



**NCAA Sports Sponsorship and Demographic Report
Data Collection User Guide
- Institutions -
(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 institution 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

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

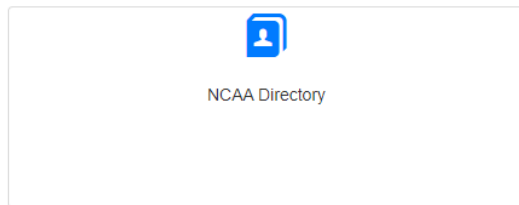
Access to the NCAA Sports Sponsorship and Demographics Report is available through the NCAA Directory.

How to Log In:

1. Go to [NCAA.org](https://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 to 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 institutional demographic information. There are several sections on that page to be opened and completed: Campus Information, Enrollment, Regional Accreditation, Tax Status, Religious Day Competition and Coaches/Consortium. Clicking on the arrow to the left of the name 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.



Campus Information.

The information in this section is mostly pre-populated from information that is already in the NCAA Directory. Please review and make changes as needed. You will need to indicate if you are also a member of the National Association of Intercollegiate Athletics (NAIA); and/or the National Christian College Athletic Association (NCCAA). If you are a single-gender institution, please indicate so.

Enrollment.

Enter the **2023-24** full-time undergraduate baccalaureate degree-seeking students, broken out by gender. The four previous years' enrollment figures are there for informational/comparative purposes.

Regional Accreditation.

The information has been pre-populated based on previously submitted data. Please review to be sure the information is correct and update any accreditation dates as needed.

Tax Status.

Please answer the questions regarding your institution's tax classifications.

Religious Day Competition.

This page is to be completed if your institution has a policy against competition on specific days of the week.

Coaches/Consortium.

Please answer the questions on this page regarding coaches' certifications and if your institution is a member of an athletics consortium.

SPONSORED SPORTS

This tab displays all sports the institution indicated it sponsored last year and/or plans to sponsor in the upcoming year. Within each sport page, the user must enter data which will be used to determine whether the institution met its minimum sports-sponsorship requirements for the previous academic year and what the institution plans to sponsor next year, as well as report the sport specific ethnicity and head coach contact information.

Each sport listed is a link; by clicking the "Edit/Update" link to the right, the sport page will open where the user will enter the sponsorship data. A broken circle under the "Completion Status" column means the sport has yet to be updated. A red "warning" sign means there are errors that need to be fixed, and a green "checkmark" indicates the sport is complete. All sports in the list will need to be completed (with the green checkmark under the "Completion Status" column) prior to submitting the form. **Users should include all varsity sports in their "Sport List," not just those used to meet sports-sponsorship minimums.**

About	Sponsored Sports	Diversity	Financial Aid	Submit	Reports	Pay Dues	Help	Staff
Will you be sponsoring a sport in 2024-25 that's not in the list below ? Select here to add it. →								
Sport	Completion Status	Gender	Sponsored in Current Year (2023-24)	Sponsoring Next Year (2024-25)	Edit Update			
Baseball	⚠	Male	✓		✎			
Football	⚠	Male	✓		✎			
Men's Basketball	⚠	Male	✓		✎			
Men's Golf	⚠	Male	✓		✎			
Men's Ice Hockey	⚠	Male	✓		✎			
Men's Swimming and Diving	⚠	Male	✓		✎			
Men's Tennis	⚠	Male	✓		✎			
Men's Volleyball	⚠	Male	✓		✎			
Field Hockey	⚠	Female	✓		✎			
Softball	⚠	Female	✓		✎			
Women's Basketball	⚠	Female	✓		✎			
Women's Cross Country	⚠	Female	✓		✎			
Women's Golf	⚠	Female	✓		✎			
Women's Gymnastics	⚠	Female	✓		✎			
Women's Soccer	⚠	Female	✓		✎			
Women's Swimming and Diving	⚠	Female	✓		✎			
Women's Tennis	⚠	Female	✓		✎			
Women's Track, Indoor	⚠	Female	✓		✎			
Women's Track, Outdoor	⚠	Female	✓		✎			
Women's Volleyball	⚠	Female	✓		✎			

Click on the "edit/update" link for the sport in the "Sport List" in order to update information. Enter the number of countable contests for the previous year, the gender and ethnicity breakout of last year's coaches and student-athletes. If you have participant data in Compliance Assistance (CA), press the "Import from CA" button to import the data. If needed, the figures can be manually corrected/updated after importing.

