



# NCAA Men's Final Four Atlanta FAM Tour

August 20-21, 2012  
Atlanta, GA

All details/information in presentation subject to change.



# Welcome to the NCAA Men's Final Four FAM

Jim Haynes

Associate Director of Championships & Alliances  
NCAA

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# Welcome to Atlanta

Sharon Goldmacher

Executive Director

Atlanta Local Organizing Committee

Paul Griffin

Senior Associate Director of Athletics

Georgia Tech Athletic Association

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# Welcome to Atlanta

Mark Vaughan

EVP & Chief Sales and Marketing Officer

Atlanta Convention & Visitors Bureau

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**NCAA Men's Final Four  
Atlanta FAM Tour  
August 20 – 21, 2012  
Atlanta, Georgia**

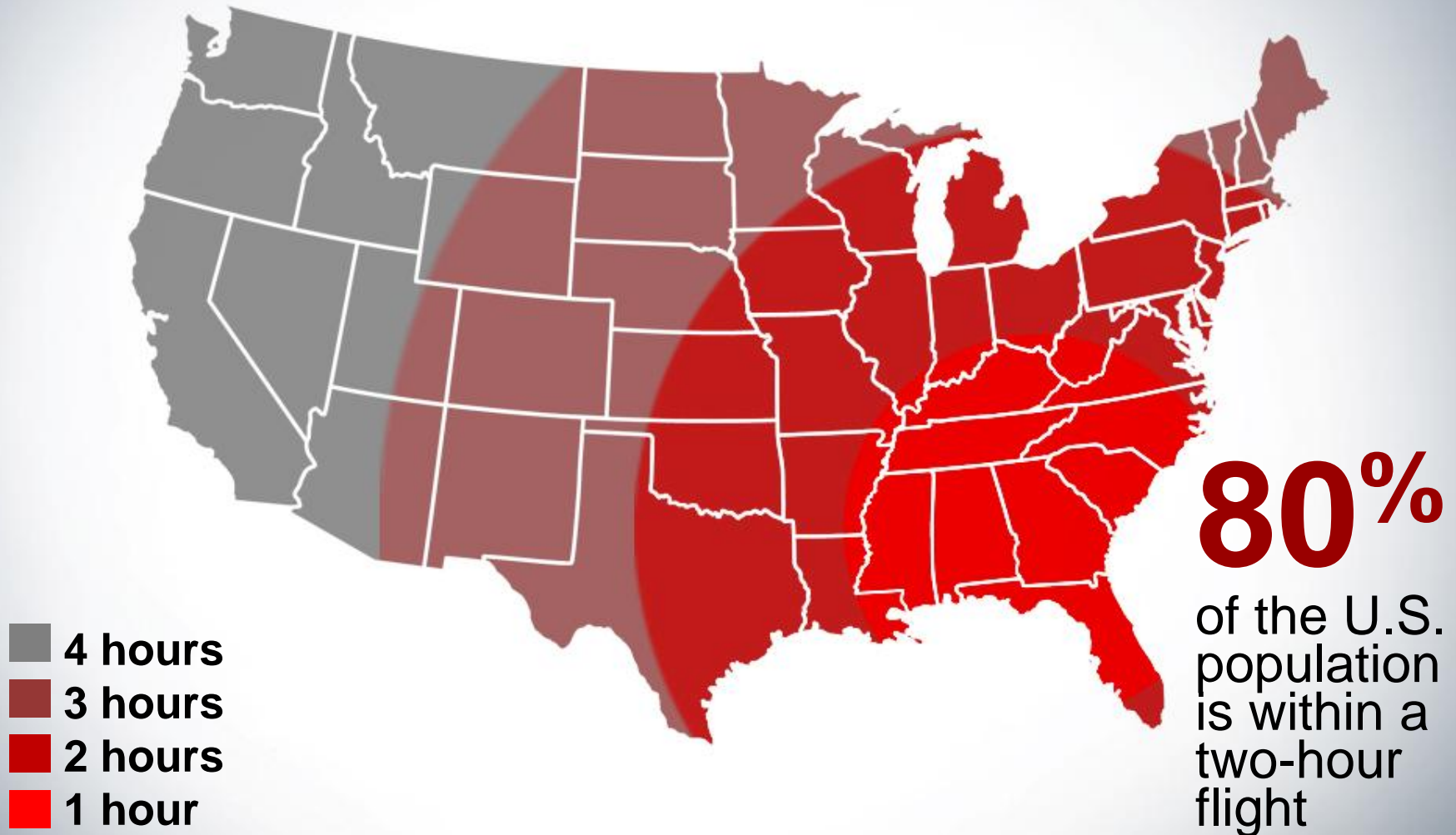




# Getting Here



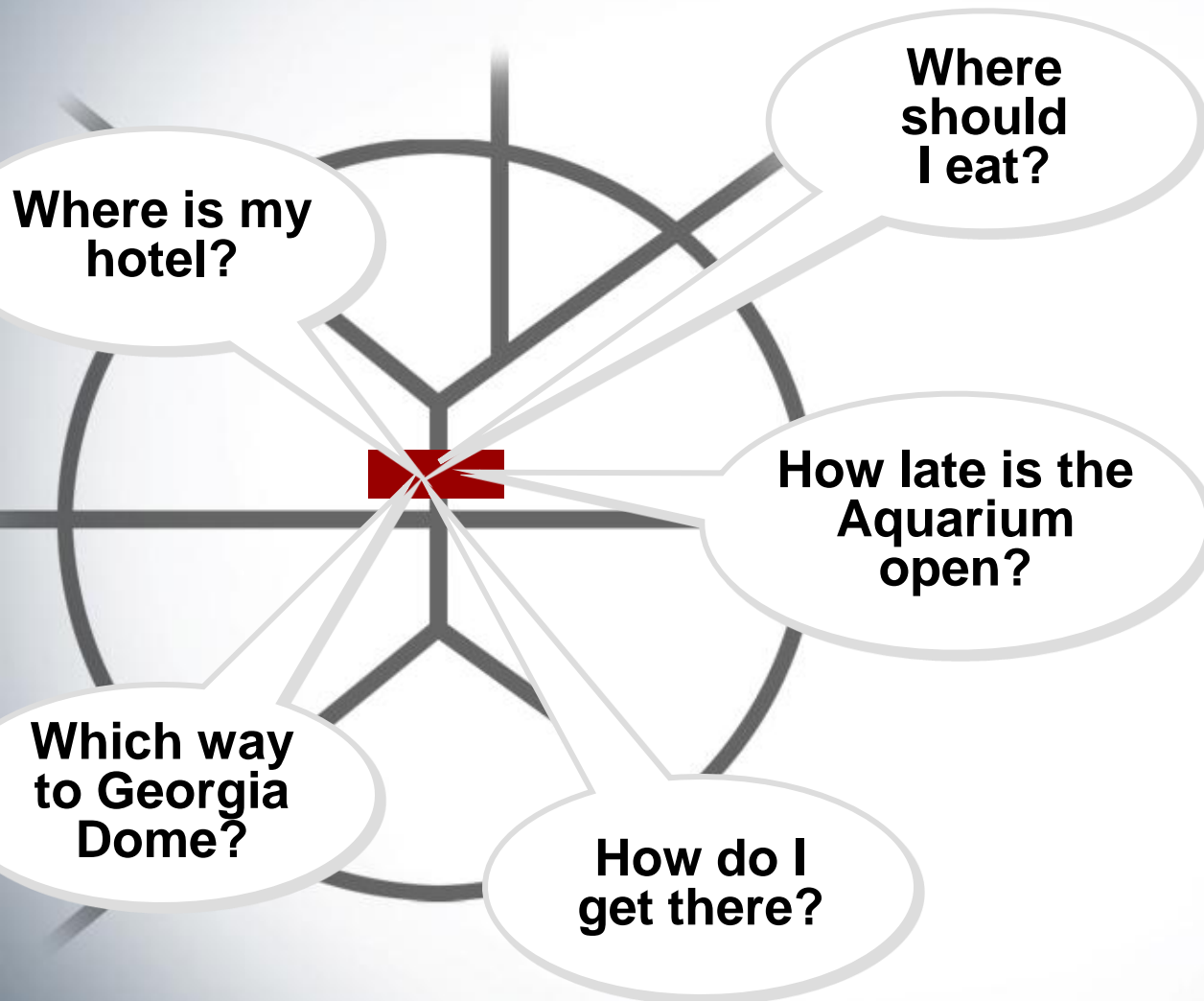
# America's Most Accessible City





# Hospitality on Foot

## 67 Atlanta Ambassadors



\*Flexible hours for large events













# Cookin' Up Talent



## BUCKHEAD

Holeman & Finch  
Restaurant Eugene  
Flip Burger Boutique  
Ocean Prime  
Southern Art  
Market



## WEST MIDTOWN / MIDTOWN

Watershed  
JCT Kitchen  
Bacchanalia  
Miller Union  
Bocado

Ecco  
Livingston's  
South City Kitchen  
4<sup>th</sup> & Swift\*  
STK  
Woodfire Grill



## CONVENTION DISTRICT

Alma Cocina  
Peasant Bistro  
White Oak Kitchen  
Ray's in the City  
