</u> <u>about the NCAA licensing program</u>.

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

The location of the trademark and how it is used is the primary factor in determining if a trademark symbol should be included in text. If the protected logo location is prominent and the primary focus on the page or product design, an [®] or ^m 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 ^m in the text or header (first use only) should be inserted.

In the case of NCAA Women's Final Four, an [®] is required after NCAA <u>and</u> after Women's Final Four. The NCAA owns "NCAA" and "Women's Final Four", but "NCAA Women's Final Four" is not a registered mark in itself: NCAA[®] Women's Final Four[®]. To further expand, if the NCAA primary logo, which displays the registered mark, is used in a prominent position; NCAA Women's Final Four would require an r-ball only after the Four because the NCAA has already been identified as a registered mark. NCAA Women's Final Four[®].

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

Helpful Links:

The NCAA's Advertising and Promotional Standards NCAA Trademarks NCAA Trademark Protection Program NCAA Digital Library

Corporate Champions and Corporate Partner Program

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

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

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

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

NCAA Corporate Champions & Partners

Local Contributors.

Currently, local corporate entities are not permitted to use the NCAA's registered marks, logos, tickets, name or references to the championship in a promotional/commercial manner. If a host institution/conference has an interest in using value-in-kind contributors, the contributor plan must be approved in advance by the NCAA corporate relationships staff. The local organizing committee is permitted to involve a local contributor in the championship only as a sponsor of local organizing committee 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 local organizing committee." 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, except for 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 or partner. All advertisements must be submitted to the NCAA corporate relationships staff for advance approval. As noted above, local contributors who purchase an NCAA-approved ticket package may not receive recognition of any kind without the advanced approval of the NCAA staff.

Credentials

Credentials for the national championships will be supplied by the NCAA. The host institution is responsible for distributing credentials to all bona fide working personnel, including media representatives and officials.

Credentials are to be provided to all competitors, as well as their coaches, athletic trainers, managers and other officials and necessary personnel. For the team portion of the championships, credentials will be provided for the 13 members (nine student-athletes and four non-athletes) of the official travel party. Each team also is allowed one athletic trainer credential and one team administrator credential. Each coach must verify those who will receive the credentials (a maximum of 13 per team) by completing the appropriate credential form (available in the participant manual) for both the team and individual championships. For those selected to only the individual championships, the credentials correspond with the <u>official travel party guidelines</u> (1 non-athlete for 1-3 individuals, 2 non-athletes for 4-6 individuals).

VIP Credentials.

Individuals not included in the official travel party must purchase a ticket for admittance. An additional three temporary credentials may be requested for use by members of the administration (e.g., president, athletics director) for the competing teams. These temporary credentials will allow access to certain areas specific to the venue, but will also require purchase of a ticket for admittance to the facility.

Guidelines, Terms and Conditions for Usage of NCAA Credentials.

MEDIA

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

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

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

- A representative of a national newspaper (i.e., with circulation greater than 60,000).
- A media agency in the geographic area of the host city.

- A media agency in the geographic area and/or locale of a participating institution that has staffed its contests on a consistent basis throughout the season.
- Individuals, certified by a participating institution, who will represent specific campus-related entities.
- The designated representative of a national television, cable system, radio network or a radio station that originates a daily "sports talk" program and daily circulation newspapers that do not otherwise meet the aforementioned criteria.

PHOTOGRAPHERS

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

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

TELEVISION

Subject to limitations of space, television credentials shall be assigned as follows:

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

ONLINE

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

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

AGENCIES NOT ELIGIBLE

• Credentials will not be issued to persons solely for the purpose of writing or gathering material for books, movies or documentaries.

- Credentials shall not be issued to representatives of professional sports organizations, scouting services or to other publications devoted solely to gambling.
- Any online service that is recognized as an outlet intended primarily for the purpose of delivering news related to the recruitment of student-athletes will not qualify for credentials.

TERMS AND CONDITIONS FOR USE OF CREDENTIALS

• Please visit <u>ncaa.com/media</u> to access the terms and conditions for use of credentials.

Media 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 direct media to <u>ncaa.com/media</u>, which includes credential application instructions, credential criteria and links to the NCAA media policies. The site media coordinator will approve or deny all credential requests in the online credentialing system (Sport Systems). There will be training sessions for any sports information director who is unfamiliar with the system. The system will notify via email all media members who apply for credentials whether their request has been granted or denied. If a media member is granted a credential, the site media coordinator is responsible for sending that member of the media information regarding game times, press conference schedules, credential pickup times and location, parking and any other pertinent information.

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

Credential Boards.

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

Critical Incident Response/Emergency Plan

Preparation.

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

Each host will be asked to provide the following:

- Develop contact lists.
- Review emergency protocol before the start of the event.
- Identify chain of authority.
 - Incident commander (second in command).
 - Decision-making personnel/team.
- Identify incident command center.
- Identify incident communication plan.
- Review evacuation plan review plan with facility manager.

- Review emergency response plan for typical emergencies.
- Review emergency response plan for national disasters.
- Review emergency response plan for terrorist actions.
- Connect with the closest Protective Security Advisors for your area and notify them of the event to receive security notifications and instructions. Send a request to <u>PSCDOperations@hq.dhs.gov</u> to receive the contact for a local PSA. Refer to Appendix G for additional information.

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

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

<u>Scorer's Table</u>. Assure that the score is accurately recorded.

<u>Officials</u>. Assure that the officials know the exact match situation when play was halted.

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

<u>Power Source/Public Address</u>. Facility management should protect the power source and the publicaddress 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.

