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NCAA® SITE SELECTION PROCESS AND INFORMATION



# **NCAA Site Selection Process**

## **2020 (Super Region 4) and 2021 Division II Wrestling Super Regional Sites**



## BID SPECIFICATIONS

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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.



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## 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 being 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 provide assistance 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 SPORTS WAGERING:** No predetermined session of an NCAA championship may be conducted in a state with legal wagering that is based on single-game betting or the outcome of any event (i.e., high school, college or professional) in a sport in which the NCAA conducts a championship. This policy currently excludes the state of Nevada.

**NCAA CHAMPIONSHIP POLICY RELATED TO SPORTSMANSHIP:** For intercollegiate athletics to promote the character development of participants, enhance the integrity of higher education and promote civility in society, student-athletes, coaches, and all others associated with these athletics programs and events should adhere to such fundamental values as respect, fairness, civility, honesty and responsibility. These values should be manifested not only in athletics participation, but also in the broad spectrum of activities affecting the athletics program.

**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. This policy currently excludes the states of Mississippi and South Carolina.

**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.



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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.**



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## BID PROCESS

Following is a schedule of anticipated activities/meetings which 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 NCAA Division I Championships/Sport Management Cabinet, Division II Championships Committee or the Division III Championships Committee.

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

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

- 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 (If needed, as completed by Anthony Travel).
- F. Certificate of insurance.



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## BID TIMELINE

January 9	Bid specifications published and bid portal open
March 22	Bid portal closes (11:59 p.m. Eastern)
Late summer, 2019	Hosts and sites announced



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## HOST DETERMINED

The deadline for submitting a proposal to host a championship(s) is **11:59 p.m.** Eastern March 22. The appropriate NCAA sport committee will review all proposals and will forward its recommendations to the NCAA Division II Championships Committee Committee. NCAA sports committee decisions are not considered final until they are approved by the respective NCAA Championships Cabinet or Committee.

Each prospective host will be notified directly and in advance by the NCAA staff prior to an official announcement of championship hosts being issued by the NCAA regarding the status of their bid.

Bids are awarded in principal pending the successful negotiaton/resolution of any exceptions declared in bid documents as well as if necessary the negotiation and contracting of sufficient hotel and ancillary space as defined in the bid specifications.

If applicable, hotel properties will be contracted directly by the NCAA in most instances, as defined by the sport specific bid specifications, and host will be expected to execute the agreement document, which is outlined in the appendix.

Selected hosts and sites will also be required to submit a key contact form, marketing plan and emergency management plan at specified times prior to the execution of the championship and pursuant to the agreement.





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## **ANNOUNCEMENT OF HOST**

The NCAA, in conjunction with the selected host, will develop a communication plan for the announcement of the bid award. Each prospective host will be notified directly by the NCAA staff. By bidding on the championship, each prospective host agrees that it shall coordinate in advance with the NCAA regarding media and all other public discussions, including but not limited to press releases and any public comments or announcements.

Prospective hosts shall not announce to the media whether they have been awarded the bid without first consulting the NCAA. Prospective hosts not receiving bids will be notified in advance by the NCAA's championship staff and shall not release this information publically until authorized to do so. Cities that are awarded a future championship shall not conduct a press conference, issue a press release or make any public comments or announcement until cleared by the NCAA.



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**CHAMPIONSHIPS AVAILABLE FOR BIDS**

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DIVISION II CHAMPIONSHIPS			
CHAMPIONSHIP	CHAMPIONSHIP ROUND(S) AVAILABLE FOR BID	Available Years	NCAA OPERATIONS STAFF BID POINT PERSON
WRESTLING	<ul style="list-style-type: none"><li>• Super Regionals</li></ul>	2020 (Super Region 4 only) and 2021	Ryan Tressel <a href="mailto:rtressel@ncaa.org">rtressel@ncaa.org</a>



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## CHAMPIONSHIP HOST PERSONNEL

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1. **LOC.** Based on the scope of the championship, it may be necessary to appoint a local organizing committee (LOC) 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 a post-championships report, which should include the following:

