

NCAA[®] SITE SELECTION PROCESS





TABLE OF CONTENTS

INTRODUCTION 3

BID PROCESS 5

 BID TIMELINE 5

CHAMPIONSHIP HOST PERSONNEL 6

PRACTICE, COMPETITION AND ANCILLARY EVENT VENUE(S) 8

 COMMERCIAL IDENTIFICATION, SIGNAGE AND OFFICIAL MARKS 12

 BROADCAST, MEDIA AND INTERNET 16

 IN-VENUE PRODUCTION 17

 FOOD AND BEVERAGE CONCESSIONS 18

 MERCHANDISE CONCESSIONS 20

 SOUVENIR GAME PROGRAMS 23

 NCAA CORPORATE CHAMPION AND CORPORATE PARTNER PROGRAM 25

 LOCAL CONTRIBUTOR PROGRAM 25

FAN FESTIVAL AND ANCILLARY EVENTS 26

GOVERNMENT GUARANTEES 31

LODGING SPECIFICATIONS 40

TICKET POLICIES/OPERATIONS 41

MARKETING PLAN/BUDGET 44

FINANCIAL INFORMATION 47

COMMUNITY ENGAGEMENT/LEGACY PROGRAMS 49

AGREEMENT TO TERMS AND CONDITIONS 53

NOTE: IN THE EVENT OF ANY CONFLICT OR INCONSISTENCY BETWEEN THE CHAMPIONSHIP BID SPECIFICATIONS THAT FOLLOW (SECTIONS I-XI) AND ANY SUCH SPECIFICATIONS IN THE SPORT-SPECIFIC BID SPECIFICATIONS DOCUMENT, THE SPORT-SPECIFIC BID SPECIFICATIONS SHALL PREVAIL AND GOVERN THE MATTER.



INTRODUCTION

The National Collegiate Athletic Association (“NCAA” and/or “Association”) invites all qualified member institutions/conferences and sports commissions/foundations to submit a proposal to host one or more of the NCAA championships set forth below in the “Championships Available for Bids” in Section III. The information in this Championships Bid Specifications document is provided to ensure all prospective hosts for NCAA championships are aware of the established policies and procedures and recommendations to enable them to conduct a successful NCAA championship. It is understood that some of the recommendations may not be appropriate for all championships but are being provided for consideration by potential hosts.

These specifications and the accompanying attachments provide the minimum bid specifications for hosting any of these championships, as well as essential information that will aid in the development of a creative, comprehensive and competitive bid proposal. The NCAA awards the privilege of hosting an NCAA championship to institutions years in advance so those communities may work collaboratively with the NCAA to create positive experiences for its student-athletes, participating institutions, fans and the community.

A member institution or member conference of the NCAA must be designated as the host institution/conference for each championship. The administration of each championship is under the authority of the respective sports committee subject to final authority of the appropriate divisional NCAA Championships Cabinet or Committee. All activities and events associated with the championship are to be approved by the sports committee.

NCAA CHAMPIONSHIP POLICY RELATED TO ANTI-DISCRIMINATION: On Wednesday, April 27, 2016, the Board of Governors of the National Collegiate Athletic Association (NCAA) approved the following impact statement.

As an integral component of the higher education mission of our members, our Association strives to enhance the sense of community and strengthen the identity of a diverse membership. There are many challenges in today’s intercollegiate athletics environment. And we are faced continuously with evolving social dynamics that require us to adjust in an appropriate and effective manner. This Impact Statement calls on the membership, the national office staff and communities to ensure that NCAA events are conducted in a manner consistent with the Association’s core values.

Accordingly, today we, the NCAA Board of Governors, reaffirm that it is the policy of the NCAA to conduct events that protect the student-athlete well-being and safeguard the experience of our students, fans and campus communities alike. To that end, we expect that in awarding contracts to host events, the selection process will include as one of many criteria that each bidder must provide a statement certifying its ability to deliver and maintain an environment that is safe, healthy and free of discrimination and respects the dignity of all persons. Furthermore, we are directing the NCAA staff to inquire of all sites, which includes presently awarded predetermined sites and/or non-predetermined sites, as to how they intend on assuring its ability to deliver and maintain an environment that is safe, healthy and free of discrimination and respects the dignity of all persons.

We must and we shall operate our championships and events in alignment with our values as we strive to promote an inclusive and gender equitable atmosphere in which student-athletes participate, coaches and administrators lead, and fans engage. Championship enhancements are encouraged and welcomed, provided that they can be implemented in a manner that does not compromise equity considerations across the championship program. Enhancements must be approved in advance by the NCAA, and the NCAA retains the right to deny enhancements that fail to meet this standard.

All prospective hosts should outline in their bid documents how they will provide an inclusive and equitable environment consistent with the NCAA’s championship policy.



NCAA CHAMPIONSHIP POLICY RELATED TO THE USE OF CONFEDERATE FLAGS: No predetermined session of an NCAA championship may be conducted in a state where the confederate flag is flown.

NCAA CHAMPIONSHIP POLICY RELATED TO AUDITING OF CHAMPIONSHIP SITES: NCAA championship sites may be randomly selected for financial and box office audits following the championship. Audited sites will be notified after the financial reports have been submitted. Competition venue and honorarium settlements are subject to change until the audits are reviewed and accepted by the NCAA. If selected for audit, the following documentation will be requested: ticket reports; invoices, contracts or timesheets supporting all expenses; general ledger; bank statements; and the competition venue rental agreement. The documentation should support all information on the host financial report.

Additionally, the NCAA expects all hosts to have policies in place for crowd control, fan conduct, safety of all participants, and other appropriate guidelines that support the NCAA's position on sportsmanship and its commitment to operating the finest athletics events in the world. **Each host will be required to submit a safety and security plan upon the awarding of an NCAA championship.**



BID PROCESS

Below is a schedule of activities/meetings that comprise the bid process. As needed, adjustments in schedule and logistics may be made at the discretion of the NCAA.

A member institution or member conference of the NCAA must be designated as the host institution/conference for all NCAA championships. The administration of the championships is under the authority of the respective NCAA sport committee, subject to final authority of the respective Championships Oversight Committee.

To submit a bid, please visit <http://championships.ncaa.org>.

Upon the announcement of sites, championship events will be awarded to hosts contingent on the successful negotiation of contracts and submission of the documents below.

- A. Host contract (includes cover agreement, bid response, confirmation documents from supporting athletics director and/or venue manager, if applicable, negotiated terms and budget).
- B. Key contact information.
- C. Marketing plan (at TBD date).
- D. Emergency management plan (at TBD date).
- E. Hotel agreements (as completed by On Location if applicable).
- F. Certificate of insurance.

BID TIMELINE

See sport specific bid specifications for timeline.



CHAMPIONSHIP HOST PERSONNEL

1. **Local Organizing Committee.** Based on the scope of the championship, it may be necessary to appoint a local organizing committee to act as the local entity responsible for fulfilling the LOC obligations and to provide the NCAA certain services and assistance in connection with the various activities related to each championship. The host institution/conference must be a part of the leadership of the LOC.
2. **LOC Chair/Tournament Director.** If an LOC is formed, the host shall appoint an individual to assume the position of chair of the LOC. If an LOC is not formed, the host shall appoint an individual to assume the position of tournament director. This individual generally is the director of athletics of the host institution or the commissioner of the host conference. For championships that require an LOC, the LOC chair may also be the executive director of the sports commission. The LOC chair/tournament director shall maintain ultimate responsibility for the local operation of the event. The Facility/Site Questionnaire and Facility Specifications Agreement from prospective hosts shall be authorized by the LOC chair/tournament director.
3. **Personnel.** All championships should appoint the following individuals:
 - a. **Tournament Manager.** A knowledgeable person with significant experience in tournament administration and game management. The function of the tournament manager is to ensure the policies of the sport committee and NCAA are implemented and followed in the administration of the tournament. Specific responsibilities may include direction and supervision of competition venue arrangements, development of participant information, security, lodging, transportation, marketing, financial administration, securing a diverse staff and adherence to policies outlined in the NCAA tournament manual.

The tournament manager also will provide the NCAA with a post-championships report, which should include the following:

- (i) A compilation of vital statistics and data, such as the number of copies of various forms used for the championship, etc.
- (ii) An outline of the local operating structure that assisted with the local organization.
- (iii) Suggestions for future conduct of the championship.

The tournament manager shall ensure that individuals are assigned responsibility for the following components of the championships: tickets, drug-testing coordination, game production, fan festival/ancillary events, hospitality coordination, and transportation coordination.

- b. **Facility Manager.** A knowledgeable person, preferably a member of the host institution's/conference's facility staff or competition venue's facility staff if the competition venue is off campus. Specific responsibilities may include assisting the NCAA with direction and supervision of competition venue arrangements, coordinating championship signage installation, working with the broadcast entities and supporting its needs, and assisting in the development of participant information.
- c. **Marketing Coordinator.** An individual responsible for developing and implementing an NCAA approved marketing plan and budget containing grassroots marketing and advertising.



- d. **Lodging Liaison.** This individual will coordinate the room block, confirm rates, schedule meetings and serve as the NCAA's liaison with the hotel community. This individual is preferably a member of the host city's convention and visitors bureau but also can be a member of the host institution/conference staff.

For Division I Men's Basketball only: This individual will coordinate the room block, confirm rates, schedule meetings and serve as the NCAA's liaison with the hotel community. This individual is preferably a member of the host city's convention and visitor's bureau but also can be a member of the host institution/conference staff.

- e. **Media/PR Coordinator.** Preferably a member of the sports information staff of the host institution/conference. This individual shall ensure that the NCAA and sport committee's policies regarding media are observed. Specific responsibilities, under the direction of the NCAA staff, may include issuing credentials, planning and supervision of media work areas, coordination of all news conferences, lodging and transportation, statistical services, communications, hospitality, and entertainment. The media coordinator shall assist the tournament manager with compiling the post-championships report. This person also shall develop a PR plan to help generate stories in the local media market related to ticket sales, human interest and overall coverage of the championship.

4. **Staff/Volunteers.** The LOC/host will be responsible for securing staff/volunteers for various functions during the championships and ancillary events. Staff/volunteers may be needed for assignments, including scoreboard operations, PA, game production, scoring control, spotters, hospitality, media, game programs and merchandise sales. (Refer to the sport-specific bid documentation for the number of volunteers needed.)

The NCAA encourages participation, directly or indirectly, by diverse businesses in providing goods and services in support of NCAA championships and requests LOCs/hosts explore opportunities for diverse businesses to provide any necessary goods and services for awarded championships. The NCAA defines a diverse supplier as a business owned, managed and controlled by women, veterans, minority, LGBTQ or disabled persons.



PRACTICE, COMPETITION AND ANCILLARY EVENT VENUE(S)

1. General Venue Guidelines.

- a. **Operational Control.** The NCAA will retain the right to determine and approve all aspects related to the practice, competition and/or ancillary event venue operations during the championship. This includes, but is not limited to, space allocation and use of meeting rooms, storage and tent space, novelty and food/beverage concessions, parking lots and any structures (temporary or permanent) on the practice, competition and/or ancillary event venue property.
- b. **Exclusivity.** The NCAA shall have the exclusive right to use all spaces in the practice, competition and/or ancillary event venue(s) and surrounding area/facilities including, but not limited to the meeting rooms, concourse display/activity areas, private clubs, suites and plazas in the competition venue during the specified "hold" dates. All such space shall be provided at no cost to the NCAA.
- c. **Venue Space Condition.** The practice, competition and/or ancillary event venue(s) shall be provided fully cleaned with all venue areas in good working condition at no cost to the NCAA. The practice, competition and/or ancillary event venue(s) shall furnish the premises set up for the championship and the ancillary events at no cost to the NCAA; however, the NCAA or its designees shall have the right to provide equipment, as defined in the sport-specific bid specifications. The LOC/host shall be responsible for securing or assisting in securing all necessary permits.

The practice, competition and/or ancillary event venue(s) shall not be materially modified in a way that would reduce space available to the public in the aisles, entranceways and hallways without the approval of the NCAA.

- d. **Championship Experience.** The NCAA will consider the ability of a site to provide quality experience for the participants and fans and to conduct the championship and its accompanying events safely. In determining whether a proposed site can provide a quality experience, the NCAA will consider the site's ability to assure the benefits inherent in championship competition will be provided fairly to all participants and its ability to promote an atmosphere of respect for and sensitivity to the dignity of every person. The NCAA's focus will be on quality championship experience for all involved.
- e. **Construction/Renovation.** No construction or renovations to the practice, competition and/or ancillary event venue(s) should be in progress, beginning one (1) month prior to the championship. Any plans for construction or renovation, prior to the championship, must be fully disclosed and approved by the NCAA. The NCAA, at its sole discretion, may require the practice, competition and/or ancillary event venue(s) to replace lost revenue resulting from such construction or renovation, cover the costs of installing temporary structures or reimburse the NCAA for expenses incurred in restoring the practice, competition and/or ancillary event venue's aesthetics with banners, coverings or other decorative elements in the event that any planned construction or renovation is not complete and in "finished form" no later than one (1) month preceding the championship.
- f. **Third-Party Agreements.** The practice, competition and/or ancillary event venue(s) agrees that it will not permit any entity or other third party to be entitled to hospitality, entertainment or temporary signage privileges inside or on the premises of the practice, competition and/or ancillary event venue(s) and surrounding areas (e.g., parking lots, frontage property, other adjacent areas made available to the NCAA) unless specifically authorized by the NCAA. Additionally, the practice, competition and/or ancillary event



venue(s) shall not limit or prohibit the ability of the NCAA to offer such hospitality, entertainment or signage to its own third-party designees, including NCAA corporate champions and partners, regardless as to whether these designees conflict with practice, competition and/or ancillary event venue sponsors and/or partners.