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

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

<u>Meeting</u>. The committee chair, NCAA staff and game-management staff (facility manager, game management liaison and senior law-enforcement officer) should assemble immediately at a designated spot to assess the situation.

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

<u>Resumption of Play</u>. As soon as possible, play shall be resumed from the point of suspension. The games committee shall determine the revised schedule after consultation with the committee. If possible, the matches should be resumed in the primary facility. If necessary, the games committee has the authority to limit attendance to credentialed individuals, those on each institution's pass

list, other individuals designated by each institution's director of athletics and required facility operations personnel. Also, the games committee has the authority to reschedule the match or session in a nearby facility (e.g., on campus or elsewhere in the city) provided the alternate facility meets the provisions of NCAA playing rules.

<u>Spokesperson</u>. 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.

Drug Testing

[Reference: Bylaw 31.2.3.1 NCAA Banned-Drugs and www.ncaa.org/drugtesting.]

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

Drug-Testing Expenses

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

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

Facility Specifications

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

Host Notification

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

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

Media Obligations

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

Participant Notification

Announcing in advance whether drug testing will be conducted at a championship is strictly prohibited. All coaches and student-athletes should presume that post-event NCAA drug testing will occur at the championship event. Couriers will notify student-athletes of their selection for drug testing.

Site Coordinator's Responsibilities (Host)

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

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

• **Transportation/Lodging (drug-testing crew).** The drug-testing crew is responsible for arranging its own transportation and lodging, but may request the assistance of the site coordinator.

Drug-Testing Statement

The following statement must be read at the administrative meeting:

NCAA championships committees, following a recommendation from the NCAA drug-testing subcommittee, have discontinued the practice of announcing whether drug testing will be conducted at NCAA championship events.

Although knowing prior to competition whether NCAA drug testing was to occur had value for reasons of convenience, it left open the possibility that student-athletes might be tempted to use banned substances if they knew that NCAA testing was not being conducted at the site of competition.

Therefore, all coaches and student-athletes should presume that NCAA drug testing will occur at this championship event. Please inform your student-athletes that in the event they are notified of their selection for drug testing, the student-athlete must inform an official representative of your institution (e.g., coach, athletic trainer) before proceeding to the drug-testing site. Student-athletes will be reminded by the courier to contact their team representative.

Financial Administration

Audit.

Sites will be randomly selected for financial and box office audits after the championships.

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.

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 before 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, celebrations, medical staff. Other expenses not included in the original proposed budget must be approved in advance by the NCAA.

It is also incumbent on the host to understand and remit all necessary taxes related to the sale of tickets to the given championship for sales made by both the NCAA and the host at their given state and

locality. All consideration must be given by the host for certain relief of taxes with respect to the NCAA's not-for-profit status under 501(c)3 of the Internal Revenue Code. Additionally, certain championships may be required to provide an outside letter of attestation speaking to their tax status provided by an outside CPA/accounting firm.

Drug Testing Expenses.

The budget for drug testing expenses should only be completed and returned to Drug Free Sport if the host has been notified that drug testing will occur. The drug-testing budget and expenses are separate from the financial report form. The drug-testing budget form is an appendix in the <u>drug testing manual</u>.

Financial Report.

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

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

NCAA Committee.

Members of the Men's and Women's Tennis Committee will attend the championships to staff the competition.

Expenses for members of the committee will be reimbursed directly from the NCAA national office. Host institutions are not responsible for reimbursing these expenses; however, the host shall pay for lodging expenses for the committee (to be reimbursed via the financial report).

Officials.

Using the Official's Statement of Expense Form (Appendix A), please pay the officials' fees and per diem before their departure from the site, if possible. The expenses should be listed in the Expenditures section of the financial report under Officiating Expenses.

Participants.

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

Games Committee

A games committee will be established at the site to supervise the conduct of the competition and to ensure it is conducted in accordance with NCAA policies and procedures. The games committee will include the tournament manager, or a designated representative; the head referee; the national committee member(s) staffing the competition; the committee chair (who shall serve as chair of the games committee) and any other person deemed necessary by the chair.

A seating area for the games committee shall be reserved for each day of competition. The host institution should consult with the chair to identify an appropriate area. A minimum of eight seats and a maximum of 15 seats will be required for this purpose.

Host Families

It is optional for the host institution to secure host families for the participants to facilitate teams' acclimation to the area.

Hydration Product and Equipment

The host must provide hydration product to the teams during all practices and competition sessions.

<u>Equipment Information</u>. The NCAA will provide certain championships relevant equipment (sidelines hydration, competition playing equipment, etc.) on a sport-by-sport basis that must be used in all championship activity. The purpose of the equipment is to hydrate student-athletes for competition. Each championship will receive information from the NCAA pertaining to any equipment that will be provided. After 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.

<u>Cups, Coolers and Water Bottles</u>. 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.

<u>Hydration Program</u>. 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, etc.), the host must purchase and provide only Coca-Cola products (e.g., Dasani, POWERADE, Coca-Cola, Sprite).

Competitors of NCAA Corporate Champion Coca-Cola may not provide product (beverages, water, isotonics) 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.

<u>Use of NCAA-Provided Coolers from Previous Years</u>. 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 one of the championship managers at the NCAA national office.

Inclement Weather

The host institution should prepare a "rain plan" in the case of inclement weather. Please consult with the championship managers and be prepared to review the plan at the administrative meeting before the start of competition.

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 the student-athletes, spectators and event management staff. The NCAA representatives and host tournament director should request to include his/her emails and/or phone numbers via text to the weather monitoring system so updates will be received. The NCAA representatives 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 NCAA representatives and the tournament director monitor the national storm center forecast using weather.gov or weatherbug.com. Additionally, it is recommended that the tournament director contact a local meteorologist.