- (1) A compilation of all mailings sent and forms used in the preparation and conduct of the event;
  - (2) A compilation of vital statistics and data, such as the number of copies of various forms used for the championship, etc.
  - (3) An outline of the local operating structure that assisted with the local organization;
  - (4) A calendar reflecting the host's planning schedule; and
  - (5) Suggestions for future conduct of the championship.
- 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. **Media/PR Coordinator.** Preferably the sports information director of the host institution/conference. This individual shall ensure that the 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 media 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 tickets sales, human interest and overall coverage of the championship.
  - d. **Marketing Coordinator.** An individual responsible for developing and implementing an NCAA approved marketing plan and budget containing grassroots marketing and advertising.
  - e. **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;
  - f. 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.
  - g. The NCAA is willing to consider requests from the LOC/host to solicit contributions from local, regional or national companies after the NCAA has reviewed the LOC/host's specific proposal, including a list of potential contributors. The LOC/host shall submit its request to the NCAA for its review and approval not later than one year prior to the championship.
4. **Volunteers.** The LOC/host will be responsible for securing volunteers for various functions during the championships and ancillary events. Volunteers may be needed for assignments, including scoreboard operations, 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.)
  5. **Insurance.** The LOC/host is responsible for ensuring that primary comprehensive general public liability insurance coverage is in effect for the duration of the competition (including practice dates). This coverage must be for a minimum of \$1 million per occurrence for bodily injury and property damage, unless statutes of the state in which the host is located provide a lesser maximum recovery limit. It is the responsibility of the host to provide the national office with the appropriate insurance certificate.

The NCAA encourages the participation, directly or indirectly, by minority or women-owned businesses in providing goods and services in support of NCAA championships and requests LOCs/hosts explore opportunities for minority and women-owned businesses to provide any necessary goods and services for awarded championships.



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## PRACTICE, COMPETITION AND ANCILLARY EVENT VENUE(S)

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### 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 utilization 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 a 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 a 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 anytime. 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 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. **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 noncomplying 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](http://www.ncaa.org/playingrules).
- k. **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.
- l. **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.
- m. **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 fan-to-fan 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. Every individual, regardless of age, must have a ticket for admission, unless the NCAA makes an exception to the contrary.

- n. **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.

## 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. Advertising/Signs/"Look" and Décor

- a. **Advertising/Banners/Signs/Displays.** 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, cup holders 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) 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.
- b. **Alcohol/Tobacco/Gambling.** All alcohol, tobacco and gambling advertisements/corporate identification on the concourse level competition, practice and/or ancillary event venue(s) must be covered as specified by the NCAA. All other advertisements/corporate identification in the noted areas must, at a minimum, not be backlit unless otherwise authorized by the NCAA.



- c. **External Signs.** All exterior venue corporate signage, other than professional franchise identification, must be covered as 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).
- d. **Commercially-Named Venues.** Commercially-named competition, practice and/or ancillary event venue(s) may display no more than two pre-existing 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 by the NCAA.
- e. **Covering existing signage.** In regard to any signage that is to be covered in accordance with these bid specifications, the practice, competition and/or ancillary event venue(s) shall not limit or prohibit the ability of the NCAA to use signage of its own third-party designees in covering such existing signage.
- f. **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.





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## COMMERCIAL IDENTIFICATION, SIGNAGE AND OFFICIAL MARKS

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1. No advertisements shall be displayed on the media tables or scorer's table prior to or during the conduct of the championships.
2. No advertisements shall be displayed on the competition venue's playing surface prior to or during the conduct of the championships.
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. No video board or LED content, except those approved in advance by the NCAA, shall be allowed during the time that the NCAA is on site for the championship.
6. 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 staff in advance.
7. At no charge, the NCAA will have full access to, and control of, any and 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, and all external signage, digital or otherwise. This includes any and all digital inventory to be made available at the time of the championship, inclusive of any inventory that may be added by the venue after this bid document is signed.



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## BROADCASTING, MEDIA AND INTERNET

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1. **Television Truck Parking and Technical Setup.** If applicable, 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 close 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 up to three production work trailers.

Competition venues, local organizing committees (LOC) and/or host institutions/conferences shall not charge the NCAA a fee for television crew parking at the venue.

