



**NCAA Sports Sponsorship and Demographic Report
Data Collection User Guide
- Conferences -
(Updated: February 2024)**

Introduction.

Official submission of the NCAA Sports Sponsorship and Demographic Report data is required of all NCAA member institutions and conferences and due not later than **5 p.m. Eastern time Sunday, June 30, 2024.**

Eligibility for postseason events (i.e., championships) as well as revenue distribution will be compromised, and penalty fees may apply if you fail to submit the required information by the prescribed due date.

The Sports Sponsorship and Demographics Report is now combined with and is part of the NCAA Directory (like last year).

The 2024 - 25 Sports Sponsorship and Demographics data collection is now open.

- Submission deadline is June 30, 2024
- [Instructions](#)
- [Frequently Asked Questions](#)
- Please email sportssponsorship@ncaa.org with any questions regarding the completion of the form.

Click [here](#) to access the report.

Note: Once your conference is opened in the NCAA Directory, if the above image is visible, you should have access to begin entering data for 2024-25 Sports Sponsorship. If you do not see this image, please contact your single-source sign-on administrator and ask for Sports Sponsorship access or send message to sportssponsorship@ncaa.org.

The information submitted via this form is accessed by all departments at the NCAA national office including, but not limited to: championships to determine eligibility; finance for revenue distribution; academic and membership affairs for compliance and contact information; governance for compliance; and research for analysis. Accuracy of this information is very important.

Also, the NCAA Directory is where email contact information is retrieved for notifications via Salesforce. Therefore, it is very important that all email addresses are listed correctly.

ACCESSING THE NCAA SPORTS SPONSORSHIP AND DEMOGRAPHICS REPORT

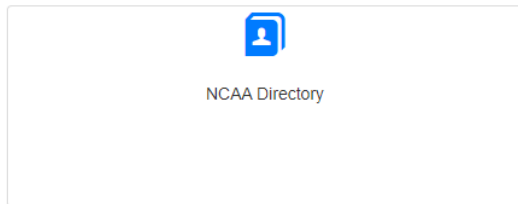
Access to the NCAA Sports Sponsorship and Demographics Report is available through the NCAA Directory.

How to Log In:

1. Go to [NCAA.org](https://www.ncaa.org).

2. Click the "My Apps" link found in upper right corner on the homepage.
3. Enter email and password.
4. Click the "**Sign in**" button.

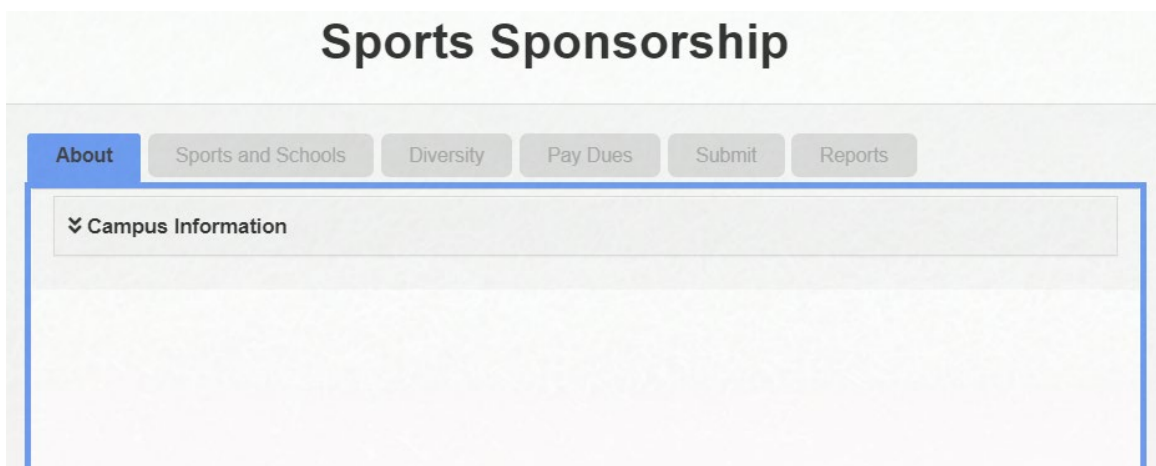
A link to the NCAA Directory will appear in the "My Apps" section of the website.



If this application does not appear, please contact your single-source sign-on administrator on campus or the athletics department to grant access to the NCAA Directory. Also, they will need to grant you access to Sports Sponsorship through the NCAA Directory application.

NAVIGATING THROUGH THE SYSTEM

Once you have clicked to access the Sports Sponsorship and Demographics Report, you will see this menu page with the tabs listed to enter and submit the required data. When you select a tab, it will turn blue and open the page.