Insurance

If event is held on campus:

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

If event is held off campus:

Host institution must maintain and provide proof of at least \$1 million of general liability insurance on an occurrence form for Bodily Injury and Property Damage, including Products Liability (including completed-operations coverage), coverage for contractual liability, independent contractors, and personal and advertising injury. Coverage cannot exclude liability arising from athletic participation, spectators, alcohol, or food-borne illness. Certificate must be

submitted to NCAA before competition. State institutions subject to state governing tort laws are permitted to provide proof of limited liability under state laws instead of GL coverage. (This is the minimum requirement per NCAA bylaws.)

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

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

Lodging

<u>Team and Headquarters Hotels</u>. Anthony Travel, the official NCAA hotel management provider, has solicited, negotiated and contracted all rooms for the headquarters hotel (NCAA committee, staff and officials), as well as the team hotels. The host is not required to secure rooms for any portion of the championships; however, all room and tax charges for the NCAA committee and the officials will be direct billed to the host. Therefore, the host shall include these expenses in its proposed budget to ensure reimbursement by the NCAA. The rate at the headquarters hotel for the 2020 championships is \$99, plus tax. Committee members and the officials are responsible for any incidental charges. The NCAA championships managers are responsible for their own lodging expenses.

The eight men's and eight women's teams advancing to the finals site will be assigned lodging by the host, in consultation with the NCAA committee. An institution is obligated to stay at the assigned hotel property. If an institution prefers to relocate to a different hotel, which is generally not approved by the NCAA, the following must occur:

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

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

Additionally, if an institution fails to make satisfactory arrangements for use of assigned rooms with the hotel, full charges for the rooms will be billed to the institution. If an institution chooses not to stay at one of the designated hotels, the participating institution must notify both the hotel and the tournament manager by 5 p.m. on practice day or specified date. The NCAA shall provide final approval.

<u>Individual Competitor Hotels</u>. For competitors in singles and doubles competition, the NCAA has contracted hotel rooms at a negotiated rate for use by participants. Participants are NOT required to stay within an NCAA hotel, but if elected, the institution will be required to adhere to the terms as contracted via the agreement.

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 visitors 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 NCAA host reporting system.

Expectations.

- Know the marketing budget. The NCAA tournament director on your campus or the NCAA championship manager 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.

Marketing Plan.

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

Marketing Collateral.

NCAA Online Marketing Website. The NCAA Online Marketing Website is a comprehensive tool designed to help hosts create marketing products, which will generate awareness and promote ticket sales for the championship. The NCAA Online Marketing Website can be accessed at <u>ncaachampspromotion.com</u>.

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

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

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

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

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

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 the NCAA Online Marketing Website. The website ensures proper usage of NCAA logos and trademarks, as well as consistent branding across each championship round and all 90 NCAA championships.

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

:30 Video/Television Spot

- The NCAA creates TV/video spots for select championship sites and a limited number of predetermined regional rounds.
- All spots are available for download via the NCAA Online Marketing Website.
- Spots may be uploaded to websites, burned onto discs, or sent via email to other parties that may need them.
- Spots are provided in several formats to allow for use over a variety of platforms (e.g., websites, social platforms, TV commercials, videoboards, etc.).
- The video/television spot is available for download in the following file types:

- HD: apple ProRes LT (104 mbps)
- SD: dv25(25 mbps)
- Web proxy: .mp4 (1.5 mbps)

:30 Radio Spot

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

Social Media Guidelines.

Host institutions/conferences may use already established social media accounts (e.g., Facebook, Twitter, etc.) as a place to promote the hosting of an NCAA championship. However, host institutions/conferences should use marketing messages and assets supplied from or approved by the NCAA (links, web banners, fliers, 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. For NCAA guidelines and additional information on social media, please refer to Appendix D.

NCAA 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)

12.6.1.8 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)

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)

Helpful Links

- NCAA Championship Information <u>www.ncaa.com</u>
- NCAA Online Marketing Website <u>ncaachampspromotion.com</u>
- NCAA Logo Library <u>https://ncaa.widencollective.com/</u>
- NCAA Trademarks <u>http://www.ncaa.org/championships/marketing/ncaa-trademarks?division=d1</u>
- NCAA Licensees <u>http://www.ncaa.org/championships/marketing/ncaa-official-licensee-list</u>

Meals

Participating institutions are responsible for their own meal arrangements and expenses. In the event there are not an adequate number of restaurants in the area where the teams are staying, consideration should be given to making special arrangements through the campus cafeteria and hotel restaurants.

The host should provide meals to the NCAA committee, staff and officials on competition days.

Media/Sports Information

The host institution is responsible for setting up an area for the working press and for policing the area, if necessary, to ensure that only representatives of the media are admitted to the area.

Post-Tournament Interviews.

Immediately after the awards ceremony, an interview area should be open to all certified members of the news media. Any coaches and student-athletes requested by the media will be available for interviews. Any coaches and student-athletes requested by the television network covering the championships must be available immediately after their team has completed its competition for a short interview (not to exceed five minutes). Requests by the media for interviews throughout the competition must be directed to the host sports information director or the participating institution.

Championship Records.

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

Internet Access.

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.

Internet Policy.

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

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

Internet Live Statistics

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

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

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

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

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).

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

Championship Website Guidelines.

NCAA championships hosts/LOCs have the opportunity to build their own championship microsite to house information about local events, restaurants, volunteer info, etc. The URL for this site should not be promoted and will be linked directly through ncaa.com. For complete guidelines, please see Appendix C.