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:
  - Service size - 200 kVA, 208 volt, three phase, three wire – no-load voltage at shore power service disconnects to be 220 volts;
  - 1 – 400 amp solid state circuit breaker service disconnect (can provide 2-200 amp in lieu of the 1 - 400 amp);
  - 1 - 3 phase, 150 amps for the television announce position
  - 2 – 200 amp solid state circuit breaker service disconnect;
  - 2 – 100 amp solid state circuit breaker service disconnects;
  - 2 – 120 volt, 20 amp duplex outlets each fed from a dedicated 20 amp single pole breaker; and
  - If a generator is required, it shall be a dual twin pack, crystal sync with operator; operator to stay with such generator from hook up to power down.

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 at least four months prior to the event. If requested, Musco Sports Lighting (NCAA preferred vendor) will conduct a lighting survey at no charge to the competition venue. The venue can provide at its own expense supplemental lighting to meet the NCAA lighting requirements.

4. **Announce Booth/Announce Position.** The booth or courtside power requirements are 12 power outlets at 20 amps each. Up to six seating spaces are required for announce positions. The primary television entity shall have access to first choice of all available television booths or courtside table space at no charge. An



additional six announce positions with the same power requirements may be needed if the NCAA's national radio partner is providing live coverage of the event. The NCAA will inform the host six months in advance if national radio coverage is being provided. 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.

5. **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 platforms sufficient for a broadcast of the event at the venue must meet Occupational Safety and Hazard Association (OSHA) standards. If not, the venue is responsible for ensuring OSHA compliance at the venue's expense. The network shall have the right to install, maintain and remove wires, cables and apparatus for the broadcast. The network will cover or secure any exposed wires. The installation of any temporary camera platforms or lifts shall be at the network's expense.

The broadcast entity shall be responsible for the costs of any special construction or facilities not generally required for a customary television production, including without limitation, the construction of any scaffolding or the use of lifts or any other equipment necessary to provide specific television camera angles.

6. **Venue Fees.** Competition venues, LOCs and/or host institutions/conferences shall not charge any venue fees to the broadcast entity. The broadcast entity will pay for services and personnel it deems necessary for the telecast. The venue shall work with the broadcasting network to secure the best possible rates for production if union entities exist in the competition venue.
7. **Meal Area/Catering.** Competition venues must provide an adequate location at no charge for the television entity to accommodate crew catering. Depending on the event, television crews normally number in size between 40 and 80 people. Venues shall provide adequate tables and chairs for the crew catering.
8. **Audio/Video Distribution Area.** Competition venues shall provide two eight-foot tables in close proximity to the broadcast mobile unit or an alternative area approved by the NCAA media coordinator accessible by the media for mult box setup. Competition venues will provide adequate power 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 NCAA crew will also provide the audio/video distribution in this area.
9. **Interview Room.** If requested, the competition venue shall provide a separate room for the primary broadcast entity at no charge. The room shall have power for television needs. For selected rounds of championships, broadcast partners may request multiple spaces if available.
10. **Media / Additional Uplink Parking.**
  - a. **Satellite Truck Parking/Other Remote Equipment.** The venue shall provide parking spaces adjacent or close to the venue for satellite trucks and mobile equipment of all credentialed electronic media.
  - b. **NCAA Satellite Uplink Trucks.** For selected championships and championship rounds, the NCAA will use a satellite truck to uplink the news conferences. The venue shall provide a parking position as close to the media interview room as possible while allowing the truck a clear view of the southern horizon.



11. **In-House Cable or Satellite.** Competition venues that have cable or satellite television access shall provide the NCAA with a network feed at no charge.
12. **In-Venue Production.** If available for use and at NCAA discretion, the competition venue shall provide video boards, LED equipment, matrix boards, video camera equipment, clear com/radio communication, etc. for use at its expense. The NCAA shall provide planning resources, including public address announcer script templates and video content, for use. The competition venue shall provide a full in-venue production staff based on available equipment and technology for all event days at its expense.
13. **Data and Telecommunications Services.** The competition venue is required to provide a secured high-speed data network to support the NCAA, host institution 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, NCAA and host institution staff work areas, and other areas designated by the NCAA. The data network must include hardware and software to support industry-standard security requirements; this includes providing encryption tools, a methodology to restrict user access, and support for real-time reporting of usage and bandwidth utilization. As an example, for Division I Wrestling:
  - Wireless system bandwidth usage was 30 MB during the Thursday evening session.
  - Average bandwidth for the championship is around 15 MB.
  - 539 Ethernet lines were dropped in the media areas.
  - Five vlans were used on the wireless system (press, photo, stats, ESPN, USA Wrestling).