- g. **Practice, Competition and/or Ancillary Event Venue(s) Seating Configuration.** The NCAA expressly reserves the right to reasonably modify the practice, competition and/or ancillary event venue(s) seating configuration at any time. The practice, competition and/or ancillary event venue(s) expressly agrees to make all such adjustments without additional cost to the NCAA.
- h. **ADA Seating and Accessibility.** The Americans with Disabilities Act, which went into effect January 26, 1992, requires that public establishments offer equal access and services to people who are physically and mentally disabled. The facility must agree that it will be in compliance with all applicable cities, state or federal regulations concerning access and seating for people with disabilities. The NCAA will rely on host organizations to confirm compliance with the act by host facilities. The host is responsible for checking and seeing that its facility will be in compliance as of the dates of the championship and to advise the NCAA national office if it will NOT be in compliance.

The NCAA requires that the practice, competition and/or ancillary event venue(s) is in full compliance with all applicable city, state or federal laws and regulations, including those concerning access and seating for persons with disabilities. The practice, competition and/or ancillary event venue(s) must disclose its history of compliance with ADA regulations and any previous or pending actions or suits and ensure compliance for the championship. The practice, competition and/or ancillary event venue(s) shall be responsible for any costs imposed on the NCAA that result from disabled access non-compliance that exists in its condition prior to the onset of the championship.

- i. **Equipment.** At its expense, the practice, competition, and/or ancillary event venue(s) shall provide the complete working systems/equipment at no cost to the NCAA unless notified otherwise by the NCAA, all subject to the approval of the NCAA.
- j. **Wi-Fi Availability at Venues.** Venues equipped with Wi-Fi will receive priority during the selection process. Venues that agree to collaborate with the NCAA by implementing a fan data capture system through the Wi-Fi sign-in screen will be given preferred consideration over those that do not.
- k. **Playing Rules.** All NCAA championships shall follow applicable NCAA playing rules (or official NCAA modifications in sports that the NCAA does not publish playing rules). By submitting a bid, the LOC/host confirms the designated competition venue satisfies all NCAA playing rules (or official NCAA modifications), as well as any other more stringent NCAA championship policies listed in the sports specific bid specifications. If a site is awarded and subsequent to the award it is determined that the competition venue does not meet all NCAA playing rules (or official NCAA modifications), the competition venue shall be responsible for making the necessary modifications to satisfy NCAA playing rules (or official NCAA modifications) at its own expense. If the competition venue is unable to make the necessary modifications, the NCAA shall have the right to move the championship to another location at the NCAA's sole discretion and the non-complying competition venue and/or LOC/host shall be liable for any and all additional costs of moving the championship to another location. To view current NCAA playing rules and modifications, go to www.ncaa.org/playingrules.
- l. **Risers/Temporary Seating.** The cost of all risers and any other temporary seating shall be the responsibility of the practice, competition and/or ancillary event venue(s) or host.



- m. **Hospitality.** The NCAA reserves the exclusive right to create and sell hospitality packages (which may include tickets) for the championships and any ancillary events. Any hospitality packages contemplated by the LOC/host must be approved in advance by the NCAA.
 - n. **Control of Ticket Sales.** The NCAA will control all ticket sales for the championship, assigning specific duties to the LOC/host and venue(s) as needed. The LOC/host and venue(s) shall cooperate fully with the NCAA's official ticketing vendors and/or ticketing partners (e.g., primary ticket sales system provider, official ticket and hospitality package provider, official ticket exchange). The NCAA will not be responsible for securing an exemption to any exclusive contracts the LOC/host, venue(s) or surrounding areas/facilities might have, nor will the NCAA be responsible for any buyout or other means necessary to secure such an exemption. Children under two years of age are admitted free of charge to all events except the Men's Final Four and Women's Final Four, provided they sit on the lap of a ticketed adult. For the Men's Final Four and Women's Final Four, every individual-regardless of age-must have a ticket for admission, unless the NCAA grants an exception.
 - o. **Open Practices.** Specified practice sessions must be open to the public at no admittance charge or parking charge in the practice, competition and/or ancillary event venue(s) lots, unless the NCAA makes an exception to the contrary. Programs, merchandise and concessions must be sold during the open practices and must be conducted in accordance with the direction and parameters of the NCAA and its designees.
 - p. **Sustainability Initiatives.** The NCAA encourages practice, competition and/or ancillary event venue(s) to engage in sustainability initiatives. The practice, competition and/or ancillary event venue(s) should notate its efforts related to sustainability as part of the bid. The practice, competition and/or ancillary event venue(s) shall be responsible for any costs related to these efforts.
2. **Lighting/Electrical.** At no cost to the NCAA or its designees, the practice, competition and/or ancillary event venue(s) shall provide sufficient lighting and electrical power and a sufficient number of power outlets in all broadcast booths, press locations and identified media work and interview areas for the operation and transmission of television and radio broadcasts, operation and transmission of all NCAA interviews and for the operation of equipment used by the media. This includes, but is not limited to, media areas, media workroom, media interview room, interview breakout rooms, audio/video distribution area, the main press area and any work areas assigned to the NCAA's broadcast partner and/or other NCAA designees. Any supplemental lighting and/or electrical power shall be obtained from the NCAA's official suppliers in these areas unless authorized otherwise by the NCAA. Additionally, at no cost to the NCAA, lighting and electrical shall be provided at the ancillary event venues that sufficiently meets the operating needs of the ancillary events.
3. **Branding and Decor/Advertising/Signs/**
- a. The use of all NCAA trademarks and intellectual property (IP) must follow the NCAA brand guidelines. Prior to production, all promotional materials and related creative featuring NCAA logos or the championship visual identity must be reviewed and approved by the NCAA Branding staff.
 - b. Only NCAA official marks may be used in promotion of, or in the branding of, the championship. All usage of marks must follow NCAA brand guidelines and must be approved by NCAA branding staff in advance.
 - c. The NCAA will design the official championship logo for the event. All approved entities involved in the championships shall use this logo and no other. As applicable by sport, the NCAA will provide all championship stencils, decals, and art for championship logos used on/in playing surfaces.



- d. If present for all regular-season college games in the competition venue, host institution/conference signs/banners without commercial identification may remain in place, provided the design and placement are approved by the NCAA. In an off-campus competition venue that does not include the host institution/conference signage/banners for all college games; the host institution/conference may provide a maximum of two (2) signs/banners in the competition venue provided the design and placement are approved in advance by the NCAA.
- e. **Alcohol/Tobacco/Gambling.** All alcohol, tobacco and gambling advertisements/corporate identification visible by broadcast cameras or game attendees from any area visible from the competition area or seating 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 the competition area or seating 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.
- f. **External Signs.** Exterior venue corporate signage does not need to be covered unless 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).
- g. **Commercially Named Venues.** Commercially named competition, practice and/or ancillary event venue(s) may display no more than four preexisting interior signs consisting only of the competition, practice and/or ancillary event venue(s)' name at the top of the venue, with placement designated by the NCAA. The competition, practice and ancillary event venue(s) signage design and placement must be approved. Should the NCAA direct any or all commercial-naming references to be removed, turned off if lighting is an option, or covered, this shall be done at venue or LOC's expense.
- h. **NCAA Corporate Champion and Partner Signage.** The NCAA shall have the right to display NCAA corporate champion/partner banners and NCAA signage inside and outside of the competition, practice and/or ancillary event venue(s) in various locations, including but not limited to on the concourse, within the competition bowl and venue exterior without limitation. The NCAA shall have the right to display banners and the like (e.g., inflatables, projections, kiosks, decals, window clings, lighting, street teams, logos, etc.) on the concourse (without limitation) and in other areas designated by the NCAA inside and outside the competition, practice and/or ancillary event venue, identifying its media partners and corporate champions/partners. The NCAA and its designees, including its official corporate partners, shall have exclusive rights to all food and beverage branding within the venue, including equipment (e.g., vending machines, soft drink fountains, etc.), cups, tableware, etc. Such branding shall have commercial marks as directed and provided by the NCAA (e.g., Coca-Cola, if a corporate partner of the NCAA at the time of the event). In the event the locker rooms and student-athlete walkways have food and beverage branding that is competitive with the NCAA's official corporate partner such branding shall be covered at the venue or LOC's expense. This includes equipment (e.g., vending machines, soft drink fountains, etc.), cups, tableware, etc.
- i. **NCAA + Host Responsibilities.** The NCAA provides robust signage and decor packages to support the student-athlete and fan experience. Official souvenir program. Bracket banner (as applicable). Directional signage template(s) Host provides: Appropriate directional signage in and outside the venue on NCAA-provided directional-signage template(s). Blackout material and labor for covering all signage as directed by the NCAA.



COMMERCIAL IDENTIFICATION, SIGNAGE AND OFFICIAL MARKS

1. No advertisements shall be displayed on the press tables, mat-side tables or head table prior to or during the conduct of the championships.
2. All commercial signage that is visible from the playing surface and general seating area must be removed or covered at the venue or LOC's expense. This includes signage that is visible from the concourse and suites. All signage must not be backlit.
3. The NCAA shall provide the competition venue with the appropriate decals/field stencils for the approved playing surface markings for the championship.
4. No announcements, except those approved in advance by the NCAA, or for public emergencies, shall be allowed over the public-address system.
5. Promotional items (e.g., branded trays with food or other sample items included, 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.
6. No newspaper, handbills, fliers, memorabilia or promotional announcements of any nature may be distributed or dispensed in the arena, nor may any messages be displayed on an electronic message board or scoreboard at any time without the prior approval of the NCAA.
7. Displays/activation areas showcasing products of non-NCAA corporate champions and partners shall be deactivated (e.g., lights off, television monitors off, portable display products removed, etc.). Temporary, non-NCAA CCP displays brought into the competition venue or surrounding areas/facilities during the NCAA event are prohibited.
8. The NCAA reserves the right to request the venue or the LOC at their expense to cover or remove commercial signage/marks in student-athlete/team walkways (from building entrance to their locker room and then from the locker room to the floor), including vending machines that conflict with NCAA corporate champions and partners.
9. The competition venue and/or surrounding areas/facilities that are to be used shall agree that, other than permanent advertising signs outside the competition venue proper, it will not allow any promotional, public relations, political or advertising activity inside or outside (on competition venue owned property) the competition venue during the time the competition venue and surrounding areas/facilities are leased to the NCAA, without the express written advance approval of the NCAA.
10. 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, other than NCAA, media partner or NCAA corporate champion/partner banners approved by the NCAA. Any permanently affixed (or previously leased) advertising banners, signs, or displays shall be covered with décor elements by the competition, practice and/or ancillary event venue(s) and at the expense of



the venue(s) and host institution or LOC 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.

11. The addition of any fixed or temporary sponsor signage in or around the competition venue or seating bowl must be communicated by the host or venue to the NCAA within 10 days of installation. Any costs related to coverage of additional sponsor signage will be the responsibility of the venue or host institution.
12. Other than messages promoting the championship, other NCAA championships, the NCAA or specifically relating to the conduct of the games (e.g., fouls, timeouts remaining), no LED, matrix or video board messages may be displayed inside the competition venue or inside surrounding areas/facilities that are to be used by the NCAA unless specifically authorized by the NCAA.
13. No announcements, except those approved in advance by the NCAA, or for public emergencies, shall be allowed over the public-address system.
14. The NCAA shall have the right to display branding/recognition (e.g., signage, banners, scorer's table, video board, ribbon board, PA announcements, inflatables, projections, kiosks, decals, window clings, lighting, street teams, logos, etc.) for the Association, its corporate champions & partners and media partners inside and outside of the competition, practice and/or ancillary event venue(s). These locations include but are not limited to the concourse, event level, competition area and venue exterior without limitation.
15. The NCAA shall have the sole discretion to determine that any advertising, marketing identification, banners, signs, decals, sampling, distribution or displays of any kind that exist anywhere inside or outside the competition venue shall be covered, removed or otherwise limited.
16. No video board or LED content, except those provided by or approved in advance by the NCAA, shall be allowed during the time that the NCAA is on-site for the championship.
17. Only NCAA official marks may be used in promotion of, or in the branding of, the championship. All usage of marks must follow NCAA brand guidelines and must be approved by NCAA branding staff in advance.
18. At no charge, the NCAA will have full access to, and control of, all LED and other digital signage inventory, both internal and external to the competition venue. This includes TV monitors, video screens, video walls, LED fascia, concourse LEDs, temporary LEDs such as table boards or basket stanchions and all external signage, digital or otherwise. This includes all digital inventory to be made available leading up to and throughout the championship, inclusive of any inventory that may be added by the venue after this bid document is signed.
19. Exterior LED, matrix or video boards (e.g., marquee boards) on the competition venue property shall allow for 50% of the content inventory to promote the championship, other NCAA championships, the NCAA and the NCAA's corporate champions and partners.
20. The facility will not enter into any agreement or understanding that would permit any corporation or other third party to be entitled to hospitality, entertainment or temporary signage privileges in the facility and surrounding area (i.e., parking lots, frontage property and any other adjacent areas that the facility may provide to the NCAA).