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The sport update section also will ask "Are you sponsoring [sport] in 2024-25?" If yes, the user will need to confirm sport conference and division. If the institution is dropping the sport for the upcoming year, the user will still need to update the participation count, number of countable contests for the previous year and the reason for dropping the sport. If the institution is adding a sport, for the upcoming year, the user will need to enter the conference and projected number of contests at the bottom of the page. When adding a sport, wait for the update page to open in order to enter the sponsorship data required. If a sport is added in error, it can be deleted by clicking on the "red trash can" icon.

If the sport list includes a sport that the institution planned to sponsor and did not meet minimum participant and/or countable contests or discontinued the sport for any reason, please indicate that on the form using the most appropriate reason from the drop-down menu. Verify and confirm head coach information or use the "Personnel Change Request" link to update the information. Please note that any change requests made through the NCAA Directory may take up to 48 hours to update on this form.

Baseball

Please note: Contest and participation data is used to calculate the Division I and II NCAA Sports Sponsorship Revenue Distribution. All institutions have an obligation to submit accurate data to assist in upholding the integrity of the NCAA distributions.

Regular:

Post:

Exempt:

Actual:

Baseball Countable Contests:

0

+

0

+

0

=

0

This is your 2023-24 ethnicity breakdown for Baseball. Please include all current coaching personnel (i.e., full-time and part-time paid staff.). If an individual has coaching responsibilities in more than one sport, that person should be counted in each sport. Therefore, each person may be counted more than once in this report. [Federal Race and Ethnicity Descriptions](#)

Administrative Title	White		Black		Asian		Hispanic		Amer. Indian		Native Hawaiian		Two+		Other		US N-R		Total
	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	tot
Assistant Coaches	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Head Coaches	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Student-Athletes <div>Import from CA</div>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Totals ----->	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Athlete Participant Count is 0. This is the sum of Student-Athlete counts in table above.

Questions regarding Baseball for 2024-25

Are you sponsoring Baseball in 2024-25 ?

Yes

No

Current Baseball Head Coach

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. If the position is vacant, please report who used to be in the role.

FINANCIAL AID

This section is for Divisions I and II member institutions only. Please respond to the prompted questions regarding whether your institution met the financial aid minimum requirements per NCAA Division I Bylaw 20.10.3.2 or NCAA Division II Bylaw 20.10.2. You will also enter the financial aid equivalencies and/or dollar amounts awarded by sport to show how your institution met the minimum requirements. For Division I members, all institutional financial aid shall be used to meet minimums (Bylaw 20.10.3.2.1); for Division II members, only countable financial aid shall be used to meet minimums (Bylaw 20.10.2.1.1).

For institutions that use the Financial Aid tab in the NCAA Compliance Assistant system, you will be able to import your equivalency data from CA using the "Import from CA" button. If needed, the figures can be manually corrected/updated after importing. Financial aid dollar amounts will need to be manually entered.

While the system will perform an initial validation on the financial aid data, checking against the minimum requirements, a more thorough data validation check will be done after all schools have submitted their data. You will be contacted if there are any questions or issues on the financial aid data.

Sport	Maximum Equivalency Limit	Equivalencies Awarded by Your Institution Import CA Data	Amount in Dollars All Institutional Financial Aid Awarded by Your Institution (Bylaw 20.10.3.2)
Baseball--MBA	11.7	<input type="text"/>	<input type="text"/>
Men's Basketball--MBB	13	<input type="text"/>	<input type="text"/>
Football--MFB	85	<input type="text"/>	<input type="text"/>
Men's Golf--MGO	4.5	<input type="text"/>	<input type="text"/>
Men's Swimming and Diving--MSW	9.9	<input type="text"/>	<input type="text"/>

Please Note: After making any entries into the above two columns, you must Save Changes (pop up window will appear under the chart).