The competition venue shall provide technical support at no charge to the NCAA and other users during the championship. If the network is managed by a third-party contractor, technical staff must be on-site during the championship.

**NOTE:** For events that require webcasting for NCAA.com, the competition venue shall provide dedicated bandwidth that consists of 3mb upload and 3mb download dedicated to the Internet broadcast. A static IP is preferred. If only a dynamic IP is available, the minimum speeds must be 4mb upload and 6mb download. The connection should be no more than 150 feet from the broadcast location. The venue shall also provide basic IT support for the connectivity.

Official live statistics shall be provided by the host institution/conference. 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. Specific requirements will be shared with competition venues prior to the event and the host institution shall make the necessary upgrades or purchases prior to the start of competition.



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## FOOD AND BEVERAGE CONCESSIONS

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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.
2. The competition venue or its concessionaire shall provide food and beverages in all refreshment areas, restaurants and suites at costs comparable to the most favorable price for other customers during other events in the competition venue.
3. Unless prior approval is granted from the NCAA, no food, beverages or merchandise 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. 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. 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.

5. The NCAA shall determine in its sole discretion whether alcohol will be sold or distributed at the ancillary events. The venue, LOC/host and/or caterer shall be responsible for any permits unless otherwise directed by the NCAA.
6. Promotional items (e.g., 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. Items such as newspapers, handbills, flyers, memorabilia, t-shirts, caps, etc. (except products sold or authorized by the NCAA or its vendors) may not be distributed on these premises. Demographic or other studies may not be conducted unless approved in advance by the NCAA.
7. An economic impact study can be executed at an NCAA championship to examine the effect of the championship(s) on the local economy. In some cases, the NCAA will conduct an onsite study and will provide the data to the host once the study is completed. In other cases, the NCAA will support the hosts' efforts to execute a study. This can be done using the hosts' own approach/tools or the NCAA's Economic Impact Study "In-a-Box" tool."



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## MERCHANDISE CONCESSIONS

1. The NCAA retains the exclusive right to sell souvenir products at all rounds and sites of the 90 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. The official NCAA event souvenir merchandiser is Event 1, Inc. a subsidiary of GEAR FOR SPORTS, Inc.
3. Event 1, Inc. will enter into an agreement with the official vendor of the host institution/conference or sponsoring agency, and will supply merchandise and inventory reconciliation forms to the official vendor. The official vendor of the host institution/conference or sponsoring agency at the site of the championship(s) is responsible for complete retail vending accountability, including full responsibility for inventory. When the requirements listed below are met, the host institution/conference will receive a 20 percent commission fee for providing these services. The 20 percent commission fee will be from net sales, which is defined as gross sales minus taxes and credit card fees. The following is a list of the requirements that must be met to qualify for the 20 percent commission fee:
  - a. Receive and count in all inventory upon arrival of merchandise from Event 1, Inc.
  - b. Immediate notification (within 24 hours of receipt) to Event 1, Inc. of any discrepancies in initial inventory counts. Non-notification will represent host or vendor acceptance of initial inventory provided by Event 1, Inc.
  - c. Total management, control, and accountability of the merchandise. If goods are lost, stolen or damaged, those goods are the responsibility of the host institution/conference or vendor.
  - d. At the conclusion of the event, everything sent must be returned to Event 1 with in two days of the conclusion of the event.
  - e. An appropriate number of selling locations and sellers throughout the facility in order to meet the demands of the projected crowds.
  - f. Selling locations that are well displayed and fully stocked prior to the public's access to them.
  - g. Strict adherence to the merchandising and display standards as outlined below:
    - Merchandise made available for sale at all times during the event.
    - Each item neatly displayed with correct prices clearly marked.
    - Merchandise should be neatly folded at all times.
    - Neatly dressed personnel that are customer-oriented.
    - Skirted tables for display and checkout.
    - Display boards and grids (peg board will not be an acceptable form of display board).
    - Selling locations located in high traffic and easily located locations.
    - Vendor shall be responsible for hanging any display or signage material provided by concessionaire.
    - Keeping selling areas clean and neat at all times.
    - Re-stocking of back-up inventory in a fast and efficient manner.
    - Transferring merchandise between the slower and higher volume stands to meet the demands of the consumers.
    - Providing electricity and phone lines to support the merchandise sales effort at no cost to Event 1.
    - Calling Event 1, Inc. to request re-orders should sales warrant.