Legal Seafood



## VIRGINIA HIGHLANDS/PONCEY HIGHLANDS

Murphy's  
Pura Vida  
Rosebud  
Barcelona



## INMAN PARK

Rathbun's/Rathbun  
Steak  
Serpas  
Wisteria  
Sotto Sotto



# Development in Atlanta



LUCKIE  
MARIETTA  
DISTRICT  
2008

Hartsfield Atlanta  
International Airport



INTERNATIONAL  
TERMINAL  
OPENS  
2012



ATLANTA  
STREETCAR  
LATE  
2012

DOWNTOWN RESIDENTIAL LIFE GROWS

BOUTIQUE HOTEL DEVELOPMENT

'05-'07

'08-'10

'11

'12

'13

DOWNTOWN RESTAURANT BOOM

MIDTOWN MILE DEVELOPMENT



GEORGIA  
AQUARIUM  
2005



WORLD OF  
COCA-COLA  
2007



DOLPHIN  
HABITAT  
2011



LEGOLAND  
DISCOVERY  
CENTER  
OPENS  
2012











# Golf

Atlanta has more than **100** public and private golf courses encompassing the metro area

## East Lake Golf Club

The home course of legendary golfer Bobby Jones

The oldest golf course in the city of Atlanta

Permanent home of the TOUR Championship by Coca-Cola, the culminating event of the PGA Tour Playoffs for the FedEx Cup



## In town hot spots

Charlie Yates Golf Course  
North Fulton Golf Course  
Bobby Jones Golf Course

## Championships links includes

Stone Mountain Golf Club  
Legacy on Lanier Golf Club  
Canongate Clubs  
Bear's Best  
Foxhall Resort & Sporting Club











# NCAA Men's Final Four Atlanta FAM Tour

August 20-21, 2012  
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# Tentative Schedule of Events

- Thursday, April 4

- 5:30 – 10 p.m.