BROADCAST, MEDIA AND INTERNET

1. **Television Truck Parking and Technical Setup.** Adequate television facilities and space shall be available at no cost for all NCAA championship venues for broadcast partners. An area for parking the mobile unit shall be available within 150 feet of the power service closest to the anticipated camera positions or announce booth. This designated area should provide enough room for two TV production trucks 65 feet long by 25 feet wide. There must be room for a third vehicle (Uplink truck) to park in proximity (within 100 feet) to the primary mobile unit. In addition, the primary television entity must have adequate space in the television compound to install work trailers.

2. **Television Power Requirements.** The competition venue shall provide the access to sufficient and reliable electrical power to operate equipment reasonably necessary to effectuate a first-quality, high-definition color telecast. Minimum power requirements are as follows:

- a. One Truck Event + Uplink
 - i. Minimum = (1) 200 A, three-phase at 208V + 1 100 A, one-phase at 208V
- b. Two Truck Event + Uplink
 - i. Minimum = (2) 200 A, three-phase at 208V + 1 100 A, one-phase at 208V
- c. Three Truck Event + Uplink
 - i. Minimum = (3) 200 A, three-phase at 208V + 1 100 A, one-phase at 208V
- d. Four Truck Event + Uplink
 - i. Minimum = (4) 200 A, three-phase at 208V + 1 100 A, one-phase at 208V
- e. Five Truck Event + Uplink
 - i. Minimum = (5) 200 A, three-phase at 208V + 1 100 A, one-phase at 208V
- f. Six Truck Event + Uplink
 - i. Minimum = (6) 200 A, three-phase at 208V + 1 100 A, one-phase at 208V
- g. If the competition venue does not meet the power requirements above and a generator is required, at no cost to the NCAA or its broadcast partner, the venue shall be responsible for a dual twin pack, crystal sync with operator; operator to stay with such generator from hook up to power down.
- h. NCAA reserves the right to request additional power as needed for enhanced productions.

3. **Lighting Requirements.** Light levels shall meet the requirements noted within the NCAA's Best Lighting Practices. Those requirements can be found by clicking on the following link: [NCAA Best Lighting Practices](#).

All potential sites that submit a bid to host a future NCAA championship event must provide a professional lighting survey. Some NCAA championship sites are awarded in advance, and the competition venue must provide a follow-up professional lighting survey to the NCAA before the event. The NCAA preferred lighting vendor may be available to conduct a lighting survey at the competition venue if needed and requested. The venue can provide at its own expense supplemental lighting to meet the NCAA lighting requirements. Additional lighting information can be found here: [NCAA Best Lighting Practices](#)

4. **Broadcast Partner Site Survey.** The NCAA's broadcast partner, in conjunction with the NCAA and the competition venue, will conduct a site survey in advance of the championship to determine the host set location, camera locations and determine the need for "seat kills." If necessary, this survey will be conducted by the NCAA in conjunction with the broadcast entity and host.



5. **Announce Booth/Announce Position.** The primary broadcasting partner shall have access to first choice of all available television booths or courtside table space at no charge. Appropriate seating shall be made available for broadcast announce positions. For outdoor championships, the announce position shall provide protection from the weather. Protection includes coverage from the sun, rain or snow and a climate-controlled area.
6. **Camera Locations and Platforms.** Competition venues shall be required to provide locations for all camera positions that are industry standard for a national telecast for specific sports. Any existing camera platform sufficient for a broadcast of the event at the venue must meet Occupational Safety and Health Administration (OSHA) standards. If not, the venue is responsible for ensuring OSHA compliance at the venue's expense. The broadcast partner shall have the right to install, maintain and remove wires, cables and apparatus for the broadcast. The broadcast partner will cover or secure any exposed wires. The installation of any temporary camera platforms or lifts shall be at the broadcast partner's expense.
7. **Venue Fees.** At no cost to the NCAA, its broadcast partner shall have exclusive right to the venue property, surrounding area/facilities, or any other area designated for NCAA or its broadcast partner's use, including but not limited to meeting rooms, hospitality areas, retail stands/stores, private clubs and restaurants in the competition venue or the surrounding area during the period noted above.

The competition venue, at no cost to the NCAA or its broadcast partner, shall provide the use of the venue cleaned, lighted and heated or air conditioned in a manner acceptable to the NCAA or its broadcast, including but not limited to all existing scoreboards, video boards, LED screens, in-house cameras, video control room equipment, sound system, lighting equipment, in-house television/radio/Internet/wired and wireless network/telephone system and public address systems, camera positions and cabling. Use of all such systems shall be under the sole control of the NCAA or its broadcast partner. The competition venue must provide lighting for television broadcasts in accordance with the NCAA championship best lighting practices that are in effect at the time of competition. (See the NCAA Broadcast Services Page for current lighting specifications). The venue shall work with the broadcast partner to secure the best possible rates for production if union entities exist in the competition venue.

8. **Meal Area/Catering.** Competition venues must provide an adequate location at no charge for the broadcast partner to accommodate crew catering. Depending on the event, television crews normally number in size between 40 and 100 people. Venues shall provide adequate tables and chairs for the crew catering at no cost to the NCAA or its broadcast partner.
9. **Audio/Video Distribution Area.** Competition venues shall provide two eight-foot tables and chairs near the broadcast mobile unit, or an alternative area approved by the NCAA media coordinator accessible by the media for the audio/video distribution area. Competition venues will provide adequate power and equipment based on the NCAA projected estimate of media attending the championship. For select championships, an area in the press conference room shall be made available for an NCAA crew to shoot the press conferences and uplink them for national media. The hosts must provide this audio/visual distribution equipment unless the NCAA has hired a third party to provide.
10. **Interview Room.** If requested, the competition venue shall provide a separate dedicated space for the broadcast partner at no charge. Space shall have power for television needs. For selected rounds of championships, broadcast partners may request multiple spaces if available. Each host should designate a press interview room or area at the facility.
11. **Data and Telecommunications Services.** The competition venue is required to provide a secured high-speed network to support the NCAA, broadcast partners, host institution/conference staff, radio-rights holders, media



and other users approved by the NCAA. The competition venue must provide dedicated bandwidth to support back-of-house locations such as the print media workroom, photo workroom, press conference interview room, and any NCAA and host needs.

DIGITAL BROADCAST, MEDIA AND INTERNET

1. For events that will be streamed live on NCAA.com, the competition venue shall provide:
 2. A sustained, symmetrical connection of at least 100 Mbps, dependable QoS, and at least one dedicated wired Internet connection. Static IP address(es), free of any firewall restrictions, requested. Partner will provide router/switch to connect multiple hardware components. The connection should be no more than 150 feet from the broadcast location. The venue shall also make available on-site IT support, as needed.
 3. A secure, weather-proof production space of 8'x8', at minimum, for equipment setup with one 8' table and four chairs. If this space is to include talent, another table and additional space is required. All cameras will be wired to this production location.
 4. Access to sufficient electrical power to operate equipment reasonably necessary to effectuate a quality, high-definition webcast. In most cases, equipment can be run on a standard power outlet as long as it is a dedicated 20 AMP, single phase 110V outlet (non GFI).
 5. Access and use of existing wire, cabling, set locations and other equipment, at no cost to the broadcast partner.
 6. Storage for production equipment shipped to each host site (approximately large 20 boxes is also suggested).
 7. The broadcast partner shall not be assessed any origination, access, hookup, scaffolding or similar fees by the applicable venue site operator in connection with the production of coverage related to the championship.
 8. Access to lighting reasonably necessary to effectuate a first-quality, high-definition color telecast. Please click [here](#) for a summary of lighting requirements.
 - a. Official live statistics shall be provided by the host institution/conference and are exclusive to www.ncaa.com unless otherwise noted by the NCAA. Host institutions/conferences may be required to purchase or upgrade necessary software in order to supply appropriate feeds. The costs to upgrade or purchase this software shall be the responsibility of the host institution/conference. Generally, the software version that will be required will be the latest version available by the manufacturer. All hosts at predetermined championship sites are required to use NCAA LiveStats software for sports in which the product is available. Specific requirements will be shared with competition venues before the event and the host institution shall make the necessary upgrades or purchases before the start of competition.
1. **Media Coordination.** NCAA championships hosts shall comply with media policies found at www.ncaa.com/media and use guidelines found in the NCAA Media Coordination Manual, found [here](#). A member of the NCAA media coordination and statistics staff will be on-site at select championships. In addition, a staff member will serve as the liaison to the host media coordinator at all championships.



IN-VENUE PRODUCTION

The NCAA shall provide planning resources, including public address announcer script templates, run of show and video content/templates, for use.

The competition venue shall provide video boards, LED boards, control room equipment, video camera equipment, clear com/radio communication, etc. for use at its expense.

Minimum equipment and staffing requirements are below and should be provided for all load-in and event days (e.g., game days, open practice days, ancillary event days) at its expense. In addition, the host shall provide access to and use of control room equipment and staff before the championships for any pre-production needs. Please note, certain championships may have additional requirements that can be found in the championship-specific bid specifications. Any new technologies or additional staffing resources that the competition venue possesses that are not listed in the production requirements should also be available for incorporation into the in-venue production on request at the host's expense.

Minimum Control Room Requirements:

- One (1) M/E switcher with twenty-four (24) inputs.
- HD video playback with audio, with two (2) channels of output capable of storing at least six (6) GB of content.
- Character generator (CG) with two (2) channels of output.
- One (1) replay machine with four (4) inputs and two (2) outputs.
- Four (4) cameras.
- Four (4) truck feeds with the ability to up/down/cross convert (if applicable).
- Computer for social media display link routable to switcher.
- PA microphone with and on/off switch.
- One (1) wireless microphone.
- In-ear monitor or IFB (if applicable).
- Comms for all staffed positions plus two (2) wireless comms.
- All systems Windows 10 or newer.
- A multi-view monitor.
- An audio playback device.
- Minimum internet speed of 200Mbps upload and download.
- Capability to integrate with current NCAA statistics platform and/or appropriate programming to do so.
- Two (2) to four (4) spotlights (if applicable).
- Video shoot equipment (if applicable).
- HD camera (1080i) with (p2, SD, or SSD) memory card and reader.
- Green screen or solid backdrop.
- Boom mic.
- Lighting kit.

Minimum Staffing Requirements:

- Control room engineer in charge (EIC).
- Director.
- Technical Director (TD).
- Video playback operator.
- Character generator (CG) operator.
- Replay operator.
- LED/ribbon board operator (if applicable).
- Table board operator (if applicable).



- Four (4) camera operators.
- Two (2) utilities (if applicable).
- DJ/music playback operator.
- House audio operator.
- Adobe Photoshop/After Effects editor.
- Two (2) spotlight operators (if applicable).
- Video shoot operators (if applicable).
- Videographer.
- Audio operator.

Additional host responsibilities:

- Space allocation for on-site NCAA staff and their production partners (if applicable).
- Meals and parking for venue control room staff.

FOOD AND BEVERAGE CONCESSIONS

1. The competition and/or practice venue(s) shall retain, operate and control all food and beverage concession rights subject to the provisions of this section, unless otherwise prescribed by the NCAA.
 - The NCAA and its designated representatives shall have the right, with no obligation to make payments of any kind to the competition venue and surrounding areas/facilities that are to be used or their concessionaire or any other third parties, to provide food and beverages of its choice in any areas other than those for general fan concessions including, but not limited to, the locker rooms, media refreshment area, other working areas, private suites or gathering areas, hospitality space and office space as noted herein. If NCAA Corporate Champion/Partner requests to sample/sell product within venue footprint for general fan consumption, the competition venue agrees to make best efforts to accommodate or negotiate the parameters.
2. The competition venue or its concessionaire shall provide food and beverages (and related services) to the NCAA and its designated agents at costs not greater than the most favorable pricing that the venue (or its concessionaire) offers or makes available to other clients or customers that have used, or will use, the venue.
3. Unless prior approval is granted from the NCAA, no food or beverages of any nature may be vended or dispensed in the seating areas during actual competition; however, they may be sold in the seating areas before and between contests as specified by the NCAA.
4. Alcoholic Beverages.