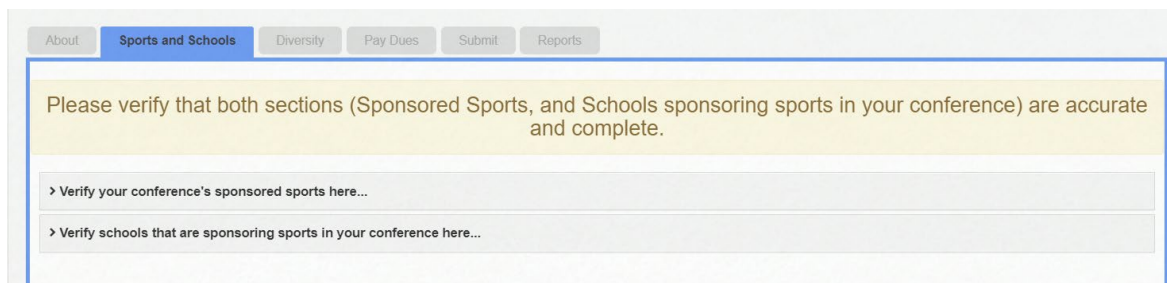
ABOUT

The "About" tab is for general conference demographic information. Clicking on the arrow to the left of the "Campus Information" will open the section to enter the data. Any time you enter or change the existing data within each section, you will be prompted to either save or undo the changes. Clicking the "down" arrows to the left will close the section.



SPORTS AND SCHOOLS

This tab displays all sports the conference plans to sponsor in the upcoming year, as well as the list of member institutions and the conference sports they plan to sponsor for the upcoming year.



First click on the "Verify Your Conference's Sponsored Sports Here" link. This will open a list of the sports that your conference has indicated it will sponsor for the upcoming academic year. Clicking on the blue button marked "Show Schools Sponsoring Sport" will bring up a list of your member institutions that sponsor that particular sport.

A sport can be deleted by clicking the "red trash can" icon to the left of the sport. Please note that removing the sport from the conference list will NOT remove it from the individual institution's sport list.

To add a sport, please click on the blue box "Add sport for 2024-25" button. This will open a page of sports that your conference has not already listed as sponsoring. Select the sport to be added and it will appear on your list. Click on the "Show Schools Sponsoring Sport" link to add the institution(s) who will be competing in your conference and will be sponsoring the sport for the upcoming year. Enter the institution's name to add the sport. Adding the sport to your conference list will NOT add it to the individual institution's sport list.

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Verify your conference's sponsored sports here...

This is a list of sports your conference will sponsor in 2024-25. Add and remove sport(s) as necessary.



➤ Add Sport for 2024-25

Sport that will be sponsored in 2024-25	Division / Subdivision	
 Baseball	1 / 0	Show Schools sponsoring sport
 Football	1 / 1	Show Schools sponsoring sport
 Men's Basketball	1 / 0	Show Schools sponsoring sport
 Men's Cross Country	1 / 0	Show Schools sponsoring sport

Once you have verified the sports that your conference is sponsoring for the next academic year, you need to confirm your member institutions, as well as the conference sports they will be sponsoring. This is basically a cross check to confirm what the institutions are also submitting on their report. Click on the "Verify schools that are sponsoring sports in your conference" which will then list the schools in your conference. To remove a school, click on the red "trash can" icon to the left of the institution's name. Clicking on the blue "show sports for school" button will then open the list of sports that institution sponsors **and** competes in within your conference. If you have added a sport and included the school above, this new sport will automatically appear on the list. Adding or removing a sport from that list will not affect the individual institution's report.

Verify schools that are sponsoring sports in your conference here...

This is a list of schools that are sponsoring a sport in your conference in 2024-25. Add and remove sport(s) as necessary. If you need to add a school, add it to a sport in the "conference's sponsored sports" section above first and then it will appear here for you to maintain that schools sports.

Institution	Sports
 Baylor University	Show sports for school
 Brigham Young University	Show sports for school

DIVERSITY

Enter the gender and ethnicity information for individuals who held the administrative titles for the **2023-24** academic year listed on this page. If an individual has more than one administrative responsibility, that person should be counted in each title they held; therefore, one person may be included in more than one title. Please do not include volunteers. If there was a personnel change during the year, report on the individual who currently holds the title.

SUBMIT

Once the information on the collection tabs has been completed and saved, the data will be submitted from this tab. Checks and balances are built into the system to check for accuracy of data entry and compliance with membership requirements. Any errors found must be resolved

before the SUBMIT button is active. Warnings should be reviewed and verified; the data can be submitted with warning messages.

Once all errors have been resolved, the submit button will show for you to submit the data to the NCAA. Upon successful submission, a message will display the submitter's information as well as the date and time of submission. **Please note that your data will be reviewed after final submission from all schools, and you will be contacted if there are any questions or concerns.**

REPORTS

This page allows you to print off the current year report as well as reports from prior years. Please note that any changes or corrections requested by your conference after submission will affect prior year reports as they will display what is currently in the membership database/NCAA Directory for that year, not necessarily what was entered.

PAY DUES

Conferences have the opportunity to pay annual NCAA membership dues online. Please select the tab and the system will direct the user to provide information regarding the revised online payment option.

Questions about this feature should be directed to Sharon Kincaid in the NCAA accounting department at skincaid@ncaa.org or 317-917-6481. Your dues do not need to be paid prior to submitting this form.

HELP

This page contains links to the instructions for completing the report, as well as a Frequently Asked Questions document.