Bracket Town refreshed by Coca-Cola Zero  
(Private Event)

- 7 p.m.

Salute Presentation

- Friday, April 5

- Noon – 8 p.m.

Bracket Town refreshed by Coca-Cola Zero

- Noon – 7 p.m.

Reese's Final Four Friday

- Noon – 4 p.m.

Final Four Team Practices

- 4:35 p.m.

Reese's College All-Star Game

- 4 – 10 p.m.

AT&T Block Party – Big Dance Concert Series

- 7 – 10 p.m.

Turner/CBS CC/P Dinner

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# Tentative Schedule of Events

- Saturday, April 6

- 10 a.m. – 8 p.m.
- 11 a.m. – 5:15 p.m.
- Approx. 6:09 p.m.
- Approx. :30 after

Bracket Town refreshed by Coca-Cola Zero

Coca-Cola Zero Countdown – Big Dance  
Concert Series

DI National Semifinal #1

DI National Semifinal #2

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# Tentative Schedule of Events

- Sunday, April 7

- Noon – 8 p.m.
- 12:30 p.m.
- TBD
- 3 – 10 p.m.
- 4:30 p.m.
- 6 – 9 p.m.

Bracket Town refreshed by Coca-Cola Zero  
DIII National Championship (Phillips Arena)

Men's Final Four Dribble

Capital One JamFest – Big Dance Concert  
Series

DII National Championship (Phillips Arena)

AT&T NABC Guardians of the Game Awards  
Show

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# Tentative Schedule of Events

- Monday, April 8

- 10 a.m. – 8 p.m.
- TBD (tentative)
- Approx. 9:23 p.m.

Bracket Town refreshed by Coca-Cola Zero  
Big Dance Concert Series  
DI National Championship



# Transportation/Parking

- Traveling to/from the Georgia Dome
  - NCAA Official Shuttle System
    - NCAA hotels, Bracket Town, Big Dance, Georgia Dome
    - Route, shuttle pass qty and distribution timeline TBD
  - CC/P Vehicles/Charter Buses
    - Drop-off/Pick-up locations and parking info/options TBD
  - Additional transportation/parking information available in early December





# Transportation/Parking

- NCAA transportation management company:  
SP Plus Gameday
  - Services
    - Transportation planning at hotels and venues (buses and cars)
    - Sponsorship opportunities (bus wraps, headrest wraps, promotional videos)
  - Contact
    - Cristine Paull – Managing Director, Events  
215-778-4655    [cpaull@spplus.com](mailto:cpaull@spplus.com)



# Ancillary Fan Events

- Salute Presentation

- Date/Time

- Thursday, April 4

- 7 p.m. Presentation

- Approx. 8 p.m. Reception (immediately following Presentation)

- Location

- Presentation – Georgia World Congress Center, Sidney Marcus Auditorium

- 1,726 seats

- Two-level audience

- 3,445 square-foot stage

- Full-stage lighting and audio

- Reception – Bracket Town

- Details

- All three divisions (8 teams) will be honored

- 75<sup>th</sup> Celebration included

- CC/Ps will be provided access to complimentary tickets

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# Ancillary Fan Events

- Bracket Town refreshed by Coca-Cola Zero

- Date

- Friday, April 5 – Monday, April 8  
(open to the public)

- Location

- Georgia World Congress Center,  
Halls A1, A2 and A3

- Hours of Operation (subject to change)

Thursday, April 4

5:30 – 7 p.m. / 9 – 10 p.m.

- Private Event – Final Four Teams Preview & Post-Salute Reception

Friday, April 5

12 – 8 p.m.

Saturday, April 6

10 a.m. – 8 p.m.

Sunday, April 7

12 – 8 p.m.

Monday, April 8

10 a.m. – 8 p.m.



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# Ancillary Fan Events

- Bracket Town refreshed by Coca-Cola Zero
  - Details
    - Space: 340,000 square feet
    - Admission:
      - \$10 Adults
      - \$6 Children (ages 3 -11), Senior Citizens, Military Personnel and Students with Valid ID
      - Free Children ages 2 and under
    - Event Partners & Non-Sponsored Activations
      - Coca-Cola Zero; AT&T; Capital One; LG; Buick; Allstate; Cartoon Network



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# Ancillary Fan Events

- Bracket Town refreshed by Coca-Cola Zero
  - New Elements
    - Addition of Sports Bar inside Bracket Town to serve as pre-game destination for fans
    - Enhancement to overall marketing and promotions plan, which includes grassroots community marketing initiatives and collaboration with CC/Ps to find more local promotional opportunities





# GEORGIA WORLD CONGRESS CENTER



Proof is not final. Layout is subject to change.