- h. A complete inventory accounting of all merchandise sold with a final inventory count and merchandising report supplied to Event 1, Inc., no later than 24 hours after the conclusion of the event.
  - i. Total gross sales revenues and a final copy of the inventory report must be sent to Event 1, Inc., within five business days of the conclusion of the event.
  - j. The remaining inventory forwarded to Event 1, Inc., or the next event site as determined by Event 1, Inc., within two days of the conclusion of the event.
  - k. Having met each of the above requirements, Event 1, Inc. will pay to the host institution/conference, sponsoring agency or its assigned vendor, a commission equal to 20% of sales net of taxes and credit card service fees. The host institutions will keep commissions earned and the remaining money owed to Event 1 must be sent within 7 days of the conclusion of the event.
- 4. The host institution/conference may not sell or allow for sale any merchandise that infringes upon the exclusive rights of Event 1, Inc.
- 5. A buy-out option can be made with Event 1/NCAA when the host institution/conference wants to sell merchandise that features the host mark or logo at the NCAA competition. This can only be done when the host institution/conference agrees to purchase the entire product that Event 1 provides. The host institution/conference will receive a 20 percent commission fee of net sales, gross sales minus credit card fees and taxes, on product supplied by Event 1. The host institution or official vendor will provide the NCAA 15 percent of sales (or another percentage to be exclusively determined by the NCAA) (net of taxes and credit card service fees) of all non-NCAA championship merchandise. 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 [NCAA Bylaw 31.6.2-(a)].
- 6. Questions relative to merchandising should be directed to Jared Hunt, Event 1 (9700 Commerce Parkway, Lenexa, KS 66219, phone: 913/693-2108, fax: 913/693-2654, email: [jhunt@gearforsports.com](mailto:jhunt@gearforsports.com)) or David Clendenin at the NCAA national office (phone: 317/917-6496, fax: 317/917-6807, email: [dclendenin@ncaa.org](mailto:dclendenin@ncaa.org)).



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## **SOUVENIR GAME PROGRAMS**

The NCAA or its designee has the exclusive right to market, sell or distribute game programs at or in areas adjacent to the competition, practice and/or ancillary event venue(s) during the term of the Agreement. The game programs may come in the form of a digital game program accessed online (or via mobile) or hard-copy. The NCAA shall notify the host six months in advance as to which format the game program will be produced.

If the NCAA elects to distribute a hard-copy of the game program, the competition, practice and/or ancillary event venue(s) shall sell the programs delivered by the NCAA or its designee at designated times (e.g., open practice day and on each game day). The competition, practice and/or ancillary event venue(s) shall provide and pay all vendors.

For selected championships, if the NCAA elects to distribute a digital game program, the host shall have the right to produce heat sheets, bout sheets and/or rosters at its own expense.





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## **NCAA CORPORATE CHAMPION AND CORPORATE PARTNER PROGRAM**

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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.

The NCAA's corporate champions/partners are dedicated to emphasizing the role of athletics in higher education by supporting NCAA programs throughout the year and by supporting NCAA youth clinics and fan interactive experiences. For a current list of corporate champions/partners, please click on the following link:

[NCAA Corporate Champions & Partners](#)



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## FAN FESTIVAL AND ANCILLARY EVENTS

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1. **Facility Space.** During the championship, the NCAA may request venue(s) or space(s) for use as a fan festival area or to host various ancillary events. The host city shall provide, free of charge, venue(s) or space(s) that will ideally be adjacent to the competition venue, but must not be outside of a ½ mile radius of the competition venue. In certain instances, the NCAA may desire venue(s) or space(s) outside of the ½ mile radius of the competition venue (e.g., to conduct an event in a high traffic urban center or if the venue is further than a ½ mile radius from a high traffic urban traffic center). In these instances, shall provide the venue(s) or space(s) at no cost to the NCAA.