Divisions I and II

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

- Comply with, and certifies in writing the compliance with, the NCAA Championship and Ancillary Event Alcohol Sales Policy, as amended by the NCAA from time to time, which addresses such matters as:
 - Permissible types of alcoholic beverages;
 - Eligibility for the sale and distribution of alcoholic beverages;
 - Indemnity, warranty, and insurance obligations; and



- Verification.
- Agree to (i) keep and maintain, or cause its designated vendor or concessionaire to keep and maintain, complete and accurate records of all (a) alcohol-related incidents (e.g., expulsions, arrests) and (b) sales transactions related to the sale of concessions at the NCAA Championship and related ancillary events, including gross revenue, cost of goods, allocable overhead, and applicable taxes; (ii) no later than sixty (60) days after the conclusion of the event, provide the NCAA with a report setting forth in reasonable detail such information, together with the corresponding dates of transaction, including (a) alcohol-related revenue generated on each day of the event, (b) the direct cost of selling alcohol at the event (including the cost of goods), and (c) the indirect cost of selling alcohol at the event (including overhead and increased security needs at the event venue site); and (iii) permit the books, records, and accounts of host, venue, and vendor/concessionaire pertaining to the sale of concessions at the event to be inspected, audited, and copied by NCAA or its agents at any time during normal business hours upon giving reasonable notice to host, venue, and vendor/concessionaire.
- Agree to meet the NCAA's expectation for a share of the revenue derived from the sale of concessions during the event with the NCAA, 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. Notwithstanding anything to the contrary, the parties agree that the NCAA shall retain, and Host/Venue hereby agrees to pay an amount of twenty percent (20%) of the gross revenue generated from the sale of alcohol during the Event, less the pro rata applicable sales tax and credit card fees (without deduction of any operating, costs of goods, indirect, or other expenses, such as overhead, marketing, fulfillment, general & administrative, interest, or other expenses). Such payment shall be made to the NCAA within sixty (60) days after the conclusion of the event.

Division III

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

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



MERCHANDISE CONCESSIONS

1. The NCAA retains the exclusive right to sell souvenir products at all rounds and sites of the championships. Host institutions/conferences and sponsoring agencies for all NCAA championships are required to sell items provided by the official NCAA event souvenir merchandiser.
 2. At no cost to the NCAA or its designees, the NCAA shall have exclusive right to the venue property, surrounding area/facilities or any other area designated for NCAA use, including but not limited to meeting rooms, hospitality areas, retail stands/stores, private clubs and restaurants in the competition venue or the surrounding area during the period noted above.
 3. The NCAA, by and through its official event merchandiser, will have the right to operate the sale of merchandise at all NCAA championship and ancillary events. In the event the NCAA exercises such right (for itself or on behalf of its official event merchandiser), the host/venue or sponsoring agency (or its designated concessions vendor) will provide the following services in return for a commission fee of not more than 10% of net revenues derived from the sale of official NCAA merchandise, defined as gross revenues less applicable taxes and credit card fees:
 - a. Merchandise Receiving. Receive and count in all inventory on arrival of merchandise from event merchandiser, as well as receiving all reorders required to meet customers' demand. Reorders could arrive any day of the week and could be as early as 8 a.m. on Saturday or Sunday before the event.
 - b. Merchandise Security. Locked and supervised storage is adequate to accommodate all championship merchandise.
 - c. Display/Vending Facilities. An adequate number of:
 - (1) Covered and/or skirted tables.
 - (2) Merchandising display boards, booths, and/or carts.
 - (3) Tents or shelters for outside locations (if any).
 - d. Electricity and Internet Connectivity. Electricity and internet network connectivity, either hard internet lines or dedicated Wi-Fi network connection.
 - e. Moving Equipment. Equipment to move merchandise on-site.
- The host/venue or sponsoring agency right to receive such commission fee will be contingent on it entering into an agreement with the NCAA's official event merchandiser.
4. If the NCAA event merchandiser does not exercise its right to operate merchandise sales as set forth above, the host/venue or sponsor agent (by and through its designated concessions vendor, if any) shall be responsible for operating the sale of merchandise at the NCAA championship and applicable ancillary events identified by the NCAA, and will maintain complete retail vending accountability (including full responsibility for inventory). In such event, the host/venue or sponsoring agency (or its designated concessions vendor) will provide the following services in return for a commission fee of not more than 20% of the revenues derived from the sale of official NCAA merchandise, defined as gross revenues less applicable taxes and credit card fees:
 - a. Merchandise Receiving. Receive and count in all inventory upon arrival of merchandise from event merchandiser, as well as receiving all reorders required to meet customers' demand. Reorders could arrive any day of the week and could be as early as 8 a.m. on Saturday or Sunday prior to the event.
 - b. Merchandise Security. Locked and supervised storage is adequate to accommodate all championship merchandise.
 - c. Inventory Reconciliation. Immediate notification (within 24 hours of receipt) to the NCAA event merchandiser of any discrepancies in initial inventory counts, with failure to provide such notification



constituting the host/venue's (or designated concessions vendor's) acceptance of the initial inventory as provided by the NCAA event merchandiser.

- d. Custody and Control of Merchandise. Total management, control, and accountability of the merchandise, with full responsibility for any goods that are lost, stolen, or damaged after delivery.
- e. Vending Plans. Development and delivery of the vending plans (including sales locations, vendor policies, display plans, and staffing levels) for the sale of merchandise at the venue during the event, delivered to the NCAA and its official event merchandiser in reasonable advance of the event for review, comment, and approval.
- f. Vending Locations. A reasonable and appropriate number of selling locations (and vendor personnel) throughout the venue in high-traffic and easily accessible areas to meet the consumer demand at the event, with all such locations well displayed and fully stocked before the public's access to the venue.
- g. Signage. Correctly hanging and maintaining display and signage materials provided by the NCAA or its official event merchandiser.
- h. Restocking. Restocking backup inventory in a fast, efficient and orderly manner.
- i. Inventory and Display Management. Transferring merchandise as necessary among selling locations to ensure adequate inventory levels of merchandise necessary to meet the demands of the consumers.
- j. Reorders. Calling the NCAA's official event merchandiser to request re-orders, as necessary.
- k. Display Standards. Strict adherence to the merchandising and display standards set forth below, subject in all cases to the review, approval, and change by the NCAA's official event merchandiser:
 - Merchandise shall be displayed and available for sale:
 - At all times during the event;
 - With correct prices clearly marked;
 - Folded at all times (with dedicated staff to ensure merchandise is folded and re-folded as necessary during the event);
 - Located on skirted tables for display and checkout; and
 - Available for viewing on display boards and grids (note: peg board will not be an acceptable form of display board).
 - Personnel will be neatly dressed, customer-oriented, polite and professional.
 - Display locations shall be kept and maintained in a clean, neat and orderly manner at all times.
- l. Electricity and Internet Connectivity. Electricity and internet network connectivity, either hard internet lines or dedicated Wi-Fi network connection.
- m. Inventory Accounting. A complete inventory accounting of all merchandise sold with a final inventory count and merchandising report supplied to the NCAA's event merchandiser no later than 24 hours after the conclusion of the event.
- n. Sales Report. Total gross sales revenues and a final copy of the inventory report must be sent to the NCAA's event merchandiser within five business days after the conclusion of the event.
- o. Merchandise Return. Within two days after the conclusion of the event, return unsold merchandise to the NCAA event merchandiser, or forwarded to another location or round of the event, as directed by the NCAA merchandiser.

The host/venue or sponsoring agency will remit revenues derived from the sale of official NCAA merchandise (gross revenues less applicable taxes, credit card fees, and earned commission) to the NCAA (or its designated event merchandiser) within seven days after the conclusion of the event, together with a statement of accounting setting forth in reasonable detail the gross revenues, applicable taxes, credit card fees and commissions payable.



5. The host/venue or sponsoring agency may not sell, or allow for sale, any merchandise that infringes on the exclusive rights of the NCAA or its event merchandiser.
6. Should the competition venue and the NCAA's designated official merchandiser choose not to use merchandise locations or stores to sell NCAA merchandise, the locations or stores are permitted to be open and sell its regular merchandise provided the following conditions are met:
 - a. There is an outside entrance into the location of the store from outside the ticketed area. Patrons must enter the location or store without going through the ticketed area and then exit the location or store normally through the same door or another exit that remains outside the ticketed area. Patrons cannot enter the location or store from the outside and then exit into the ticketed venue area.
 - b. If there is also an entrance into the location or store from inside the ticketed area, that entrance must be closed and locked. In addition, display windows that can be seen from inside the ticketed area must be covered; and
 - c. Merchandise locations or stores located on the concourses or near the venue's main entrance that are not being used, must be locked and the lights turned off.
7. Unless prior approval is granted from the NCAA, no merchandise may be vended or dispensed in the seating areas during actual competition; however, merchandise may be sold in the seating areas before and between contests as specified by the NCAA.
8. In the event the host/venue or sponsoring agency wishes to sell merchandise that features non-championship merchandise (i.e., bearing the host mark or logo with no NCAA championship indicia) at the event, the host/venue or sponsoring agency may seek a buy-out of the NCAA event merchandiser by agreeing to purchase the entire NCAA merchandise inventory provided by the NCAA event merchandiser. In such event, subject to the host/venue's or sponsoring agency's provision of the services set forth in Section 3 above, the host/venue or sponsoring agency will receive of not more than 20% of the net revenues derived from the sale of official NCAA merchandise, defined as gross revenues less applicable taxes and credit card fees, on NCAA merchandiser, and the host/venue or sponsoring agency (or its designated concessions vendor) will remit to the NCAA an amount of 15% of net revenue derived from the sale of non-NCAA merchandise at the event (again defined as gross revenues less applicable taxes and credit card fees). 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 [Divisions I and III - NCAA Bylaw 31.6.2-(a); Division II Bylaw 31.1.2-(a)].



SOUVENIR GAME PROGRAMS

The NCAA or its designee has the exclusive right to market, sell and distribute souvenir championship programs at or in areas adjacent to the competition, practice and/or ancillary event venue(s). The programs may come in the form of a digital program accessed online (or via mobile) or printed. The NCAA shall provide the host/venue or sponsoring agency with reasonable advance notice of the format the souvenir championship program is to be produced.

If the NCAA elects to produce a printed program, the NCAA or its designee reserves the right to vend the programs at the event sites (including practice and ancillary event sites). In the event the NCAA exercises such right (for itself or on behalf of its official program vendor), the host/venue or sponsoring agency (or its designated concessions vendor) will provide the following services in return for a commission fee of not more than 10% of net revenues derived from the sale of official NCAA programs, defined as gross revenues less applicable taxes and credit card fees:

- a. Program Receiving. Receive inventory on arrival.
- b. Program Distribution. Distribute for-sale and complimentary programs (for participating student-athletes, media, etc.) around the event venue as directed by the NCAA or its designee.
- c. Program Security. Locked and supervised storage adequate to accommodate programs in centralized storage, plus secure areas near sales locations.
- d. Display/Vending Facilities. An adequate number of:
 - (1) Covered and/or skirted tables.
 - (2) Program display boards, booths, and/or carts.
 - (3) Tents or shelters for outside locations (if any).
- e. Internet Connectivity. Access to a secure Wi-Fi network.

If the NCAA or its designee does not exercise its right to vend print programs at the competition, practice or ancillary event venue(s), the host/venue or sponsor agent (by and through its designated concessions vendor, if any) shall be responsible for operating the sale of programs at the NCAA championship and applicable ancillary events identified by the NCAA, and will maintain complete program vending accountability. In such event, the host/venue or sponsoring agency (or its designated program vendor) will provide the following services in return for a commission fee of not more than 20% of the revenues derived from the sale of official NCAA merchandise, defined as gross revenues less applicable taxes and credit card fees:

- a. Program Receiving. Receive and count in all print programs on arrival from the NCAA (or its designee), as well as receiving all program reorders required to meet customer demand.
- b. Program Security. Locked and supervised storage is adequate to accommodate all programs.
- c. Program Reconciliation. Immediate notification (within 24 hours of receipt) to the NCAA (or its designee) of any discrepancies in initial program inventory counts, with failure to provide such notification constituting the host/venue's (or designated program vendor's) acceptance of the initial inventory delivered.
- d. Custody and Control of Programs. Total management, control, and accountability of programs, with full responsibility for any programs that are lost, stolen or damaged after delivery.
- e. Vending Plans. Development and delivery of the vending plans (including sales locations, vendor policies and staffing levels) for the sale of programs at the venue, delivered to the NCAA (and its designee) in reasonable advance of the event for review, comment and approval.
- f. Vending Locations. A reasonable and appropriate number of selling locations and personnel throughout the venue in high-traffic and easily accessible areas, such as entrances, to meet the consumer demand at the event, with all such locations well displayed and fully stocked before the public's access to the venue.
- g. Signage. Correctly presenting and maintaining signage to market and promote the sale of programs, which may be provided by the NCAA (or its designee).