Webcasting.

For the final day of the team and individual championships, ncaa.com will provide live streaming of the contest if not on broadcast television. For all other non-televised rounds, the NCAA encourages all hosting institutions to provide a live webcast.

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

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

Medical Procedures

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

Medical Facilities.

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

<u>Biohazard Cleanup</u>. The athletic training staff shall prepare a biohazard kit to clean and manage all blood situations.

Assemble and maintain supplies for cleaning and disinfection of hard surfaces contaminated by blood or OPIM. Items include personal protective equipment (gloves, goggles, mask, fluid resistant gown if chance of splash or splatter); supply of absorbent paper towels or disposable cloths; red plastic bag with the biohazard symbol on it or other waste receptacle according to facility protocol; and properly diluted tuberculocidal disinfectant or freshly prepared bleach solution diluted (1:100 bleach/water ratio).

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

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

<u>Participants</u>. Athletic training facilities should adhere to local, state and federal regulations pertaining to health care facilities. An athletic training room shall be open and a certified athletic trainer (the host institution's athletic trainer) must be present for all practices and competition at the facility. The athletic training room must open a minimum of two hours before all practices and competition and remain open one hour after the conclusion of all practices and competition. A physician must be accessible by cell phone during all practices and must be on-site during all matches.

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

- Automated external defibrillator (AED).
- A bag-valve mask, advanced airway tools.
- A spine board and other stabilization supplies for the head and neck.

- Splints.
 - Immobilization splints.
 - Immobilizer/knee stabilizer.
 - Crutches.
- Bleeding control materials, such as a tourniquet and large sterile dressings.
- Ice.
- Blood-borne pathogen kit
- Moist hot packs.
- Muscle stimulator.
- Sharps kit/biohazard trash can.
- Ultrasound unit.
- Gurney.
- First-aid equipment/athletic training supplies.
- Suture materials.
- Emergency eye care and dental equipment.

Sports medicine providers should be trained to use emergency supplies.

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

<u>Communication</u>. The athletic trainer and physicians should be equipped with a means of radio communication.

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

<u>Portable Baths</u>. 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 championships. 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.

Concussions.

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

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

Medical Staffing.

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

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

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

<u>Communication</u>. Contacting the host medical staff before arriving to the championship site is recommended. On arriving, understanding competition site access during the event will help coordinate access to injured student-athletes. Typically, an access point from the stands supervised by security will allow access to student-athletes.

Meetings

The host institution is responsible for arranging for and scheduling the meetings outlined below. The host also is responsible for notifying the participants of the date, time and location of each meeting. The meetings should include the committee, the NCAA championships managers, the tournament manager and the head referees. The committee chair will lead each meeting.

Administrative Meetings.

Meetings will be held to review the format, procedures and any other pertinent information. Coaches should be notified that their attendance is mandatory. The head referees are required to attend the administrative meetings.

•	Wednesday, May 13	Team championships	5 p.m. local time	50 people
•	Sunday, May 17	Individual championships	8:30 a.m. local time	80 people

Officials Meeting.

A meeting with the officials should be scheduled to review procedures, scoring system, handling of appeals, etc., and to have the officials complete their expense forms. Payment logistics and any associated logistics should be communicated during this meeting.

Intercollegiate Tennis Association.

The ITA may conduct business meetings during the championships week. A representative of the ITA will contact the host institution if assistance with the arrangements for this meeting is needed.

Merchandising

Administration.

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

Availability.

An online ordering system will be available to participating institutions interested in ordering Event 1, Inc., merchandise before 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, Inc.

Event 1 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 championships is responsible for complete retail vending accountability, including full responsibility for inventory. When the requirements listed below are met, the host institution/conference will receive a 20 percent commission fee for providing these services. The 20 percent commission fee will be from net sales, which is defined as gross sales minus taxes and credit card fees. The following is a list of the requirements that must be met to qualify for the 20 percent commission fee:

- a. Receive and count in all merchandise on arrival from Event 1, as well as receiving all reorders required to meet customer demand. Reorders could arrive any day of the week and could be as early as 8 a.m. 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 of any discrepancies in initial inventory counts. Non-notification will represent host or vendor acceptance of initial inventory provided by Event 1.
- d. Total management, control and accountability of the merchandise. If goods are lost, stolen or damaged, those goods are the responsibility of the host institution/conference or vendor.
- e. After the event, everything sent must be returned to Event 1 within two days after the event.
- f. An appropriate number of selling locations and sellers throughout the facility to meet the demands of the projected crowds.
- g. Selling locations that are well displayed and fully stocked before 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 accessible locations.
 - Vendor shall be responsible for hanging any display or signage material provided by concessionaire.
 - Keeping selling areas clean and neat at all times.
 - Re-stocking of backup inventory in a fast and efficient manner.
 - Transferring merchandise between the slower and higher volume stands to meet the demands of the consumers.
 - Providing electricity and either hard internet lines or dedicated secured WiFi network connection to support the merchandise sales effort at no cost.
 - Calling Event 1 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 within two business days after 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 after the event.
- I. Having met each of the above requirements, Event 1 will pay to the host institution/conference, sponsoring agency or its assigned vendor, a commission equal to 20 percent of sales net of taxes and credit card service fees. The host institutions will keep commissions earned and the remaining money owed to Event 1 must be sent within seven days of the conclusion of the event.