Furniture, fixtures and equipment, if available (e.g., tables, chairs, bike rack, trash cans, etc), shall be provided to the ancillary events at no cost to the NCAA. The LOC/host shall be responsible for providing adequate restroom facilities for the ancillary events.
2. **Indoor or Outdoor Space.** Both indoor and outdoor space will be considered for ancillary events. For hosts in cold-weather cities without access to indoor facilities, a large climate-controlled and well-lit tent which is in compliance with all applicable city, state or Federal laws and regulations, including those concerning access for the disabled also will be considered.
3. **Supervision and Management.** The LOC/host shall assign one person to produce, coordinate and manage all aspects of the fan festival/ancillary events, unless the NCAA chooses to engage a third-party vendor to manage the fan festival/ancillary events. Responsibilities of the LOC/host may include, but are not limited to: procurement of appropriate space; communication with NCAA staff and partners about space needs; space allocation; management of advance shipping, set-up and tear-down; on-site oversight of the fan festival; as well as production, coordination and management of the on-stage ancillary events including procuring and managing the selected audio-visual vendor. The NCAA will provide guidance, oversight and approvals for all of these areas, but may ask the LOC/host representative to be the lead organizer and day-to-day contact for these events if the NCAA does not choose a third-party vendor.
4. **Exclusivity.** Confirmation that no agreement or understanding will be made that would entitle any corporation or third party to contract space within the chosen venue(s) or in the same outdoor space(s) as the NCAA fan festival/ancillary event without the approval of the NCAA.
5. **Office Space.** Office space for the NCAA and any affiliated production companies, preferably overlooking the fan festival/ancillary event space, will be provided whenever possible.
6. **Tractor-Trailer and Box Truck Space.** Space for several tractor-trailers and box trucks to load-in, load-out, and, if necessary, parking shall be provided at the venue used for the fan festival/ancillary event. Since certain tractor-trailers and box trucks may be used as part of a permanent fan festival/ancillary event display at the fan festival/ancillary event, an adequately sized entry to the venue for these vehicles should also be provided. This space shall be a secured area within a mile of the chosen venue or space; the LOC/host is responsible for ensuring sufficient lighting is available in this area.
7. **Parking Spaces.** A minimum of 20 complimentary parking spaces for NCAA staff and designated fan festival/ancillary event participants shall be available and must be in close proximity to the chosen venue or space.



8. **Financial Arrangements.** Space shall be provided to the NCAA at no charge including all basic associated charges such as security, power, water, phone/internet, cleaning, heating/air-conditioning, lighting, set-up and tear down (for temporary structures).
9. **Products.** The NCAA and its designated representatives shall have the right to provide complimentary sampling of food and beverages of its choice in sizes no smaller than four ounces in the fan festival/ancillary event area. Promotional giveaway items also should be permitted, but will be shared with the venue for mutual agreement. The requirements in this section apply if there is a concession agreement in place that specifically limits sampling sizes. Otherwise, sampling shall be at the discretion of the NCAA.
10. **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 fan festival/ancillary event space. The NCAA, or its designee, shall not be charged a royalty exceeding 10% for any such sale.
11. **Electrical.** At no expense to the NCAA or its designee, the venue shall provide sufficient electrical power and a sufficient number of power outlets for the fan festival/ancillary event space.
12. **Advertising.** Other than permanent advertising signs outside the venue proper, no promotional, public relations, political or advertising activity may take place in the venue during the time it is used for the NCAA fan festival/ancillary event without approval from the NCAA. No advertising banners, signs or displays of any kind may be hung, posted or displayed anywhere within the venue space during the dates of the NCAA fan festival/ancillary event without the approval of the NCAA. Any permanently affixed advertising, banners, signs or displays within the NCAA fan festival/ancillary event area shall be covered by the venue at its expense.
13. **Staffing.** The venue or LOC/host shall provide and pay for all services deemed necessary for the fan festival and ancillary events by the NCAA or its designee, including but not limited to: security; janitorial services; a first-aid room staffed by paramedics or other certified emergency medical personnel; maintenance and clean up for all areas used by the NCAA or its affiliates; recycling resources, volunteers and any necessary police support. All such personnel are to be under the sole direction and control of the venue or LOC/host and are not to be considered employees or agents of the NCAA or its designee. All staffing plans must be approved by the NCAA.
14. **Food and Beverage Vendors.** The NCAA or its designee shall control all food and beverage rights and retain all food and beverage net 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, and (b) 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 the ancillary events. The venue, LOC/host and/or caterer shall be responsible for any permits unless otherwise directed by the NCAA.
15. **Control of Ticket Sales.** The NCAA will control all ticket sales for fan festivals/ancillary events, 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 fan-to-fan 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. Every individual, regardless of age, must have a ticket for admission, unless the NCAA makes an exception to the contrary. The LOC/host or venue shall not require or impose a venue ticket fee or surcharge on the sale of tickets.

