



MEMORANDUM

Feb. 4, 2025

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Shipping/Overnight Address:
1802 Alonzo Watford Sr. Drive
Indianapolis, Indiana 46202

www.ncaa.org

TO: Selected Newspapers and Radio and Television Stations
Selected Advertising, Marketing and Promotion Agencies
Selected Other Businesses/Corporations.

FROM: Scott A. Bearby
Senior Vice President of Law, Policy and Governance

SUBJECT: The Use of NCAA® Championship Brackets and Limitations on
Advertising.

The National Collegiate Athletic Association (NCAA) Division I Men's and Women's Basketball Championships will get underway in March 2025. We know that it has been common practice for news entities (including television, Internet, and print) to publish the tournament fields in bracket form, often with the NCAA's official logo for the Men's Final Four or the Women's Final Four.

Although the NCAA welcomes news coverage of our events, we have grown increasingly concerned about the placement of advertising within the brackets and implied or explicit corporate sponsorship of the bracket(s). Our concern extends to advertising-sponsored contests featuring the bracket(s). Such advertising and contests may create a false impression to the public that the advertiser has an official relationship with the NCAA or its championships.

As you undoubtedly know, the NCAA has official relationships and partnerships with certain companies that are granted exclusive rights to use NCAA trademarks and to promote their affiliation with the NCAA. The NCAA believes that the law supports its view that the unauthorized placement of advertising within an NCAA bracket or corporate sponsorship of the bracket is misleading and constitutes an infringement of the NCAA's rights.

The NCAA is not suggesting that a media entity cannot sell advertising that sponsors the entity's coverage of the NCAA championships. However, that advertising should be outside of the bracket space and should clearly indicate that the company or its product/service is connected only to the media entity's coverage and not with the NCAA or its championships. The only exception is if the corporate entity is approved by the NCAA. You are welcome to contact the NCAA for confirmation about whether approval

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NCAA MEMORANDUM

Feb. 4, 2025

Page No. 2

has been granted. Please contact Ashley Murray at 317/734-9139 or amurray@ncaa.org. This restriction in no way should curtail legitimate news coverage and commentary.

If you have any questions or if you would like the NCAA to review your advertising sales deck regarding placement, please contact me anytime at 317/917-6922 or sbearby@ncaa.org.

The NCAA appreciates your cooperation in protecting the NCAA's property interests and in eliminating confusion to your readers/viewers in connection with your news coverage.

SAB

cc: Selected NCAA Staff Members