- h. Inventory Accounting. A complete inventory accounting of all programs sold with a final inventory count and program report supplied to the NCAA (or its designee) no later than 24 hours after the conclusion of the event.
- i. Sales Report. Total gross sales revenues and a final copy of the inventory report must be sent to the NCAA (or its designee) within three business days after the conclusion of the event.
- j. Program Return. Within two days after the conclusion of the event, return unsold programs to the NCAA (or its designee), or forwarded to another location or round of the event, as directed by the NCAA (or its designee).

The host/venue or sponsoring agency will remit revenues derived from the sale of NCAA programs (gross revenues less applicable taxes, credit card fees, and earned commission) to the NCAA (or its designee) within two weeks after the conclusion of the event, together with a statement of accounting setting forth in reasonable detail the gross revenues, applicable taxes, credit card fees and commissions payable.

Upon the NCAA's prior approval, if the NCAA elects to produce a digital (non-print) program, the host/venue or sponsoring agency shall have the right to produce heat sheets, bout sheets and/or rosters for distribution at its own expense.



NCAA CORPORATE CHAMPION AND CORPORATE PARTNER PROGRAM

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

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

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

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

[NCAA Corporate Champions & Partners](#)

LOCAL CONTRIBUTOR PROGRAM

Currently, local non-CCP 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 relations staff. The LOC is permitted to involve a local contributor in the championship only as a sponsor of LOC activities or as a ticket package purchaser (pending NCAA approval of said local entities and approval of the arrangement).

Local contributors may only be referred to as "local contributors of the LOC." Local contributors may not use the word "official," "official sponsor of" or "corporate champion/partner" in any manner. Local contributors will not receive any in-venue or on-site recognition/branding/exposure, 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 relations staff for review and approval.

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

NON-PROFITS, COACHES ASSOCIATIONS, PROFESSIONAL SPORTS TEAMS/LEAGUES, NATIONAL GOVERNING BODIES AND MILITARY GROUPS

Any and all requests and plans with these types of groups must be submitted to the NCAA for review and approval. It is beneficial to understand the enhancement and value back to the championship in which these types of groups will provide in order to determine if/how appropriately they are involved in the championship. If approved, there are specific guidelines and parameters that these groups must adhere to.



FAN FESTIVAL AND ANCILLARY EVENTS

AUTOGRAPH SESSIONS

If requested by the NCAA, the LOC/host shall be responsible for providing mutually agreed space and volunteer staff for an autograph session location or locations that may take place simultaneously. The LOC/host or facility shall provide at no charge all tables, linens, chairs, pipe and drape, stanchions, security, and hydration for all locations. The NCAA will provide guidance and approvals for these areas but may ask the LOC/host representative to be the lead organizer and day-to-day contact for these.

STUDENT- ATHLETE BANQUET OR RECEPTION

If requested by the NCAA, the host site will be responsible for providing, at no cost to the NCAA, banquet or reception space and volunteer staff for all participating student-athletes, coaches and support staff, the NCAA staff and committee, the LOC, and NCAA affiliated organizations (e.g., coaches associations and equipment suppliers). Projected attendance and format will be provided by the championship staff. If possible, the space chosen should showcase the host city or provide a unique experience for the student-athletes.

FAN FESTIVAL

During the championship, the NCAA may request space for use as a fan festival or similar ancillary event which may be produced by the LOC or a designated production company at the sole direction of the NCAA. The space chosen should be conveniently located to the venue. The fan festival or related ancillary event should be fully operational for the duration of competition. Although some fan festivals or ancillary events may be much smaller in scope than what is described below and not require many of the items listed, the host should be prepared to provide any of these items if needed.

1. Availability.

- . **Move-In/Move-Out.** The facility or space ideally should be available for move-in no later than 8 a.m. three days before the start of the competition. Move-out should ideally be allowed until noon two days after the completion of the competition.
- a. **Financial Arrangements.** The venue and services (e.g., rental fee, utilities expense, staffing, parking, security, internet, etc.) outlined below will be provided at no cost to the NCAA or the NCAA's production company.

2. Facility Specifications.

- a. **Facility Space.** Space to accommodate the needs of the NCAA fan festival or ancillary event and to host various interactive and possibly on-stage events. This space ideally will be adjacent to the competition venue but must not be outside of a one-half mile radius of the facility.
- b. **Indoor or Outdoor Space.** For host cities that are in warmer climates (anticipated daytime temperatures in the 60's or above) outdoor space will be considered and should be provided as an option. However, the preferred space would be in an adjacent convention center or large hall, which could provide the needed amount of lighted, heated, barrier-free space which follows all applicable city, state or federal laws and regulations, including those concerning access for the disabled.
- c. **Exclusivity.** Confirmation that no agreement or understanding will be made that would entitle any corporation or third party to contract space within the chosen facility or in the same outdoor space as the NCAA fan festival without the approval of the NCAA.



- d. **Office Space.** Office space for the NCAA and any affiliated production companies, preferably overlooking the fan festival space, will be provided whenever possible.
- e. **Utilities.** At no cost to the NCAA or its designee, the NCAA fan festival venue shall provide sufficient utilities including electrical power, water hookups, internet access for all participants in all areas and phones as needed to execute the event. If the space is outside, the LOC will also take financial responsibility for providing power even if this entails bringing in portable generators.
- f. **Stage and Décor.** If needed the local organizing committee or facility shall provide, at no charge, a temporary stage (approximately 20' x 30') with risers and a roof, if outdoors, for use during the duration of the fan festival. The local organizing committee or facility shall also provide, at no charge, all stage décor necessary to produce stage events. These needs include but are not limited to carpeting; pipe and drape; couches; director's chairs; a podium and decorative plants.
- g. **Tables, Chairs, Pipe and Drape.** The local organizing committee or facility shall provide at no charge all tables, chairs, pipe and drapes for the fan festival as well as all chairs for the audience in the stage area of the fan festival.
- h. **Restrooms.** If an event is held outside, the local organizing committee or facility shall provide at no charge portable restrooms to accommodate the estimated number of attendees.
- i. **Drayage.** No charges will be assessed for drayage on incoming and outgoing shipments to and from venue docks or parking lot.
- j. **Video/Sound/Public Address System.** Except for use by the facility in the event of any emergency, the NCAA shall retain sole, exclusive and complete control over the video, sound and public-address systems and all other audible or visible information or communication systems in the facility.
- k. **Audio-Visual.** The NCAA has the ability to select and contract with an audio-visual company of its choice. If the NCAA fan festival venue's audio-visual company is selected, it agrees to provide the NCAA and its designee with a 20% discount on all audio-visual spending.
- l. **Security.** The facility shall have a comprehensive security/emergency-situation plan. In addition, at no cost to the NCAA, the facility or the LOC shall provide all security personnel and equipment.
- m. **Products.** The NCAA, its designated representatives and/or official corporate partners, shall have the right to provide complimentary sampling of food and/or beverages and other products/services of its choice at the NCAA fan festival venue without limitation. There shall be no limitations on the size and amount of sampling and no fee shall be required to be paid to a concessionaire or any other party.

The NCAA and its designated representatives shall also have the right to serve food and beverages of its choice inside the volunteer break room, band/performer holding room and all offices occupied by the NCAA or its designated representatives.

The NCAA and its designees, including its official corporate partners, shall have exclusive rights to all food and beverage branding within the venue, including equipment (e.g., vending machines, soft drink fountains, etc.), cups, tableware, etc. Such branding shall have commercial marks as directed and provided by the NCAA



(e.g., Coca-Cola, if a corporate partner of the NCAA at the time of the event). In the event the venue has food and beverage branding that is competitive with the NCAA's official corporate partner, such branding shall be covered at the venue or LOC's expense.

The NCAA and its designated representatives shall have the right to bring in a restaurant and/or food/beverage category partner(s) (i.e., official NCAA sponsor in the restaurant service, food and/or beverage categories) that will have the ability to distribute and/or sell any size or type of food or beverage. The restaurant, food and/or beverage category partners will not be subject to any sampling restrictions and will retain the revenue from their sales.

The NCAA and its designees shall have no obligation to make any payments to the venue or its concessionaire or any third parties with regard to sampling or NCAA restaurant, food and/or beverage category partner sales, or other sales or giveaway by the NCAA or its sponsors or other designees. For clarity, this clause shall apply to the primary NCAA fan festival venue and all adjacent and related areas.

- n. **Coordination of Events.** If outside entities around the stadium are planning tailgating style activities associated with the championship, the LOC should make the NCAA and their designated production company aware of this and work with both parties for possible incorporation or at least non-competition.

3. **Staffing.**

- a. **Local Production Manager.** The local organizing committee shall provide one person to serve as the primary point of contact for the NCAA and/or their designated fan festival production agency and to serve as a local production manager for the fan festival.
- b. **Staffing.** The facility or local organizing committee shall provide and pay for all services deemed necessary for the NCAA fan festival area by the NCAA or its designee including, but not limited to security, janitorial services, ticket sellers, ticket takers, a first-aid room staffed by paramedics or other certified emergency medical personnel, maintenance and cleanup for all areas used by the NCAA or its patrons (e.g., restrooms, concession stands). All such personnel are to be under the sole direction and control of the facility or LOC and are not to be considered employees or agents of the NCAA or its designee.

- 4. **Merchandising.** The NCAA, or its designee, shall have the exclusive right to market and sell products licensed by the NCAA and will administer all souvenir merchandising within the contracted space. The NCAA and its designee shall have no obligation to make any payments to the venue or its concessionaire or any third party with regards to merchandising or other products.

5. **Advertising.**

- a. No promotional, public relations, political, marketing, sponsorship, advertising or similar activity shall take place at the NCAA fan festival venue area during the time the venue is leased to the NCAA without the express written advance approval of the NCAA. Without limiting the generality of the LOC/venue obligations in paragraph 5b, immediately below, alcohol, tobacco and gambling related advertising shall be covered at the NCAA fan festival venue at the LOC's expense.
- b. Unless specifically authorized by the NCAA, no advertising, banners, signs, inflatables, projections, kiosks, promotional areas, decals, window clings, lighting, marketing street teams, branded food and beverage



equipment, branded food and beverage equipment logos, brand identification or other displays of any kind shall be hung, posted or displayed anywhere at or adjacent to the NCAA fan festival venue during the dates the venue is leased to the NCAA, other than advertising, banners, signs and television/radio/Internet/sponsor banners and other displays approved in advance by the NCAA or its designee. Any advertising, banners, signs or displays (other than those approved by NCAA in advance) shall be covered by the venue at its (or the LOC's) expense, as designated by the NCAA.

- c. Without limiting the generality of the NCAA's other rights stated herein, an NCAA sponsor (or other NCAA designee) shall be permitted to provide recycling bins to be used to collect recyclable materials during the NCAA fan festival (and, unless otherwise agreed with the NCAA, the venue shall be responsible for recycling such bins and their contents).
6. **Promotions and Community Awareness.** The LOC, at its expense, shall work in cooperation with the NCAA and/or its designees to market and promote the event in the local community through a comprehensive cross platform marketing, public relations, digital and media campaign. All LOC promotional efforts shall be subject to the NCAA's advance review and approval, which may be granted or withheld in its sole discretion.
 7. **Parking.** The NCAA requires space for visitors, staff, contractor and delivery parking.
 - a. **Tractor-trailer and Box Truck Space.** Space for several tractor-trailers and box trucks to load-in, load-out and, if necessary, park will be provided at the facility at no cost to the NCAA. Since certain tractor-trailers and box trucks may be used as part of a permanent NCAA fan festival display inside of the NCAA fan festival, an adequately sized entry to the facility for these vehicles should also be provided.
 - b. **Staff and Contractors.** A minimum of 25 parking spaces located in close proximity to the fan festival shall be provided for staff and contractor parking and will be provided throughout the load-in, event and load-out at no cost to the NCAA.
 8. **Street Closures and Permits (for outdoor venues).** As needed, the LOC shall work with the NCAA or its designees on street closures and permits of any kind. If any streets are deemed necessary to close, the LOC will work with local officials and law enforcement to secure the permits needed and staff required to complete and enact these closures. The LOC and venue shall pay all permitting costs.
 9. **Food and Beverage Vendors.** The NCAA or its designee shall control all food and beverage rights and retain all food and beverage revenue for the ancillary events unless other arrangements are authorized by the NCAA. Also, the NCAA may restrict the sale of certain food and beverage products within the ancillary events if they conflict with NCAA corporate champions or partners. For clarity, there shall be no food and beverage buyout required in the ancillary events, and the NCAA shall have the ability to (a) allow its quick-service restaurant or casual dining sponsor to serve food within the ancillary events with no buyout; (b) to bring in selected food trucks or vendors for event guests; and (c) bring into the ancillary events outside food and beverage for staff, crew and volunteer meals if desired. Additionally, the NCAA shall determine in its sole discretion whether alcohol will be sold or distributed at ancillary events. The venue, LOC and/or caterer shall be responsible for any permits unless otherwise directed by the NCAA.
 10. **Content Rights.** The NCAA and/or its designee shall have the exclusive rights to produce, capture, reproduce, display, broadcast and otherwise use and distribute all images, photographs, data, footage, information and other content on and of the venue from the NCAA fan festival and all other related events (Content) on all existing and



future media outlets and platforms, including, but not limited to television, radio, internet and mobile/wireless (and the NCAA and its designees shall not be required to pay any fees or other compensation to the venue, the LOC or any other parties with respect to the Content). The NCAA and its designee shall have the sole right and authority to designate usage of all radio and internet broadcast, television, and other media broadcast space and press locations and work areas. Except to the extent otherwise expressly agreed in writing by the NCAA, the venues and the LOC shall have no license or other rights in or to any Content, and to the extent any Content rights vest in the venue or LOC (e.g., via operation of law), the venue and LOC agree to assign all such rights throughout the world to the NCAA in perpetuity.