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 Women's Softball and Division I Baseball.

Further, additional fan activation occurs at the following championships: Division I Women's Soccer, Division I Men's Soccer, Women's Gymnastics National Championships, Division I Women's Lacrosse, and Division I Outdoor Track and Field.



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## GOVERNMENT GUARANTEES

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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 with regard to 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 that 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 (EMS), 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. **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.**

On campus

Host institution must provide proof of at least \$1 million of general liability 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 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 GL coverage. (This is the minimum requirement per NCAA bylaws).

Off Campus

Host institution must provide proof of at least \$1 million of general liability 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 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 GL coverage. (This is the minimum requirement per NCAA bylaws).

Venue must have a minimum of \$1 million in general liability 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. NCAA must be named as an additional insured.

**Notes:**

1. All insurance must be provided by an insurance company with an A.M. Best Rating of A-, VII or higher.
2. The following championships may have additional requirements associated with insurance are noted in the sport specific bid specifications.
  - a. Men's Final Four
  - b. Women's Final Four
  - c. Men's Lacrosse Championships (final site)
  - d. Division I Women's Volleyball Championship (final site)
  - e. Men's Frozen Four
  - f. Division I Wrestling Championships (final site)



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## LODGING SPECIFICATIONS

In certain championships, the NCAA has partnered with Anthony Travel, Inc. to manage the NCAA Championship Housing Program and all championship housing needs. Anthony Travel 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. Utilizing their expertise, Anthony Travel 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, 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 upon 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 Sport Specific Bid Specification. 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 Anthony Travel should consider when contracting. Properties considered by Anthony Travel 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. Anthony Travel 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 Anthony Travel to obtain additional information on their housing recommendations. Once the bid is awarded, Anthony Travel will manage a request for proposal (RFP) 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. Prior to 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. Each team will be responsible for making their housing reservations and providing final rooming lists. In making housing arrangements, NCAA rules state once the teams/qualifiers have been determined and assigned to their hotel, the reservations should be reconfirmed in the names of the institutions; and thereafter, the institutions shall be responsible for the reservations. Participating institutions are ultimately responsible for the rooms reserved by the NCAA / Anthony Travel.

Please refer to sport-specific bid documentation for additional specific championship housing needs and expectations. A sample housing contract has been included in this document.



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## TICKET POLICIES / OPERATIONS

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1. **Ticket Design/Printing.** 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.
2. **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 Section VII - Government Guarantees, 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.
3. **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 utilize 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.

4. **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.



## 5. 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. The NCAA will provide tickets, as necessary to the LOC/host and/or competition venue for those suite holders displaced to fulfill the NCAA suite seat requirements.
- c. 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.
- d. 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.

## 6. LOC/Host Ticket Policies.

- a. **Allocation.** For all championships accepting bids other than Division I men's basketball, the NCAA shall allocate to the LOC/host a maximum of 10% of the saleable competition venue seats. These tickets shall be used to accommodate LOC/host guests, including but not limited to local contributors.
- b. **Budget Relief.** At its sole option, the NCAA shall notify the LOC/host of certain budget relief that may be provided in exchange for a reduction in the LOC/host ticket allotment.
- c. **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.
- d. **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.

## 7. 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.** Upon 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 be in compliance 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 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 the ticket database to the NCAA tournament manager upon request. Ticket databases should include the following field information: Last Name, First, Name, City, Email, Phone, Address, State, Zip Code, Country, Event, Event year, Event Zip, Sport and Source.



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## 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 to, 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, the LOC's/host marketing liaison will 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, ticket sales 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 Visitors Bureau, Chambers of Commerce, etc. It is important to ensure that local residents have an opportunity 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, fan and ticket 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.