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# Ancillary Fan Events

- Reese's Final Four Friday – Final Four Team Practices
  - Date/Time
    - Friday, April 5 – Gates open at 11 a.m., team practices begin at noon
  - Location
    - Georgia Dome
  - Details/Opportunities
    - Admission is free to the public
    - In-venue promotional opportunities for CC/Ps (may include use of video, audio and the Final Four court); varied opportunities to showcase brands during designated breaks in the action throughout the day
    - Parking in selected lots will be free (on Friday only)

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# Ancillary Fan Events

- Reese's Final Four Friday – Reese's College All-Star Game
  - Date/Time
    - Friday, April 5 – Tips at approximately 4:35 p.m.
  - Location
    - Georgia Dome
  - Details
    - Features two teams comprised of the top senior collegiate student-athletes in the country
    - Admission is free to the public
    - Parking in selected lots will be free (on Friday only)
  - Broadcast Info
    - 2-4 p.m. ET on Sunday 4/7 on CBS

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# Ancillary Fan Events

- The Big Dance Concert Series

- Date

- Friday, April 5 – Monday, April 8  
(Monday is tentative)

- Location

- Centennial Olympic Park

- Hours of Operation (subject to change)

Friday, April 5

Saturday, April 6

Sunday, April 7

Monday, April 8

AT&T Block Party

Coca-Cola Zero Countdown

Capital One Jam Fest

TBD

4 – 10 p.m.

11 a.m. – 5:15 p.m.

3 – 10 p.m.

TBD



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# Ancillary Fan Events

- The Big Dance Concert Series
  - Details
    - Space: 21 acres
    - Admission: Free and open to the public
    - New Elements
      - Sponsor Activation Areas
      - Addition of second Beer & Beverage Garden
      - Potential to add a concert and festival on Monday prior to the Championship Game



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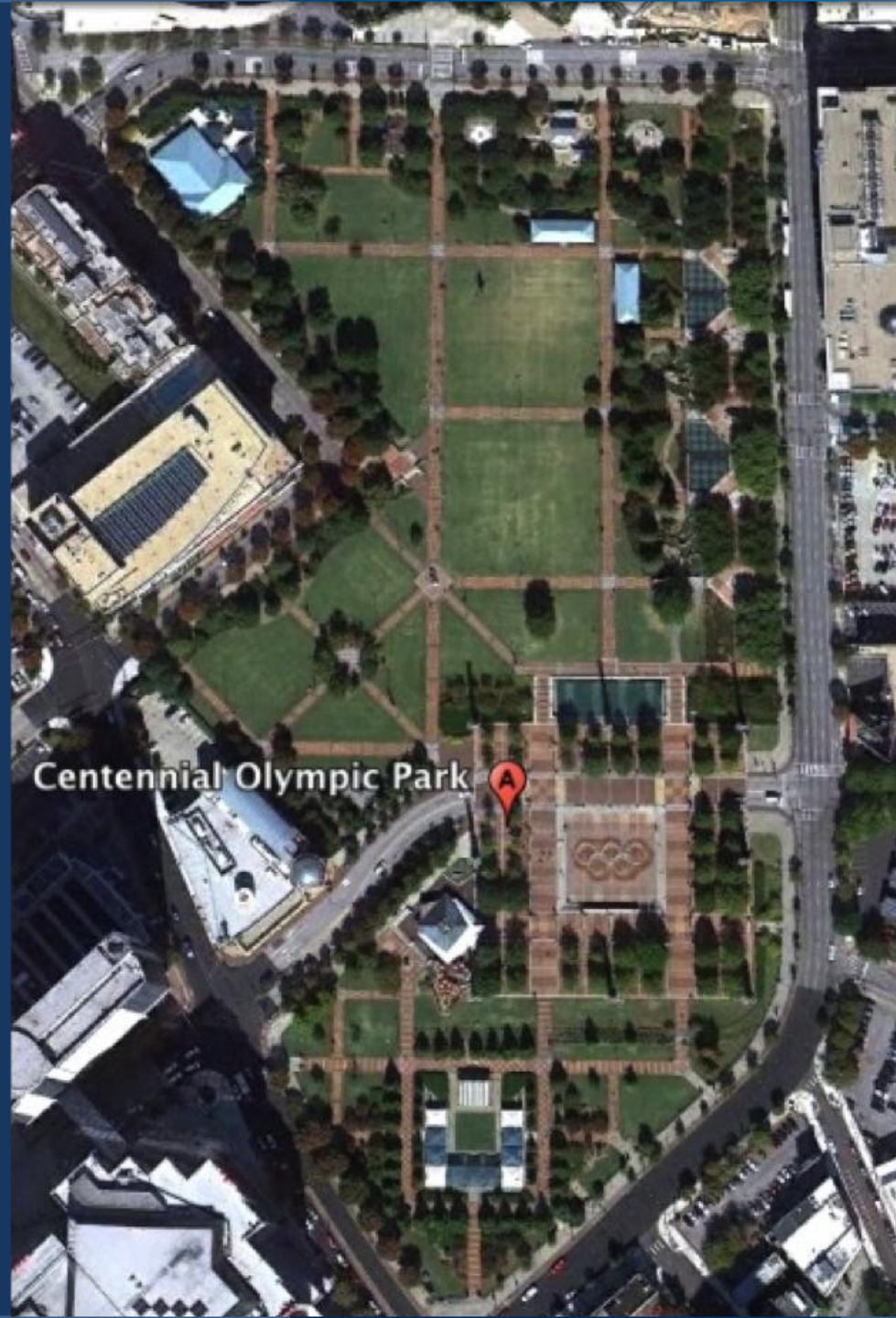