Women's Volleyball--WVB	12	8	407,229
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Changes made! Save Changes Undo Changes

Once data has been entered and saved, the system will automatically check a box.

Note: Your institution may have met minimums in more than one part; however, this form is only verifying minimums were met.

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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.

Sports Sponsorship

About Sponsored Sports Diversity Financial Aid **Submit** Reports Pay Dues Help

The following **errors and warnings** were found. Please resolve all **errors** before submitting this report. **Warnings** are there for your information and will not prevent you from submitting this report. Please review all the warnings and make sure they are acceptable to be reported to NCAA the way they are. Once you have all the **errors** resolved, this page will provide a "Submit Report" button to enable you to submit this report. For your convenience, clicking on either the message description or the error / warning message(s) will take you to the section of the report where the error or warning originated from.

**** Errors and Warnings ****

- Sponsored Sports Tab - Men's Soccer**
 - Error ** Missing head coach ethnicity.
 - Error ** No ethnicity set for sport.
 - Error ** Missing the reason that you did not meet the minimum countable contest requirements.
 - Error ** Please answer whether you are sponsoring this sport next year or not.
 - Error ** Missing student athletes in the ethnicity section.
- Sponsored Sports Tab - Men's Track Indoor**
 - Error ** Missing head coach ethnicity.
 - Error ** No ethnicity set for sport.
 - Error ** Missing the reason that you did not meet the minimum countable contest requirements.
 - Error ** Please answer whether you are sponsoring this sport next year or not.
 - Error ** Missing student athletes in the ethnicity section.
- Sponsored Sports Tab - Baseball**
 - Warning ** This is a male sport and 1 female assistant/head coach is included in the ethnicity section.
- Sponsored Sports Tab - Men's Cross Country**
 - Error ** Missing head coach ethnicity.
 - Error ** No ethnicity set for sport.
 - Error ** Missing the reason that you did not meet the minimum countable contest requirements.
 - Error ** Please answer whether you are sponsoring this sport next year or not.
 - Error ** Missing student athletes in the ethnicity section.
- Sponsored Sports Tab - Men's Golf**
 - Warning ** This is a male sport and 3 females are included in the student-athlete ethnicity section.

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.**

Sports Sponsorship

About Sponsored Sports Diversity Financial Aid **Submit** Reports Pay Dues Help

The following **warnings** were found. Although no resolution of these is required, please look them over and make sure they are acceptable to be reported to NCAA the way they are. This report can be submitted with warnings.

**** Note **** For your convenience, clicking on either the message description or the error(s) will take you to the section of the report where the error or warning originated from.

**** Warnings ****

- Sponsored Sports Tab - Baseball**
 - Warning ** This is a male sport and 1 female is included in the student-athlete ethnicity section.
- Sponsored Sports Tab - Softball**
 - Warning ** This is a female sport and 1 male is included in the student-athlete ethnicity section.
- Sponsored Sports Tab - Men's Golf**
 - Warning ** This is a male sport and 1 female is included in the student-athlete ethnicity section.

Report is ready for submission to NCAA Sports Sponsorship.

**** Caution **** After report submission, NCAA will be notified and the report will no longer be changeable.

☒ I certify that this report is complete and accurate to the best of my knowledge, and that I have reviewed the warnings above.

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 institution 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

Members have the opportunity to pay annual NCAA membership dues online. On this page you will see two options – the Pay Dues page will open directing the user to provide information to complete and submit payment to the NCAA. The Payment History page will show the prior year payment and date it was made.

Questions about this feature should be directed to Sharon Kincaid in the NCAA accounting department at skincaid@ncaa.org or 317-917-6481.

HELP

This page contains links to the instructions for completing the report, as well as a Frequently Asked Questions document. You will also see a reminders display, showing the various reports to be submitted throughout the year and their due dates. Please contact your divisional governance staff members with any questions on the reminders.