**Final Ticket Database.** The LOC/Host shall send the ticket database to the NCAA tournament manager upon request. Ticket databases should include the following field information: Last Name, First, Name, City, Email, Phone, Address, State, Zip Code, Country, Event, Event year, Event Zip, Sport and Source.



6. **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 fan engagement events and ticket sales for the championship.

Host institutions/conferences should solicit the cooperation of local newspapers in running features on the nation's top players, coaches and teams during the regular season. The host institution/conference should request that local newspapers run weekly features beginning in a mutually agreeable time and provide feature information to papers in the area, as well as surrounding communities. Newspapers should be requested to provide specific information about how to purchase tickets and special ticket offers/promotions.

7. **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.
8. **LOC/Host Related Assets.** The LOC/host is responsible for compiling a list of assets available to market ticket sales which should include, but is 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.
9. **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.
10. **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. [Reference Appendix A]
11. **Ticket Sales Commission Plan.** Host institutions/conferences may develop a ticket sales commission plan in order to assist in the sale of tickets. All commission plans must be approved by the NCAA prior to entering into any agreement with any outside group. [Reference Appendix B]

In order to be considered for this opportunity, a brief proposal including a commission plan, a list of group(s) that plan to participate and ticket distribution method(s) must be submitted to the NCAA for approval.

12. **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.
13. **Championship Website.** The NCAA will maintain a website at NCAA.com that will serve as the official site for the championship. The LOC/host shall provide this link as the sole source for Championship information. Any other websites that support the event (i.e., volunteer registration, fan housing, etc.) should have a direct link from the official site and all traffic should be pushed through the official site to these links. The LOC/host will be required to provide site-specific information that will be included on this site and the social media liaison will be responsible for providing timely information. The official NCAA



championship site must be the only URL associated with the championship in promotional materials.  
[Reference Appendix C]

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.

All promotional/advertisement/collateral material must be approved in advance by the NCAA.



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## FINANCIAL INFORMATION

In an effort 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 foregoing, 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 sales made by the Host institution. All sales made directly through the NCAA shall not be added to this section);
  - 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);
- 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); and
- g. Other Championship Expenditures

The following additional championship related expenses shall be included in the budget: officiating, committee and lodging expenses, where applicable, and host honorarium. The member host institution/conference of the NCAA may, in the sole discretion of the NCAA, earn an honorarium predetermined for the length and type of championship. Net receipts shall be defined as gross ticket sales less taxes, competition venue rental, personnel services and other championship related game expenses.

Hosting conferences/institutions/LOCs shall make every effort to categorize all expenses in letters A through F above, in order to provide the most accurate financial reporting for the event. The "Other Championships Expenditures" category shall only be used out of absolute necessity, if applicable.

#### **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 of 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 NCAA Championships Host Reporting System 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 NCAA Championships Host Reporting System, so as to provide the most accurate detail of revenues and expenses for the event(s). Note that all efforts should be made, both in budget and actual formats to use the category described as “other” only sparingly, and to make all attempts to fit the revenues and expenses within the defined categories provided above.



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## COMMUNITY ENGAGEMENT/LEGACY PROGRAMS

The NCAA is committed to offering sustainability initiative, community engagement opportunities and legacy programs within the framework of NCAA championships. The information below outlines some of the programs and initiatives currently in place around championships.

### Powerade NCAA Youth Clinics

Youth clinics at NCAA championship events are a great opportunity to teach youth about NCAA sport(s) and develop their sport specific and life skills. With such events, there is also an enormous amount of responsibility to ensure any youth attending events are in a secure and safe environment. The Championships Community Programs team has consulted with the U.S. Department of Health and Human Services guidance to enact minimum safety requirements for conducting a youth clinic and will provide guidelines to hosts when selected for future championships. Only those clinics approved by the NCAA will be official Powerade NCAA Youth Clinics and no other clinic can be organized in conjunction with an NCAA championship.

The NCAA will organize youth clinics at select NCAA championships noted below and will seek support from local organizing committees as defined in the sport specific bid specifications.

- Division I Women's Volleyball Championship
- Men's Final Four
- Women's Final Four
- Men's Lacrosse Championships
- Women's College World Series
- Men's College World Series
- Division II National Championships Festival



## SECTION XI: 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.

 **CHAMPION YOUR CITY.**