# Ancillary Fan Events

- The Big Dance Concert Series
  - Details
    - Food & Beverage
      - The Big Dance Food Market & Beer Garden will feature some of Atlanta's favorite restaurants and a variety of food offerings
      - Multiple beverage stations will be located throughout the concert grounds
    - Hospitality
      - Custom-built luxury climate-controlled, two-story tent structure in a prime location in Centennial Olympic Park with a clear view of the stage and access to a private front-stage viewing deck
    - Backstage Artist & VIP Lounge
      - Exclusive backstage hospitality adjacent to the artists' lounge and stage entrance
      - VIP on-stage viewing deck for The Big Dance sponsors and guests



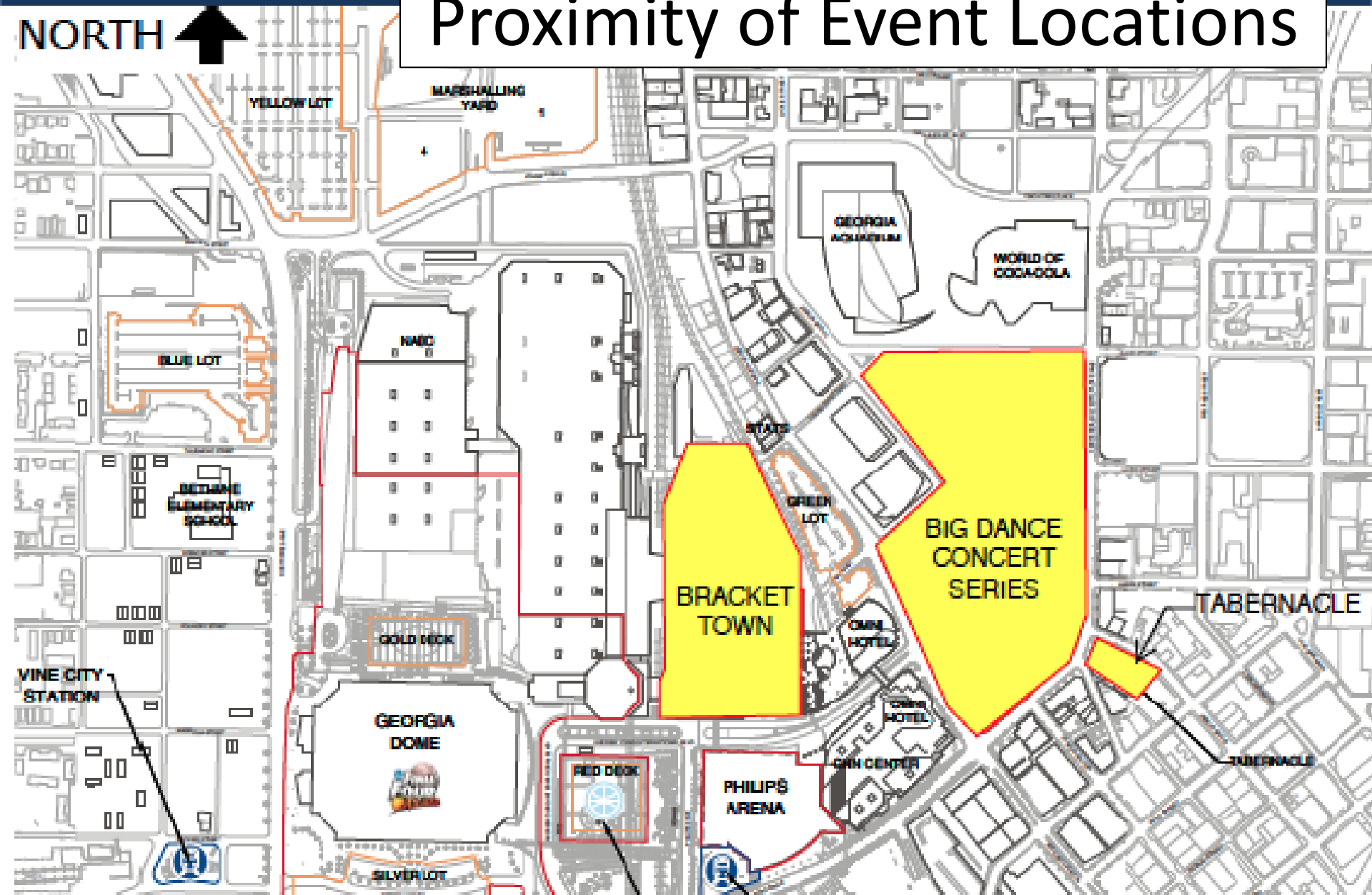
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Centennial Olympic Park