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

Institutional Merchandise. A buyout 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 Event 1 provides. The host institution/conference will receive a 20 percent commission fee of net sales, gross sales minus credit card fees and taxes, on product supplied by Event 1. The host institution or official vendor will provide the NCAA 15 percent of sales (net of taxes and credit card service fees) of all non-NCAA championship merchandise. The quantity of NCAA merchandise available for sale shall not be less than a comparable shipment to a comparable site of the previous year's championship.

<u>Reordering Process</u>. 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.

<u>Event 1 will provide an event manual that will include the contact information for the event</u> coordinator assigned to the event as well as additional merchandising guidelines.

National Anthem

Hosts for all rounds of championship competition are expected to arrange for the playing/singing of the national anthem of the United States of America before the first match of each session of the championship. The tennis committee expects the coaches and student-athletes competing in that contest to remain on the courts during the presentation of the anthem.

Officials

- 1. It is the host institution's responsibility to pay the officials' fees, lodging and travel expenses within two weeks of the conclusion of the championships.
- 2. <u>Transportation</u>. All officials shall receive a travel allowance of 53 cents per mile for up to a maximum of 800 miles round trip. Only the head referee and the two deputy referees at the finals site may make arrangements to fly to the site. If the head/deputy referees fly, they must make arrangements with Short's Travel Management, the official NCAA travel service, at 866-821-8547.
- 3. <u>Lodging</u>. The NCAA, via Anthony Travel, will secure accommodations in a hotel separate from the participants.

Hotel expenses (excluding incidentals) for officials required to stay overnight at the championships site shall be paid by the host institution, which later will be reimbursed by the NCAA.

- 4. <u>Per Diem</u>. Officials will receive a \$45 per diem allowance for meals and incidentals for each day of the championships, beginning with the day of arrival and ending with the day of departure. Officials not required to remain overnight at the site also shall receive a \$45 per diem.
- 5. The head referee should be advised that their attendance at the administrative meeting is mandatory.
- 6. For planning purposes, the NCAA will provide the officials with a form on which they can indicate their contact information, arrival time, etc. The forms will be sent to the host tournament manager once all are received.

The host institution should then notify each official of the following information:

- a. Confirmation of travel expense, fee and per diem policy.
- b. Name, telephone number and directions to hotel and competition venue.
- c. Time and location of officials meeting, noting that attendance is mandatory.
- d. Time and date(s) of competition.
- e. Telephone numbers for key championship personnel.
- 7. Officials should not be included in social gatherings held in conjunction with the competition.

Photographers with credentials will be permitted on the competitive courts, but only in areas designated by the games committee. Photographers must remain stationary while players are on the court.

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

All photographers will agree to the NCAA Championship Photography Terms and Conditions on 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 athletics department website and publications only. Other reproduction, distribution, and/or display print production is prohibited unless specified in writing."

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

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

For additional questions regarding championship photography, please contact Levida Maxwell by email (<u>lmaxwell@ncaa.org</u>) or phone 317-917-6356.

Practice Courts

At the finals site, the tennis committee will pre-assign team practice times according to quarterfinal match times two days before the quarterfinals.

The host institution shall provide practice facilities. For individuals in the singles and doubles championships, the coach shall be responsible for signing up individuals for practice times. The host shall establish and monitor a sign-up system for practices for those individuals in the singles and doubles draw.

Practice schedules should be rotated, whenever possible, to permit participants in the team championship to practice on each battery of courts.

Practice will not be allowed on the competition courts until two days before the championships. The host institution's team will be exempt from this policy, provided the championships are conducted on the institution's home courts.

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

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

Content/Editorial

IMG College Responsibilities

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

Host Responsibilities

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

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

Promotion

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

Please contact your NCAA championship manager if you would like this information ahead of time.

Best Practices

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

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

Supplemental Handouts

At championships sites where a digital program is available, IMG College 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 IMG College approval.

Questions

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

Results

During and at the conclusion of the competition, the host sports information director, media coordinator or designee is responsible for reporting official results to the NCAA official website. Please email a copy of results to ncaa-editorial@turner.com. Please be sure to submit all information in the following manner:

- Send the information to ncaa-editorial@turner.com.
- Specify the sport (Division, Championship, Round) in the SUBJECT area.
- Paste the text directly into an email or send email as an attachment in a Word document.

For the tennis championships, the following information must be sent at the appropriate times:

- Team championships updated match scores after the doubles point being earned and the final match score.
- Singles/doubles championships updated scores after each completed set and at the conclusion of each match.
- Recap stories from each match with results that include not only the final match score, but also a breakdown of each singles and doubles match score.
- Finals site only members of the all-tournament teams and the most outstanding performers.

Any host that sends the appropriate information and discovers that the results are not posted on the NCAA website in a timely manner, should contact Lauren McLaughlin, championships and alliances, media, at 317-917-6889 or Imclaughlin@ncaa.org.

Also, please submit one set of complete results, all-tournament and most outstanding player information to Jenn Rodgers, championships and alliances, statistics, NCAA, P.O. Box 6222, Indianapolis, Indiana 46206-6222; <u>irodgers@ncaa.org</u>.

Information related to web streaming and live statistics is available in Appendix E of this manual.

Rules

Please refer to the <u>Pre-Championships Manual</u> for information on playing rules, championships format, selection criteria and procedures.

Safety and Security

The NCAA has established a Safety and Security Advisory Group to develop Best Practices for all NCAA championships. The SSAG developed these Best Practices based on a review of current and future championships competition venues, discussions with safety and security experts, and their own experience and knowledge. When developing a safety and security plan, all hosts and competition strongly encouraged refer the Best Practices located venues are to to at http://www.ncaa.org/sites/default/files/Best Practices for Venue Safety and Security.pdf.