11. **Public Performance License.** The venue shall secure and maintain in place at its cost all music public performance licenses, permits and/or ordinance exemptions necessary to cover all music performed or otherwise played at the venue.
12. **Weapons/Firearms.** The venue and LOC shall ensure that subject to applicable law, the NCAA shall be permitted to prohibit the possession of firearms, guns or weapons of any kind and remove anyone from the venue who fails to comply with such prohibition. NCAA and its designees will be permitted to post signage and other written communications, and make related verbal communications, at each entry or exit point of the venue for the purpose of informing patrons and other individuals that firearms are not permitted in the venue.

Currently, the NCAA produces fan fest events for the following championships: Division I women’s volleyball, Division I Football Championship Subdivision, Division I wrestling, Division I men’s basketball, Division I women’s basketball, Division I men’s ice hockey, Division I men’s lacrosse, Division I softball and Division I baseball.

Further, additional fan activation occurs at the following championships: Division I women’s soccer, Division I men’s soccer, National Collegiate women’s gymnastics, Division I women’s lacrosse, National Collegiate beach volleyball and Division I outdoor track and field.

Fan fest production or activation level at various NCAA championships is subject to change based on the annual review of championship enhancements and resources.



GOVERNMENT GUARANTEES

Although the championship is played at the competition venue, the increasing number of guests, activities and hotel facilities make the championship an event of region-wide impact. As such, a number of government guarantees are requested, in part to protect the rights of the NCAA.

1. Ambush Marketing.

- a. **Commercial-Free Zone.** If requested by the NCAA, the LOC/host and the appropriate governmental agencies, in cooperation with the NCAA, shall also establish an area(s) (designated on a case-by-case basis, but typically encompassing the NCAA hotels, team hotels, major ancillary event venues and the competition venue) which shall be free from temporary advertising, marketing, promotional and commercial activities not expressly authorized by the NCAA. Restrictions shall apply to publicly and privately owned exterior spaces or spaces temporarily enclosed.

At a minimum, the temporary sale or complimentary distribution of food, beverage, literature merchandise or temporary entertainment, not expressly authorized by the NCAA, shall be prohibited within the commercial-free zone on public property and on private property subleased for temporary business specific to the timing of the NCAA event.

Also, the LOC/host shall work with the NCAA and governmental agencies to otherwise protect against false association, commercial and non-commercial, with the NCAA and the championship.

- b. **Merchandising/Trademark Enforcement.** Appropriate city, county or other governmental entities shall (1) provide full cooperation to the NCAA in preventing unauthorized use of the NCAA's trademarks, championship tickets, or other intellectual property and the sale or distribution of unlicensed NCAA merchandise, and (2) cooperate with the NCAA by permitting the NCAA the right to pursue (at NCAA expense) legal enforcement measures against any seller or distributor of unlicensed merchandise. The governmental entities shall help to identify and communicate information regarding sales or distribution of unlicensed merchandise to the NCAA. The decision to pursue civil legal action or settle claims against a seller or distributor of unlicensed merchandise shall be at the sole discretion of the NCAA.

2. Public Safety/Security.

- a. **Event Safety Commitment.** The LOC/host and agencies responsible for public safety shall be financially responsible for any charge for public security/safety services provided outside the competition, practice and/or ancillary event venue(s) and regarding all other venues used for any NCAA official events as described in these specifications.
- b. **Security Personnel.** The competition, practice and/or ancillary event venues are required to provide experienced qualified security personnel in all positions for the championship. A comprehensive staffing plan with identification of key personnel and their experience shall be provided to the NCAA as part of the security plan that accompanies the bid. In the event appropriate personnel cannot be provided (as reasonably determined by the NCAA) and after 30 days' notice to the competition, practice and/or ancillary event venue(s) and the LOC/host, the NCAA, at its sole discretion may contract with a security organization of its choice, at the LOC's/host's expense.



3. **Safety/Medical/Emergency Preparedness.** Upon the awarding of the bid, the LOC/host, in conjunction with appropriate federal, state and local agencies and officials, shall submit to the NCAA a coordinated plan for security, law enforcement, and emergency preparedness and response, including all aspects of public safety. The LOC/host will be required to integrate the activities of law enforcement agencies, public health, public safety, emergency medical service, emergency management organizations and health care organizations. This safety/security

plan shall be consistent with industry best practices, takeaways from similar events and observation/evaluation of prior championships. The development and implementation of this plan shall be provided at no cost to the NCAA.

4. **Fire and Medical Emergency Agencies.** The NCAA requires support be obtained from fire and medical emergency agencies during the championship and during other events related to the championship. Local fire and EMS services shall be provided to the NCAA during the championship and during other events related to the championship at no cost to the NCAA.
5. **Taxes and Tax Exemptions.** The NCAA is a 501c (3) tax exempt organization and the bid respondents shall specify any state or local tax exemption that will be granted to the NCAA. If 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 submission shall be absorbed by the bid respondent or rebated back to the NCAA if bid respondent is approved for a NCAA championship.
6. **Open Records/Public Information Laws.** The NCAA requires the disclosure of all state and/or local Open Records/Public Information Acts laws, which could apply to any agreements or documents entered into or supplied to the bid and/or local organizing committee.
7. **Insurance Requirements.**

ALL CHAMPIONSHIPS (Excluding Division I basketball, final rounds of Division I men's ice hockey, men's lacrosse, baseball, softball, women's volleyball, wrestling and FCS football)

On-Campus Venue:

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

Off-Campus Venue (also applies when the on-campus venue is operated by a third-party):

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



The revenue must maintain and provide a minimum of \$1 million in Commercial General Liability (CGL) insurance limits 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.

Final rounds of Division I men's ice hockey, men's lacrosse, baseball, softball, women's volleyball, wrestling and FCS football.

On-Campus Venue:

Host institution/conference must maintain:

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

Off-Campus Venue (also applies when the on-campus venue is operated by a third-party):

Host institution/conference or Local Organizing Committee must maintain:

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



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

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

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

DIVISION I MEN'S BASKETBALL

Preliminary Rounds

Host institution/conference or Local Organizing Committee must provide:

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

Venue must provide:

- a. Commercial General Liability (CGL) coverage on an occurrence form for Bodily Injury and Property Damage and Personal and Advertising Injury, including Products/Completed Operations and Contractual Liability.



Coverage cannot exclude liability arising from athletic participation, spectators, alcohol, or food-borne illness. NCAA must be named as an additional insured, and the policy must have minimum limits of:

- \$10,000,000 Per Occurrence
 - \$10,000,000 General Aggregate
 - \$10,000,000 Products/Completed Operations Aggregate
- b. Automobile Liability Insurance, covering owned, non-owned, leased or hired autos, with a minimum combined single limit of \$5,000,000 Each Accident.
 - c. Workers' Compensation Insurance in compliance with the laws of the state or province where the venue is located, covering employees, volunteers, temporary workers and lease workers.
 - d. Employers' Liability Insurance covering employees, volunteers, temporary workers and leased workers with minimum limits of:
 - \$1,000,000 Each Accident
 - \$1,000,000 Disease - Each Employee
 - \$1,000,000 Disease - Policy Limit

Men's Final Four

Host institution/conference or Local Organizing Committee must provide:

- a. Commercial General Liability coverage on an occurrence form for Bodily Injury and Property Damage and Personal and Advertising Injury, including Products/Completed, Host Liquor Liability, Operations and Contractual Liability. Coverage cannot exclude liability arising from athletic participation, spectators, alcohol, or food-borne illness. NCAA must be named as an additional insured, and the policy must have minimum limits of:
 - \$20,000,000 Per Occurrence
 - \$20,000,000 General Aggregate
 - \$20,000,000 Products/Completed Operations Aggregate
- b. Automobile Liability Insurance, covering owned, non-owned, leased or hired autos, with a minimum combined single limit of \$5,000,000 Each Accident.
- c. Workers' Compensation Insurance in compliance with the laws of the state or province where the host institution/conference or LOC is located, covering employees, volunteers, temporary workers and leased workers.
- d. Employers' Liability Insurance covering employees, volunteers, temporary workers and leased workers with minimum limits of:
 - \$1,000,000 Each Accident
 - \$1,000,000 Disease - Each Employee
 - \$1,000,000 Disease - Policy Limit

Competition Venue and March Madness Music Festival venue(s) must provide:

- a. Commercial General Liability coverage on an occurrence form for Bodily Injury and Property Damage and Personal and Advertising Injury, including Products/Completed Operations and Contractual Liability. Coverage cannot exclude liability arising from athletic participation, spectators, alcohol, or food-borne illness. NCAA must be named as an additional insured, and the policy must have minimum limits of:
 - \$20,000,000 Per Occurrence
 - \$20,000,000 General Aggregate
 - \$20,000,000 Products/Completed Operations Aggregate



- b. Automobile Liability Insurance, covering owned, non-owned, leased or hired autos, with a minimum combined single limit of \$5,000,000 Each Accident.
- c. Workers' Compensation Insurance in compliance with the laws of the state or province where the venue is located, covering employees, volunteers, temporary workers and lease workers.
- d. Employers' Liability Insurance covering employees, volunteers, temporary workers and leased workers with minimum limits of:
 - \$1,000,000 Each Accident
 - \$1,000,000 Disease - Each Employee
 - \$1,000,000 Disease – Policy Limit

Venues for ancillary events must provide:

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

DIVISION I WOMEN'S BASKETBALL

Preliminary Rounds

Host institution/conference or Local Organizing Committee must provide:

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



- d. Employers' Liability Insurance covering employees, volunteers, temporary workers and leased workers with minimum limits of:
- \$1,000,000 Each Accident
 - \$1,000,000 Disease - Each Employee
 - \$1,000,000 Disease - Policy Limit

Venue must provide:

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

Women's Final Four

Host institution/conference or Local Organizing Committee must provide:

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

Competition Venue must provide:



- a. Commercial General Liability coverage on an occurrence form for Bodily Injury and Property Damage and Personal and Advertising Injury, including Products/Completed Operations and Contractual Liability. Coverage cannot exclude liability arising from athletic participation, spectators, alcohol, or food-borne illness. NCAA must be named as an additional insured, and the policy must have minimum limits of:
 - \$20,000,000 Per Occurrence
 - \$20,000,000 General Aggregate
 - \$20,000,000 Products/Completed Operations Aggregate
- b. Automobile Liability Insurance, covering owned, non-owned, leased or hired autos, with a minimum combined single limit of \$5,000,000 Each Accident.
- c. Workers' Compensation Insurance in compliance with the laws of the state or province where the venue is located, covering employees, volunteers, temporary workers and lease workers.
- d. Employers' Liability Insurance covering employees, volunteers, temporary workers and leased workers with minimum limits of:
 - \$1,000,000 Each Accident
 - \$1,000,000 Disease - Each Employee
 - \$1,000,000 Disease – Policy Limit

Venues for ancillary events must provide:

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

Notes applicable to Division I men's ice hockey, men's lacrosse, baseball, softball, women's volleyball, wrestling FCS football and Division I basketball championships insurance requirements:

1. All agreements, whether with the institution, conference, an LOC or the venue should include mutual indemnification language.
2. Certificates of insurance must be submitted to NCAA 30 days prior to competition.
3. Waivers for state institutions can be offered but will not be offered in cases where the host institution is not responsible for championship operation.
4. Coverage limits may be satisfied through a combination of primary and umbrella/excess policies. Umbrella/excess policies shall follow the form of the underlying coverage. Subject to the NCAA's prior written approval, contractors may be permitted to maintain limits which are less than the limits required herein.
5. Should host, LOC, or venue engage a consultant or subcontractor, all of the coverage requirements set forth above will apply to each consultant or subcontractor, including, but not limited to, the requirement that each



consultant or subcontractor name NCAA as an additional insured with regards to commercial general liability coverage on a primary and non-contributory basis, unless written exception is granted by NCAA.