# Proximity of Event Locations





# Ancillary Fan Events

- Upcoming Planning Visits

- The dates below indicate Turner Events' scheduled trips to Atlanta in preparation for the 2013 MFF. Should you wish to arrange a site visit, please use this schedule as your guide when coordinating.
  - September 19-20
  - October 17-18
  - November 14-15
  - December 12-13
  - January 23-24
  - February 20-21





# Pre-Game Activities

- The NCAA Experience

- Date/Time
  - Saturday, April 6 and Monday, April 8
- Location
  - TBD – either next to Georgia Dome or in venue
- Details
  - Managed and operated by PrimeSport, the official NCAA Men's Final Four Ticket & Hospitality Package Provider
  - The NCAA Experience hospitality program directed toward the general public ticket holders, NCAA basketball fans, groups and the four participating schools' alumni/fans
  - These programs can assist CC/Ps with turnkey fulfillment of consumer promotions/sweepstakes (Air travel can be included)
  - [www.NCAA.com/hospitality](http://www.NCAA.com/hospitality)
  - CC/Ps can enjoy a 10% discount on all packages, tickets and hospitality, as well as VIP placement, green room access, etc.
  - Contact: Sharyn Outtrim – EVP, Strategic Events  
404-881-2518 [sharyn.outtrim@primesport.com](mailto:sharyn.outtrim@primesport.com)

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# Pre-Game Activities

- The NCAA Experience – Elite Experience
  - Ticketed event that is open to the public for purchase for those who have game tickets and prefer an upgraded hospitality experience
  - Includes:
    - Upscale regional food buffets
    - Open hosted beverage stations
    - Basketball celebrities and coaches
    - Live entertainment (last year Blues Traveler performed)
  - Details:
    - Hours: three hours pre-game and 45 minutes in between games on Saturday only

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# Pre-Game Activities

- The NCAA Experience – Fan Experience
  - Pre-game hospitality included with all tickets purchased through PrimeSport
  - Includes:
    - Tailgate fare
    - Cash bar
    - Live entertainment
    - Coach hosts
  - Details:
    - Fan Experience cannot be purchased alone
    - Hours: two hours pre-game



# Pre-Game Activities

- Turner/CBS Pregame Parties
  - Date/Time
    - Saturday, April 6 and Monday, April 8 – exact times TBD
  - Location
    - Stats
  - Details/Opportunities
    - Private, exclusive, invitation-only events for CC/Ps, NCAA, Turner and CBS
    - Easy access to Georgia Dome
    - Pregame hospitality will be available on both Saturday and Monday, tentatively scheduled to be three hours prior to tip-off (of the first games of the day)





# Post-Game Activities

- Turner & CBS After-Parties

- Date/Time
  - Friday, April 5 and Saturday, April 6
- Location
  - The Tabernacle Theater
- Admission
  - Private, invitation-only Big Dance and Post-Game after-parties
  - Separate VIP Access
- Details/Opportunities
  - Intimate concert experiences. The most coveted tickets in town belong to the exclusive, must-attend parties hosted by Turner and CBS. Boasting a guest list that includes an array of on-air talent, A-list athletes and celebrities, these celebrations are the perfect way to kick off a winning weekend.
  - Hospitality
    - Complimentary food, beverage and full bar
    - VIP Lounges



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# Other Opportunities

- Suites

- Details/Opportunities

- CC/Ps will again have the opportunity to purchase suites at a significant discount vs. market value due to partnership
    - Suite availability/options:
      - A Level Suites – 24 fixed seats/4 SRO tickets (28 person capacity)
      - B Level Suites – 16 fixed seats/4 SRO tickets (20 person capacity)
    - Commitment deadline to confirm suite request will be Friday, August 31
    - Additional suite requests may be available and will be considered in September
    - Please submit any earlier round site suite requests as well (we do not have suites at all sites, but we will do what we can to assist where possible)





# Other Opportunities

- Concourse Branding/Signage
  - Details/Opportunities TBD
    - Tentative opportunities include branding and re-branding of the concourse areas and entrances and/or installing signage within the concourse area
    - Timing – more details to come September/October



# Other Opportunities

- External Venue Space Request
  - Details/Opportunities
    - NCAA will assist on the assignment of all external venue space needs outside of the hotel block and competition venue (e.g. Georgia Dome)
  - Deadline
    - Deadline for CC/Ps to submit requests for preferred venues will be Friday, October 19
  - Link to External Venue Space Request Form
    - <http://web1.ncaa.org/extspace/request.jsp>





# Other Opportunities

- Advertising Opportunities
  - Media Contacts – Outdoor Advertising
    - CBS Outdoor Contact:  
Doug Penner/404-699-1499/doug.penner@cbsoutdoor.com
    - Lamar Atlanta Contact:  
TG Shaw/770-447-8610/tshaw@lamar.com
    - Clear Channel Outdoor-Atlanta Contact:  
Tangela Walton/678-309-7656/tangelawalton@clearchannel.com
  - Media Contacts – Taxi Cab Advertising
    - Contacts will be posted on the CC/P Lockerroom website
  - Media Contacts – MARTA Advertising
    - CBS Outdoor-Atlanta Contact:  
Lee Bolton/404-699-1499/lee.bolton@cbsoutdoor.com
  - Media Contacts – Airport Advertising
    - Clear Channel Airport 770-933-0434