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

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

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

Please submit your final safety and security plan, which would include the NCAA Championships Safety and Security Team Contact Information form, via the NCAA bid portal. 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 the bearer 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.

Crowd Control

The responsibility for crowd control rests with the tournament manager or designated representative of the host institution/sponsoring agency. The athletics directors of the competing institutions are expected to communicate with their students and other fans to encourage enthusiastic support within the confines of good sportsmanship. The championship announcer should read the following crowd control statement at least once during each championship session.

"______ (Host institution) and the NCAA promote good sportsmanship by student-athletes, coaches and fans. We request your cooperation in supporting the student-athletes and officials in a positive manner. Profanity, derogatory comments or other intimidating actions directed at athletes, officials, team representatives or other fans will not be tolerated and are grounds for removal."

Artificial noisemakers, air horns and electronic amplifiers shall not be permitted, and such instruments shall be removed from the spectator areas. Bands, or any component thereof, shall not play while the match is in progress. The tournament manager is responsible for enforcing these provisions.

Personnel

Adequate uniformed security personnel must be provided for the teams' and officials' locker rooms, working press area, postmatch interview room, hospitality areas and any other area for which a credential is required or where crowd control is necessary. The committee representative will discuss specific plans with the tournament manager (e.g., number of security personnel necessary in each area). The tournament manager is responsible for reviewing all credentials with security personnel.

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

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

<u>Open Practices</u>. Sufficient uniformed security personnel should be available to check credentials for those requiring access to the courts.

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

Tickets

The minimum ticket price shall be \$5 for general admission and \$3 for students with ID card (per day). Children age two and under will be admitted at no charge. Otherwise, everyone else needs to have a ticket to enter the championships facility.

Ticket Backs.

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

<u>Computerized Tickets</u>. Host institutions using a computerized ticket system should advise the NCAA of the fact before tickets are printed.

<u>Coupons</u>. Under no circumstances may a "coupon promotion" be included as part of the ticket or ticketback advertising (e.g., advertising a discount on goods or services by presenting the ticket stub).

<u>Ticket Back Disclaimer Language</u>. See Appendix B for language that must be placed on the ticket back or posted at the ticket office and/or appropriate entrances.

Ticket Sales.

<u>Ticket Design/Printing</u>. The host will manage the design and printing for championship tickets with approval from the NCAA. The host will forward artwork of the proposed ticket design to the NCAA 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 may be printed on the front of the ticket(s) and/or on the cover of the ticket booklet. The host will coordinate the printing of the tickets. The host shall incur all expenses associated with ticket printing, unless directed otherwise by the NCAA.

<u>Ticket Pricing</u>. With input and a recommendation from the host, the NCAA shall establish all ticket prices. One-hundred percent of the revenues from ticket sales shall be included in the championships receipts to help offset championship expenses and further revenue sharing opportunities. Revenue from the sale of championship tickets and championship-related event tickets will be exempt from sales, amusement, entertainment taxes and other surcharge obligations to the extent possible. The NCAA is a 501c(3) tax exempt organization. If a tax exemption is not applicable, then all applicable taxes and rates shall be disclosed (disclose in the sport-specific facility questionnaire) and any increases in the tax rates

from the time the bid was submitted shall be absorbed by the bid respondent or rebated back to the NCAA.

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

Admittance to the competition venue on competition days will be by ticket or NCAA-issued credential only. Every person, two years of age and older, must have a ticket to enter the facility. Entry will be at the facility's discretion, unless proof of age is provided. Those under two must be accompanied by a person with a valid admission ticket

Tournament Personnel

Games Committee Chair.

The chairs of the Division I men's and women's tennis subcommittees shall serve in this role for each respective games committee. The games committee chair shall be responsible for overseeing administrative meetings, seeding meetings, draws, lineups and games committee actions.

Head Referee.

The head referee shall be appointed by the respective men's and women's subcommittees. The head referee's responsibilities, in consultation with the appropriate subcommittee, shall include: (1) ensuring that the championships are conducted according to the rules of the Intercollegiate Tennis Association, as modified by the Tennis Committee; (2) ruling on defaults, whether having to do with tardiness or improper conduct; (3) assisting in the scheduling of matches and termination of play due to weather or darkness; (4) assisting in administering of the individual draws; (5) rendering those decisions necessary to ensure the proper conduct and operation of the championships, and (6) meeting with the games committees, coaches and other designated personnel.

Other Personnel.

The tournament manager shall appoint additional personnel to supervise the following: ball runners, facility maintenance and equipment, tournament finances, media operations, athletic training and medical needs, and drug testing. These persons shall not be paid, unless such has been approved by the NCAA national office as part of the institution's proposed budget.

Transportation

Travel Arrangements.

Air transportation arrangements for teams or individuals must be made through the official NCAA travel provider, Short's Travel Management at 866-655-9215. Participants located with 400 miles of the site of competition are required to travel via ground transportation rather than by air, unless an exception is granted.

Any exceptions must be granted by the NCAA travel department before traveling. The travel department may be reached at 317-917-6757 or travel@ncaa.org.

Vehicle Rental.

A number of rental car companies may be located in your area. Advise participants of those that are willing to offer special rates for the championships. Encourage participating teams to make car reservations as early as possible, especially if they are interested in renting a van.

Parking.

Parking information should be included in the participant manual, including information on how to obtain parking permits when they arrive on campus, if necessary.

Game Officials' Transportation.

All officials shall receive a travel allowance of 53 cents per mile for up to a maximum of 800 miles round trip. Only the head referee and the two deputy referees at the finals site are approved to fly to the site. If the head/deputy referees fly, they must make arrangements with Short's Travel Management, the official NCAA travel service, at 866-821-8547.