6. All insurance policies must be issued by an admitted insurance carrier with an A.M. Best rating of A-VII or better. All liability insurance policies must provide cross liability coverage (separation of insureds or severability of interest provisions). Further, coverage for the NCAA shall apply on a primary basis irrespective of any other insurance maintained by the NCAA, whether collectible or not. No policy shall contain a self-insured retention without prior written approval of the NCAA. No policy shall contain a deductible in excess of \$25,000, and any/all deductibles shall be the sole responsibility of the host institution/conference, LOC or venue and shall not apply to the NCAA. All policies shall be endorsed to provide a waiver of subrogation in favor of the NCAA. Prior to execution of the agreement, host institution/conference, LOC or venue shall furnish NCAA with certificates of insurance evidencing compliance with all insurance provisions noted above. The insurance requirements set forth will in no way modify, reduce, or limit the indemnification herein made by host institution/conference, LOC or venue. Any actions, errors or omissions that may invalidate coverage for host institution/conference, LOC or venue shall not invalidate or prohibit coverage available to the NCAA. Receipt by the NCAA of a certificate of insurance, endorsement or policy of insurance which is more restrictive than the contracted for insurance shall not be construed as a waiver or modification of the insurance requirements above or an implied agreement to modify same, nor is any verbal agreement to modify same permissible or binding.



LODGING SPECIFICATIONS

For championships requiring lodging contracting, the NCAA has partnered with On Location to manage the NCAA Championship Housing Program and all championship housing needs. On Location serves as the housing partner for hundreds of events annually and, through strong relationships with various hotel brands, is able to deliver the appropriate mix of amenities, location and price for hundreds of thousands of room nights each year. Using their expertise, On Location will be responsible for managing the selection and contracting process for all championship housing accommodations.

Housing will be required for all participating teams, NCAA staff, committee members, media, game officials, contractors, and other special guests as designated by the NCAA. Separate hotels are needed for the NCAA, media, officials and participating teams unless specified otherwise by the NCAA. It may be permissible for the media or game officials to be assigned to the same property as the NCAA headquarters hotel. (Game officials and teams may not stay in the same hotel.) Efforts will be made to provide some deference to the official corporate champion/partner in the hotel category (should one exist at the time of contracting) of the NCAA. While hotels are the primary housing offerings that will be contracted, alternative options may be considered in certain situations.

Bids will be awarded contingent on the successful negotiation of housing needs at reasonable rates. Failure to secure such reasonable rates and properties may result in rescinding of the bid award.

Host Institution/Conference/Sponsoring Agency Obligations

The host institution/conference or sponsoring agency must guarantee sufficient housing is available to meet the room block needs identified in the sports specific bid specifications. Properties must meet the required service levels and be in reasonable proximity to the event venues. Rooms should not be secured or contracted, nor should rates be discussed with specific properties, unless requested to do so by the NCAA.

Bid responses may highlight any recommended properties On Location should consider when contracting. Properties considered by On Location and the NCAA must meet the required service levels, room type needs, amenities and proximity to venues required by the specific championship. Bid responses should disclose any special relationships, agreements and/or financial arrangements you may have in place with the recommended properties. On Location will take into consideration all recommendations when selecting hotels; however, guarantees cannot be made that contracts will be secured with these properties.

The Contracting Process

During the bid evaluation process, the host institution/conference or sponsoring agency may be contacted by On Location to obtain additional information on their housing recommendations. Once the bid is awarded, On Location will manage a request-for-proposal process to evaluate, secure and contract all hotels for the necessary room blocks and sports specific housing needs. Housing recommendations provided in the bid specifications will be taken into consideration; however, there is no guarantee that these properties will be contracted. Before being finalized, housing recommendations will be presented to the NCAA to obtain feedback/input. All hotel contracts will be drafted using a standard contract template and signed by the NCAA. Information related to the room blocks and housing will be communicated on a timely basis to the host institution/conference or sponsoring agency and the participating teams.

All hotels contracted must have experience with and understand the needs of large groups. For certain championship events, additional room blocks may be required for fan travel.

The NCAA or its designees shall have the exclusive right to sell products licensed by the Association for



merchandising at the selected hotels (inside and outside the premises controlled by the hotels). The hotel will provide adequate space in its lobby for such sales.

Contracted properties will be responsible for complying with all requirements in the contract terms as presented in the sample contract.

TICKET POLICIES/OPERATIONS

1. **Digital Ticketing Systems.** Venues that utilize preferred digital ticketing systems, which gather fan information, will be prioritized in the site selection process.
2. **Ticket Design/Printing.** The NCAA prefers the use of mobile tickets for all championship events. If mobile ticketing is not feasible, the NCAA will manage the design and printing for championship tickets, assigning specific duties to the LOC/host and competition venue as needed. The NCAA will forward artwork of the proposed ticket design to the LOC/host and competition venue for review and input. The NCAA logo shall be the only logo used on the front or back of the tickets unless specifically authorized by the NCAA. The name of the host institution/conference may be printed on the front of the ticket(s) and/or on the cover of the ticket booklet. The NCAA will coordinate the printing of the tickets unless the NCAA directs the LOC/host or competition venue to coordinate the printing. The LOC/host shall incur all expenses associated with ticket printing.
3. **Ticket Pricing.** With input and a recommendation from the LOC/host, the NCAA shall establish all ticket prices, including tickets for suites and standing room only. One hundred percent (100%) of the revenues from ticket sales shall be included in the championships receipts to help offset the NCAA guarantee (if applicable), championship expenses, and further revenue sharing opportunities. As further noted in the Government Guarantees section (page 36), 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 and the bid respondents shall specify any state or local tax exemption that will be granted to the NCAA. 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 submission shall be absorbed by the bid respondent or rebated back to the NCAA if bid respondent is approved for a NCAA championship.
4. **Control of Ticket Sales.** The NCAA shall control all ticket sales for the championship, assigning specific duties to the LOC/host and competition venue as needed. The LOC/host and competition venue shall cooperate fully with the NCAA's official ticketing vendors and/or ticketing partners (e.g., primary ticket sales system provider, official ticket and hospitality package provider, official ticket exchange). The NCAA shall not be responsible for securing an exemption to any exclusive contracts the LOC/host, competition venue or surrounding areas/facilities might have, nor will the NCAA be responsible for any buyout or other means necessary to secure such an exemption.

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

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



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

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

6. Suites.

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

7. LOC/Host Ticket Policies.

- a. **Allocation.** For all championships accepting bids, the NCAA may allocate to the LOC/host a number of saleable competition venue seats. These tickets shall be used to accommodate LOC/host guests, including but not limited to local contributors.
- b. **Ticket Allocation Limitation.** No more than 20 tickets shall be made available from the LOC/host or competition venue to any one entity without NCAA approval.
- c. **Assignment Information.** The LOC/host shall provide the NCAA with the names of those individuals assigned to each seat within the LOC/host's ticket allocation.

8. Competition Venue Responsibilities.

- a. **Seating Manifest.** At the time of the bid, the competition venue shall forward the NCAA a complete ticket manifest with a PDF or CAD drawing of the venue's configuration and cooperate fully with any NCAA ticketing partners.
- b. **Broadcast Partner Site Survey.** The NCAA's broadcast partner, in conjunction with the NCAA and the competition venue, will conduct a site survey approximately nine months in advance of the championship to determine the host set location, camera locations, and determine the need for "seat kills."
- c. **Final Manifest.** On completion of the site survey and determination of "kill" seats, the competition venue shall provide the NCAA with a final seating manifest, reflecting all saleable seats, available suites, and available hospitality/party suites.



- d. **General Public Assignments.** Subject to NCAA approval, the assignment of general public seats is the competition venue box office's responsibility, unless directed otherwise by the NCAA. The seat locations shall be designated by the NCAA. The competition venue must comply with all applicable city, state or federal laws and regulations, including those concerning access and seating for the disabled and assist with inquiries from ticket holders in need of disabled tickets. Additionally, the box office shall assist with all lost, stolen, or misdirected ticket issues. The competition venue shall be responsible for the labor necessary, as well as costs incurred, to process and distribute lost, stolen, or misdirected tickets.
- e. **Participating Institutions' Shipments.** The competition venue's box office shall send the tickets allocated to the participating institutions to the host tournament managers by a date designated by the NCAA, unless directed otherwise by the NCAA. An invoice, manifest, seating diagram, instructions and payment deadline information shall be sent with the participating institution's tickets. The competition venue shall be responsible for the labor necessary, as well as the costs incurred, to ship these tickets.
- f. **Sales Reports.** The competition venue's box office shall be responsible for providing the NCAA with timely and accurate sales reports. The NCAA shall be responsible for determining the schedule in which reports will be received from the competition venue's box office. The competition venue's box office shall cooperate fully with the NCAA's official ticketing vendors and/or ticketing partners in providing the reports.
- g. **Final Ticket Database.** The competition venue's box office shall send and/or upload the ticket database to the NCAA championship manager. A file format will be provided to submit ticket databases. The ticket databases should include the following field information: last name, first name, city, email, address, state, zip code, country, event, event year, event zip, sport, and source.



MARKETING PLAN/BUDGET

With guidance and approval from the NCAA, the LOC/host shall establish the development and oversight of a comprehensive marketing plan and proposed budget (e.g., marketing, advertising, promotions, printing, public relation efforts, social media and grassroots opportunities including database marketing, direct marketing and regular-season efforts) in support of ticket sales and/or ancillary event attendance and should be submitted by a mutually agreed upon date.

The marketing plan and budget prepared by the LOC/host should outline tactics, key ticket sales phases and expenses related to marketing the championship. Factors used to determine the marketing budget will include, but not be limited to: target demographics, venue capacity, market size, historical and anticipated attendance.

1. **Marketing.** The LOC/host shall appoint an individual with strong marketing experience and extensive knowledge of the local market to support the NCAA with day-to-day execution. Responsibilities include developing a sales and advertising strategy and budget to market ticket sales and all fan events at the championship. In addition, establish a marketing team consisting of representatives from the host, venue, CVB and or sports commission.
2. **Advertising/Media Buying.** The LOC/host shall appoint an individual with strong advertising experience to work in conjunction with the NCAA and to serve as the point person for all media advertising buys. This individual shall work in the host market to negotiate advertising buys promoting various NCAA- approved fan events and general event information.
3. **Community Awareness.** The LOC/host should identify effective ways to involve the community through community affairs calendars, social media, community newspapers, convention and visitor's bureau, chambers of commerce, etc. It is important to ensure that local residents have an opportunity to purchase tickets to learn about and enjoy the environment created by the championship.
4. **Grassroots Efforts:** The LOC/host should identify all possible methods to communicate information about the championship to targeted audiences. Championship information should be provided to area middle school and high school coaches, school systems, recreation centers, sport organizations and youth leagues/teams. Information should be shared via email, digitally, socially, through marketing collateral and presence at events and venues.
5. **Database Outreach:** The LOC/host is expected to communicate championship, ticket and fan event information to all relevant databases (e.g., venue, season ticket holders, alumni, donor, sports commission, youth, conference, third party, key stakeholders, etc.) as requested. The LOC/host is encouraged and expected to reach out to institutions within a determined mile radius of each site requesting championship information be sent to available databases. Hosts should be prepared with NCAA approved electronic promotional materials should neighboring institutions agree to send championship information to their databases on behalf of hosts.
6. **Final Ticket Database.** The LOC/host shall send the ticket database including all requested fields to the NCAA tournament manager on request.
7. **Public Relations.** The LOC/host shall appoint an individual with strong contacts with the local media. Responsibilities include developing, in conjunction with the NCAA, a comprehensive public relations plan for all ticket sales and fan engagement events for the championship.

Host institutions/conferences should solicit the cooperation of local media outlets in providing coverage of the sport/championship leading up to and during the championship. The coverage could include human interest stories



and features on the nation's top players, coaches and teams or on anyone who would be deemed as of interest locally. Media outlets should be requested to provide specific information about how to purchase tickets and special ticket offers/promotions.



8. **Creative.** It is not permissible for the LOC/host to create or design marketing related items. The NCAA will provide all collateral artwork in conjunction with marketing the championship.
9. **LOC/Host Related Assets.** The LOC/host is responsible for compiling a list of assets available to market ticket sales which should include, but are not limited to interior and exterior signage, digital banners, broadcast inventory, in venue promotional inventory, etc. Dates of availability, specs and delivery information should be submitted by a mutually agreed upon date.
10. **Promotional Items.** Items such as bumper stickers, balloons, key chains, refrigerator magnets, etc. can be created for specific NCAA approved marketing efforts. If such items are produced, they must be given away and not sold. The items must be purchased from an official [NCAA licensee](#) and approved in advance by the NCAA.
11. **Ticket Promotion.** 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.
12. **Ticket Sales Commission Plan.** The LOC/host may develop a ticket sales commission plan to assist in the sale of tickets. All commission plans must be approved by the NCAA before entering into any agreement with any outside group.