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# Marketing/PR Initiatives

- Currently developing:
  - Hyper local website
  - Hyper local social media platforms, including Facebook, Twitter, YouTube, and Google+
- Integrated Marketing/PR plan:
  - Advertising
  - Media relations
  - Texting
  - Email marketing
  - Grassroots



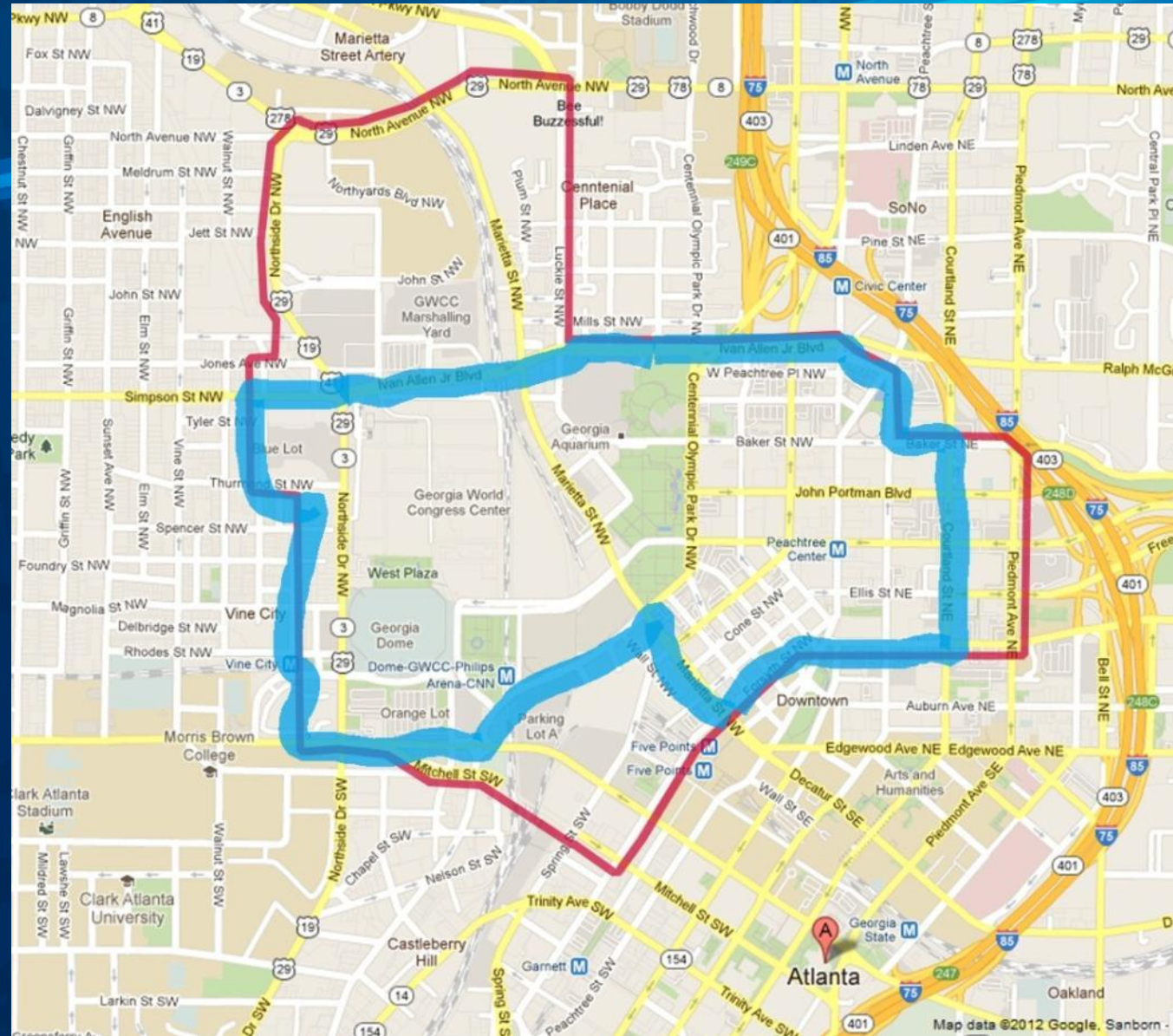


# Clean Zone

- Clean Zone
  - City of Atlanta is working on a proposed ordinance
  - Proposed Clean Zone boundaries have recently been adjusted and are in review
  - CC/P Clean Zone activation request (e.g., approval process, deadline, permits, associated fees) TBD



# Proposed Clean Zone







# Community Initiatives

- Mission: NCAA annually supports a variety of community initiatives in each Final Four host city. The goal of the Final Four program is to share the NCAA tradition, leave a legacy and make a positive impact in the host community through education, athletics, service and youth.
- Sponsorship Opportunities/Deadlines
  - NCAA to finalize community program opportunities by August 31



# Community Initiatives

- NCAA Kids Programs

- Overview

- NCAA Kids will focus on legacy programs that will impact children from preschool to college age students. Programs associated with NCAA Kids will emphasize the importance of education, healthy lifestyles, sportsmanship, career opportunities and other areas that will encourage youth to excel academically, athletically, physically and socially.