Local transportation should be provided by the host.

Videotapes, Films and Still Photographers

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.

Volunteer Assistance

It is recommended that the host institution recruit volunteers from the local community to assist them in the preparation and administration of the championships.

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 championships.
- To assist the host/local organizing committee with championship operations.

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

Student-athletes or prospect-aged individuals MAY NOT be recruited in any way different than general public volunteers. The host 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 host as necessary.

Apparel.

The NCAA will coordinate ordering and production of the apparel through the NCAA volunteer apparel program. BDA has been selected as the official NCAA volunteer apparel providers for all 2019-20 championships.

The championship logo and the licensee's mark will be placed on the apparel. The licensee's logo may appear on the right chest or sleeve. The licensee's logo may be no larger than 2 ¼ inches square.

The host will distribute uniforms during the required volunteer training sessions to ensure each volunteer's commitment. When ordering uniforms, the host 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 managers on the selection, ordering and distribution of volunteer apparel.

Waivers.

Each volunteer must sign a waiver of liability before the start of the championships (Appendix E). 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.

\$

NATIONAL COLLEGIATE ATHLETIC ASSOCIATION Statement of Official's Fees and Expenses

Each official will be paid a game fee plus travel expenses according to the actual mode of transportation up to commercial air fare not to exceed coach air fare or 53 cents per mile round-trip (must be over 50 miles) and a per diem of \$45. The number of days per diem that may be claimed shall be determined as follows: (1) one for the day prior to the competition; (2) one for each day of competition; (3) one for each day intervening between rounds of competition if the official was required to remain at the site, and (4) one-half day for the day of departure, provided the official did not work on that day. Incidental expenses (e.g., telephone calls, room service, etc.) should be paid by each game official.

Items on this statement of expense are considered taxable by the NCAA. This includes fees, honorariums, per diems, and allowances. If your annual taxable income from the NCAA exceeds \$600, a 1099-MISC form will be issued to you. This amount should be included on your annual income tax return. It is the responsibility of the recipient to keep track of un-reimbursed expenses incurred that could potentially reduce the tax liability.

Transportation				
Round-trip mileage: (1) between residence and airport of departure; or (2) between residence and competition site at \$0.53 per mile (<mark>not to</mark> <mark>exceed 800 miles round-trip</mark>). Terminal, rental car or other transportation at competition site is not reimbursable. Trips shorter than 50 miles round trip are not reimbursable. Airport, hotel or other parking fee is not a reimbursable expense.				
From	om to			
	(ci	ty, state)	(city, state)	
Auto miles at 53 cents per mile round-trip (personal auto – <u>must be a minimum of 50 miles round-trip</u>) \$				
Game Fees				
Number	of Games Worked	Round	Fee per game	Total
				\$
				\$
				\$

Per Diem		
Day(s) at \$ 45 per day (includes meals, hotel parking, phone, tolls, etc)	Ś	

TOTAL EXPENSE REIMBURSEMENT SUBMITTED

PRINTED NAME		SOCIAL SECURITY NUMBER (required)
PREFERRED ADDRESS 0	CITY/ST/ZIP	SIGNATURE

Staff approval signature

2019-20 STANDARD TICKET BACK DISCLAIMER LANGUAGE Updated 07/02/2019

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

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

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

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

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

THIS TICKET IS A REVOCABLE LICENSE USER ACCEPTS RISK OF INJURY

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

DATES AND TIMES ARE SUBJECT TO CHANGE



NCAA Championships Microsite Guidelines

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

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

Dining, Shopping and Attractions

The following topics are permissible to house within your microsite:

- Local fan gathering and entertainment locations
- Shopping and dinning
- Special attractions

Local News

The microsite may 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 may 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: <u>www.NCAA.com/Travel</u>.

Selections, Preliminary Rounds and Broadcast Schedule

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

Email Sign-Up

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

Logo Usage

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

Copyrights, Licensing, Trademarks and Corporate Marks

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

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

- Host corporate partner marks or any commercial advertising are prohibited from being displayed on the 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 micro site is built within an existing site's framework, exceptions will be made at the NCAA's discretion.
- Photos from previous years' championships can be accessed by submitting a request form here: <u>http://commerce.wazeedigital.com/license/home/ncaa.do</u>.
- 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 like to the appropriate NCAA-hosted platforms for the championship. The official list of NCAA social media pages and hashtags may be found at <u>NCAA.com/Social.</u>

Mobile Version

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

Metrics

Host institutions should provide analytics to Nate Flannery (<u>nflannery@ncaa.org</u>) and Levida Maxwell (<u>lmaxwell@ncaa.org</u>). At a minimum, analytics should include the following five categories:

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

Local Contributor Recognition

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

- In text form only
- The NCAA's logos need to be removed from that specific page.
- The link to this page is not in main or sidebar navigation (bottom navigation only).

- This page is entitled "Local Contributors".
- Include text at the bottom of the page indicating the local contributors are not sponsors of the NCAA and all of the CC/Ps are listed within that text.

Microsite Examples

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

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

Once your site has been developed, please send the URL to Levida Maxwell (<u>Imaxwell@ncaa.org</u>) for review and approval.

Should you have any questions, please contact: Levida Maxwell Coordinator, Digital and Social Media, Championships & Alliances 317-917-6356 Imaxwell@ncaa.org

NCAA Social Media Guidelines for Championship Hosts Updated 07/10/17

The official NCAA social media pages and official hashtags are available at

http://www.ncaa.org/socialmedia

Host Promotion of Championships

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

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

Top 10 considerations when planning for social media event marketing:

1. Know your social media audience. Use account analytics to learn about your fan demographics and monitor the engagement levels on your posts. Figure out what engages your fans.