To be considered for this opportunity, a brief proposal including a commission plan, a list of groups(s) that plan to participate and ticket distribution method(s) must be submitted to the NCAA for approval.
13. **Use of NCAA Marks.** The NCAA must approve any use of the NCAA's name, logos or marks. No commercial entity's logo can be used in conjunction with the NCAA's name or marks, unless approved in advance by the NCAA.
14. **Championship Website.** The NCAA will maintain a website at ncaa.com/tickets that will serve as the official site for the championship. The LOC/host shall provide this link as the sole source for championship information. The official NCAA championship site must be the only URL associated with the championship in promotional materials.
15. **Local Organizing Committee Website.** The LOC/host can create an event-specific website to supplement the official ncaa.com/tickets website to increase exposure for their championship. This specific website should direct patrons to a landing page that is free of any corporate or sponsor marks in order to not compete with the NCAA's Corporate Champions and Partners. All LOC specific event websites must be approved by the NCAA before making it live on their platform.

NCAA championships marketing staff will provide feedback and approval for the final marketing plan and budget on a collaborative basis. Any adjustments to the marketing budget after the final plan and budget have been approved must be submitted to the NCAA for review and approval.



FINANCIAL INFORMATION

To provide more consistency and efficient partnership with host communities, institutions and conferences, and in recognition of the economic impact NCAA championships bring to local communities, the NCAA is instituting the following financial structure for the selected NCAA championships covered by these bid specifications. The following financial arrangements shall apply:

- The NCAA shall receive a minimum guarantee for selected championships. Please review the sport-specific bid specifications to verify if any championships require a minimum guarantee. This will also be noted when completing the budget.
- The LOC/host may receive an approved allocation for carrying out championship game responsibilities.
- The NCAA may receive reimbursement of various championship expenses identified in the championships budget.
- Revenue sharing opportunities between the NCAA and the LOC/host for any receipts in excess of the accepted budget.

As part of its bid, the LOC/host is encouraged to provide a detailed plan reflecting proposed modifications to the minimum basic financial structure outlined below that represents an additional commitment by the LOC/host. Examples may include forgoing, for the benefit of the NCAA, any portion of revenue or expense allocation reserved to the LOC/host and/or offer additional forms of value to the NCAA.

The LOC/host shall submit, as part of its bid, a detailed budget for the championship event. This shall include all revenue sources and expenditure uses, including the amount retained by the LOC/host or the sponsoring agency. Any modifications to the approved budget must have prior approval from the NCAA staff.

The following are minimum financial parameters for completing the proposed budget for the specified championship:

1. **Championship Receipts.** Includes all revenue from sale of tickets, including ticket revenue from suites (less admissions taxes, discount fees, and commission expenses, if any), handling fees and other income derived from the operation of the championship, except as hereinafter specifically excluded.
 - a. Tickets (includes all ticket sales regardless of the seller, whether sold by the host institution, the NCAA, the venue).
 - b. Other Revenue (includes sponsorship revenue, food/beverage, parking and other event-related revenues).
2. **Championship Expenditures.** Each sponsoring agency shall submit a championship budget that includes the following:
 - a. Promotion (promotions, advertising, printing and grassroots opportunities).
 - b. Ticket Expense (charge card expenses, commissions, state and city taxes, ticket vendor fee, host box office fee). As part of the tax related expense associated with the championship, the host shall be required to remit all state and local taxes to the appropriate agencies. Hosts shall remit the taxes on the sale of all tickets from the championship, and not just those sold through their box office (Host channel). Also note that as part of the bid process, it is the responsibility of the host to accurately report all state and local tax rates to the NCAA, so that the proper remittance is completed. The NCAA may, at its discretion, require a host to provide a letter of tax attestation from an independent CPA firm, verifying the state and local tax requirements of the championship. This shall be done at the cost of the host and is not reimbursable by the NCAA.



- c. Equipment (telephone installation, copy machines, game equipment).
- d. Facility Rental, Supplies and Personnel. As a result of the positive impact NCAA championships have on the local community, the NCAA views reduced or rent-free use of NCAA championship venues as a favorable term and condition for a bid submission. The venue rental(s) shall include all personnel and services for the practice, competition and ancillary event venue(s) deemed necessary by the NCAA, including but not limited to ushers, ticket sellers, ticket takers and other ticket personnel, game production staff, exit personnel, security personnel, fire personnel, a first-aid room staffed by paramedics or other certified emergency personnel, maintenance, construction, and clean-up of the venue, venue grounds, etc. All personnel shall be under the sole direction and control of the venue and are not to be considered employees or agents of the NCAA.
- e. Games management personnel (public address announcer, timers and scoreboard operators, statisticians, official scorer, medical personnel).
- f. Entertainment (media hospitality, meetings, luncheons and banquets, participants' refreshments).
- g. Officiating Expenses. The following officiating related expenses, which may be the responsibility of the host, shall be included in the budget: officials' lodging, travel, fees, and per diem. Please refer to sport-specific bid specifications for clarification on whether the host is responsible for these expenses.

Additional Financial Requirements.

The following additional financial requirements shall also apply to the bid response:

1. In addition to the specific requirements cited above, any LOC that participates in a bid for an NCAA championship shall provide one year of the LOC's most recent audited financial statements for review by the NCAA. [Note: This requirement is only for LOCs and is not requested of NCAA institutions and/or conferences.]
2. Submit all actual financial information via the approved budget system in the NCAA Championships Bid Portal no later than 60 days after the last date of the competition.
3. Adhere to the established and agreed-upon budget for the operation and execution of the event, and as such, any changes to the budget must be approved by the NCAA.
4. Provide detailed consistency in budget to actual reporting in the budget system in the NCAA Championships Bid Portal, so as to provide the most accurate detail of revenues and expenses for the event(s).



COMMUNITY ENGAGEMENT/LEGACY PROGRAMS

The NCAA is committed to offering socially sustainable programs and initiatives that provide education and increase access and opportunities for local/regional youth. Community Engagement opportunities include legacy programs that are within the framework of NCAA Championships. The information below outlines some of the programs and initiatives currently in place to enhance the championship experience for student-athletes, local community members, and fans.

Division I: Read to the Final Four

Program Overview:

The Read to the Final Four program provides the NCAA and Local Organizing Committee (LOC) an opportunity to support elementary literacy efforts with local school districts through a March Madness bracket-style competition between schools. The program is promoted throughout the championship year, with the actual competition traditionally starting in January and ending two weeks before Final Four week. The “Final Four” schools are rewarded with a trip to a Final Four-week celebration program at Fan Fest/Tourney Town, or Open Practice, where the winning school is announced and presented with a trophy and prizes. The programs include thousands of participants and have accounted for millions of minutes read by the participating students.

Why It Matters:

This is an essential program aligned with the NCAA’s strategic pillar of Literacy and Educational Equity. This program is important as it combines the promotion and excitement of literacy with the excitement of March Madness, using sports to engage young students at a critical time in their educational development. Research shows that students who aren’t reading proficiently by the end of third grade are more likely to struggle long-term academically. This program is NCAA and the Local Organizing Committee’s opportunity to engage youth in a fun, competitive way to promote literacy.

Host Expectations/Involvement:

Hosts are expected to develop relationships with the local school districts and recruit school district staff to serve on the community committee. The host or LOC is expected to raise/provide funds to support the costs of a technology vendor, book purchases, prizes and food and beverage for the field trip Final Four week.

All Divisions: Readers Become Leaders

Program Overview:

The Readers Become Leaders program focuses on enhancing and improving reading competencies among 3rd grade students. The program addresses the literacy crisis affecting children across various demographics, emphasizing the importance of reading at an early age. Educational data indicates that students who are not reading at grade level by the fourth grade are significantly more likely to drop out of high school. This is the NCAA’s umbrella literacy program that can be applied to championships and events outside of the NCAA Men’s and Women’s Final Four.

The program includes reading competitions that encourage classrooms to log reading minutes, with incentives such as tickets to NCAA fan events, with the goal of providing a platform to recognize the literacy achievements of participating



students and schools.

Why It Matters:

Since its inception, the program has impacted over 200,000 youth, and over 10 million minutes by promoting a culture of reading and laying the foundation for future educational aspirations, such as completing high school and attending college. This program is aligned with the NCAA's strategic Community pillar of Educational Equity and Literacy.

Host Expectations/Involvement:

Hosts are expected to develop relationships with the local school districts and recruit school district staff to serve on the community committee. The host or Local Organizing Committee is expected to raise/provide funds to support the costs of a technology vendor, book purchases, prizes and food and beverage for the field trip championship week.

All Divisions: Team Impact

Program Overview:

The NCAA and Team Impact have a strategic collaboration with the goal of creating memorable and long-term relationships between student-athletes and children with serious illnesses or disabilities.

The NCAA and Team IMPACT will expand opportunities for children who will be matched with college sports teams at various NCAA championships.

Why it matters:

This collaboration aims to empower children and enrich the lives of student-athletes through meaningful connections. Team IMPACT's model focuses on personalized therapeutic journeys for children, enhancing mental health and well-being.

Host Expectations/Involvement:

The host will work to provide unique opportunities for the Team Impact match in the hopes of creating a memorable experience. In collaboration with the NCAA community engagement staff and working group, the host will provide (if applicable) back-of-house tours, tickets, giveaway items, etc. to enhance the experience of the match. Hosts will be encouraged to celebrate Team Impact community engagement partners onsite during the championship event.

All Divisions: High School Student-Athlete Symposium

Program Overview:

Held annually, the High School Student-Athlete Symposium is a Community Engagement-led initiative that provides



participants with the opportunity to make an in-person connection with the NCAA while gaining the knowledge and tools needed to effectively make the transition from being a high school student-athlete to a collegiate student-athlete.

The event should include local school districts, student-athletes (grades 9-12), coaches, and administrators. The focus is to provide resources for those who surround the student-athlete and are instrumental in their personal and athletic development.

Why It Matters:

The intended outcomes for the program are to ensure that prospective student-athletes have a clear understanding of what is required to become eligible for NCAA Division I, II, and III member institutions. The NCAA looks to provide resources to help guide and understand the eligibility process and better understanding of what division might be the best fit.

Host Expectations/Involvement:

The host will be responsible for providing the NCAA with recommendations on venue based on target audience and scope of the event. The NCAA historically works with various school districts to ensure they have tools needed for prospective student-athletes; however, it will be the responsibility host to assist in the engagement and communication to local targeted school districts.

Division II: Make-A-Wish

Program Overview:

Continuing its longstanding commitment to philanthropy, in 2003, NCAA Division II established a national alliance with Make-A-Wish®, a global charity that grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

Why It Matters:

In the spirit of service, NCAA Division II student-athletes, coaches, administrators, parents, fans and communities across the country are working hard to make a difference in the lives of Make-A-Wish families through their fundraising efforts. Since 2003, NCAA Division II has raised more than \$6.75 million to help grant more than 780 wishes in support of the Make-A-Wish Foundation. In addition, Division II has partnered with Team IMPACT to connect teams with children facing serious and chronic illnesses. Since 2015, the division has formed over 620 matches with Team IMPACT children.

Host Expectations/Involvement:

Hosts are encouraged to develop programs and relationships with their local Make-A-Wish chapters or recognize their Team IMPACT child in conjunction with hosting an NCAA championship. While no specific information is needed with your bid, upon the award of a Division II championship hosts will be encouraged to celebrate one or both of Division II's



community engagement partners onsite during the championship event.

To learn more about Division II's approach to community engagement, please visit: <http://www.ncaa.org/about/division-ii-community-engagement>

Division III: Special Olympics

Program Overview:

The NCAA Division III Student-Athlete Advisory Committee initiated a partnership with Special Olympics in August 2011. The purpose of the partnership is threefold: 1) to improve the lives of Special Olympic athletes through their involvement with Division III student-athletes and to foster a mutual learning experience between Division III student-athletes and Special Olympic athletes; 2) to provide a platform for recognition of Special Olympic athletes, and 3) to raise awareness about Special Olympics and the programs and services it provides.

Why It Matters:

The partnership serves as an opportunity to demonstrate citizenship and comprehensive learning attributes of Division III student-athletes. Student-athletes giving back to their local communities not only adds to the comprehensive learning component of Division III but also provides a venue for passion and service.

Host Expectations/Involvement:

As part of this partnership, many of the NCAA Division III championships since August 2011 have included activities involving local Special Olympic athletes. If your institution/host agency intends to include activities that include Special Olympic athletes as part of hosting an NCAA championship, please provide a summary of these plans. The goal is for the host institution to work collaboratively with the NCAA staff and participating school to provide a unique experience for the child.



AGREEMENT TO TERMS AND CONDITIONS

The championship host that is bidding on this championship agrees to all terms and conditions as outlined above in this Championship Bid Specifications Agreement. We agree to comply with all the requirements listed in this document and to administer the designated championship in accordance with the policies of the NCAA and the applicable NCAA sports committee. Prospective hosts that agree with all the requirements listed in this document for the designated championship shall signify agreement by selecting “Yes” below.

YES NO

Prospective hosts who do not agree with all requirements in this document shall select “No” above and complete Attachment A specifying the terms the prospective host is proposing. Please note any proposed revisions to the language in this document must be specified in Attachment A to be considered. Any revisions, deletions, stipulations, etc. made directly in this document to the specifications listed above shall not be accepted

NCAA[®] SITE SELECTION PROCESS