- Programs

- NCAA Middle School Madness, January 3 – March 1
    - POWERADE NCAA Youth Clinics (including those for Special Olympics in Bracket Town), April 6; 8:30 a.m – 12:30 p.m.
    - NCAA Final Four Dribble, April 7
    - NCAA Men's Final Four Sports Career & College Expo, March 23 –TBD
    - NABC Ticket to Reading Rewards, October 2012 – March 2013
    - USBWA Sports Writing Workshop, April 4; 8:45 – 10:45 a.m.

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# Community Initiatives

- Community Partner Initiatives

- Overview

- The Final Four Community Partner Program is designed to collaborate with the local organizing committee to identify and develop programs that will leave a legacy and impact communities in the host city.

- Programs

- Samaritan's Feet/Feed the Hungry, April 1-4
    - Final Four Food Recovery Program, Week of April 1
    - Sustainability Program, April 1-8
    - NCAA YMCA Court Refurbishment (Tyler's Court), April 2-4 & April 7; 11 a.m.
    - NCAA Final Four Turner/CBS Community Service Project, April 3, 3 – 6 p.m.
    - NCAA Final Four Friday, including the Reese's College All-Star Game, April 5; 9 a.m. – Noon

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# Community Initiatives



- NCAA Court Refurbishment: Four Courts in Four Days
  - Details/Opportunities
    - Tyler Ugolyn Court Dedication
      - NCAA and the Tyler Ugolyn Foundation will partner to refurbish a local YMCA gymnasium during Final Four week
    - 75 courts in honor of the 75<sup>th</sup> Celebration



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# Community Initiatives

- Final Four Food Recovery
  - Details/Opportunities
    - NCAA and the Atlanta Local Organizing Committee will team with non-profit organizations to conduct a Food Recovery Program in conjunction with the Men's Final Four
    - Mission: The program will direct remaining food from hospitality events held during Final Four week to local charities, homeless shelters and other community organizations
    - Participation in the program does not require financial commitment

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# Community Initiatives

- Samaritan's Feet

- Details/Opportunities

- Samaritan's Feet is a humanitarian non-profit relief organization dedicated to taking a life-changing message of hope to impoverished children in the United States and around the world and equipping their feet with shoes



- Feed the Hungry

- Details/Opportunities

- Feed the Hungry is a humanitarian relief organization focused on fighting hunger due to poverty, war, famine, and natural disasters. Feed the Hungry performs both emergency and targeted relief here in the United States and overseas, while feeding more than 35,000 children daily

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# Community Initiatives

## Samaritan's Feet & Feed the Hungry



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# Community Initiatives

- Minority/Women-Owned Business Enterprise Access Program (MWBEAP)
  - Details/Opportunities
    - Mission: To provide opportunities for minority and women-owned businesses in host cities of the DI Men's Basketball Championship
    - Designed to provide local minority and women-owned businesses access to Final Four procurement opportunities
    - Participation in the program does not guarantee receipt of contracts
    - Purpose is to educate local businesses about the process, opportunities available and provide exposure to other procurement opportunities
    - Website link for list of local minority/women-owned businesses will be provided shortly
  - Contact info TBD

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# Volunteers

- Volunteer Requests

- Timeline

- August 28 Volunteer Request Forms to be distributed
    - September 28 Volunteer Request Forms are due
    - November 5 Priority Volunteer Registration begins
    - November 12 General Volunteer Registration begins

- Details/Opportunities

- Volunteers must be 18 years of age or older
    - Volunteer shifts must fall within the time parameters listed on the request form
    - Volunteer training materials must be supplied by the requester in early March (detailed timeline to come)

- Contact

- All forms should be submitted to Marlena Reed at [MReed@c21pr.com](mailto:MReed@c21pr.com). If you have any questions, please contact Marlena at (404) 814-1330.

- Please work with your event manager to submit volunteer requests for your respective events

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and  
Corporate Partners

Official NCAA® Corporate Champions

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Allstate



BUICK



INFINITI



LG



Northwestern  
Mutual



Unilever



Wheat  
Thins





Everrett Butler  
General Manager  
Commerce Club

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# Commerce Club

191 Peachtree Street, NE  
49th Floor  
Atlanta, GA 30303

Established in 1960, The Commerce Club has been an Atlanta tradition for more than 50 years, providing the finest cuisine and service to business and professional men and women who share a common interest in the healthy development of Georgia. In comfortably relaxed surroundings, the political, business and civic leaders of our city and state come to know each other as friends, working together to make Atlanta and Georgia grow and prosper. Years of involvement by some of the city's brightest and most successful business and community leaders have truly made The Commerce Club an Atlanta institution.

Intimate, informal areas offer places for a quiet conversation or enjoy a cocktail. Every room features spectacular floor-to-ceiling views of the downtown skyline by day and the twinkling city lights at night. Our private rooms are perfect for any special occasion or corporate event.



## Venue Capacities

Ballrooms	Ballroom A	Ballroom B	Ballroom C
Reception	150	150	40
Banquet	120	120	20

*\*additional rooms vary*



# Commerce Club



## **Contact:**

Shawna Torkington  
404-222-0191

[shawna.torkington@ourclub.com](mailto:shawna.torkington@ourclub.com)

[www.commerceclubatlanta.com](http://www.commerceclubatlanta.com)

## **Distance to Georgia Dome:**

Approximately 8 blocks



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