2. Encourage community. Ask for feedback and opinion. This helps to engage the user and may provide you with some good input. Also, reply to user questions with correct and helpful answers.

3. Cross-post. Cross-posting or mentioning others will help increase your visibility and spread credit throughout social media platforms.

4. Use images. Pictures are necessary to grab attention and interest. Users are more likely to engage versus text only.

5. Be concise. This is required on Twitter (140 characters) but should also be used on Facebook and other platforms without this limit. Get to the point within two sentences. Less than that, if possible.

6. Lead your video. You have mere seconds to garner a user's attention on social media. Make sure your videos have an immediate point of interest to keep users engaged.

7. Like or Follow people to help you. Networking with members of the media, partner organizations and constituents on Twitter and Facebook is just as beneficial as in real life. On Facebook, like their pages, cross-post to them when you mention them or make them one of your favorites. On Twitter, retweet, join in on hashtags (#NCAA) and mention feeds in your posts.

8. Keep it light. While it is important to stay on message and deliver the facts, this is social media, after all. Have fun with it.

9. If you hesitate about posting something, you probably shouldn't. There are no re-dos in social media. A "delete" doesn't mean you can delete someone seeing it.

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

APPENDIX E





2019-20 Host Site Stats Document

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

Latest Version of StatCrew Required (some exceptions)

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

If you are using Presto, Statcrew Next Gen or StatCrew sync for scoring, please contact Turner (contact information below), for alternate instructions. *Please note: StatBroadcast is not affiliated with any other software.*

NCAA LiveStats Integration

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

Downloading NCAA Broadcastr 10

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

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

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





Streaming Requests

Live Video Streaming Rights Requests (early round only)

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

Please visit <u>https://www.ncaa.com/rights-request</u> to request live video streaming rights. All non-commercial live video streaming rights fees will be waived. Any commercial streams will incur a \$1,000 fee per stream. *Note: Hosts are encouraged to make streaming requests at least 2 days in advance of the event they wish to stream.*

Turner Contact Information Jason Venson jason.venson@turner.com 404-704-2493





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

Network Connection

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

Equipment

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

Equipment Receiving/Shipping

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

Crew/Announcers

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

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

Event Specific Accommodations

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

For additional information, please contact Tupelo Raycom Director of Production, Remote Andrea Crawford at acrawford@tupeloraycom.com

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

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

Participant's Age: _____

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

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

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

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

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

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

Severability: The undersigned expressly agree that the foregoing assumption of risk, release and waiver of liability and indemnity agreement is intended to be as broad and inclusive as is

permitted by the law of the State of ______ and that if any portion thereof is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect.

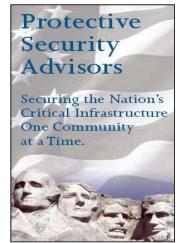
Acknowledgment of Understanding: The undersigned have read this assumption of risk, release and waiver of liability and indemnity agreement, and have had the opportunity to ask questions about the same. The undersigned fully understand this assumption of risk, release and waiver of liability and indemnity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

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



Protective Security Advisor Program

The Department of Homeland Security, National Protection and Programs Directorate's Office of Infrastructure Protection (IP) operates the Protective Security Advisor (PSA) Program. Protective Security Advisors are security subject matter experts who engage with State, local, tribal, and territorial (SLTT) government mission partners and members of the private sector stakeholder community to protect the Nation's critical infrastructure. The PSA Program maintains a robust operational field capability, with Regional Directors (RDs) and PSAs serving in 73 districts in 50 States and Puerto Rico. The RDs and PSAs serve as the link to Department of Homeland Security (DHS) infrastructure protection resources; coordinate vulnerability assessments, training, and other DHS products and services; provide a vital link for information sharing in steady-state and incident response; and assist facility owners and operators with obtaining security clearances.



PSA Program

Courtesy of DHS

The PSA Program's primary mission is to proactively engage with Federal, State, local, tribal and territorial government mission partners and members of the private sector stakeholder community to protect critical infrastructure. Regional Directors oversee and manage the Department's PSA program in their respective region, while PSAs facilitate local field activities in coordination with other DHS offices. The PSAs have five mission areas that directly support the protection of critical infrastructure:

- **Plan, coordinate, and conduct security surveys and assessments** PSAs conduct voluntary, non-regulatory security surveys and assessments on critical infrastructure assets and facilities within their respective regions.
- **Plan and conduct outreach activities** PSAs conduct outreach activities with critical infrastructure owners and operators, community groups, and faith-based organizations in support of IP priorities.
- Support National Special Security Events (NSSEs) and Special Event Activity Rating (SEAR) events PSAs support Federal, State, and local officials responsible for planning, leading, and coordinating NSSE and SEAR events.
- **Respond to incidents** PSAs plan for and, when directed, deploy to Unified Area Command Groups, Joint Operations Centers, Federal Emergency Management Agency Regional Response Coordination Centers, and/or State and local Emergency Operations Centers in response to natural or man-made incidents.
- **Coordinate and support improvised explosive device awareness and risk mitigation training** PSAs work in conjunction with IP's Office for Bombing Prevention by coordinating training and materials to SLTT partners to assist them in deterring, detecting, preventing, protecting against, and responding to improvised explosive device threats.

Contact Information

For more information or to contact your local PSA, please contact <u>PSCDOperations@hq.dhs.gov</u>.