



NCAA Online Approval System
User Guide

Table of Contents

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<u>Web Address and Login</u>	1
<u>Working Concepts Main Menu</u>	1
<u>Working Concepts Data Management Menu</u>	2
<u>The Concept Submission Form</u>	4
<u>Adding Attachments</u>	5
<u>Submit to the NCAA</u>	6
<u>What Happens When a Concept has been Submitted?</u>	6
<u>To Obtain a Printed Copy (Summary)</u>	7
<u>Notification of NCAA Response</u>	8
<u>NCAA Contact Information</u>	9

To begin, go to <http://web1.ncaa.org/bbc/exec/conceptlogin> and log in. You will receive your User ID and password from your NCAA manager.

Login Screen

Select the partner entity you represent.

Enter assigned User ID and Password.

Once logged in, you will go to the “**Working Concepts**” page and may select from the following options:

Open Concepts

Enter New Concept

Search

History

Logout

Working Concepts Main Menu

Open Concepts – Allows you to view all pending concept submissions from your organization.

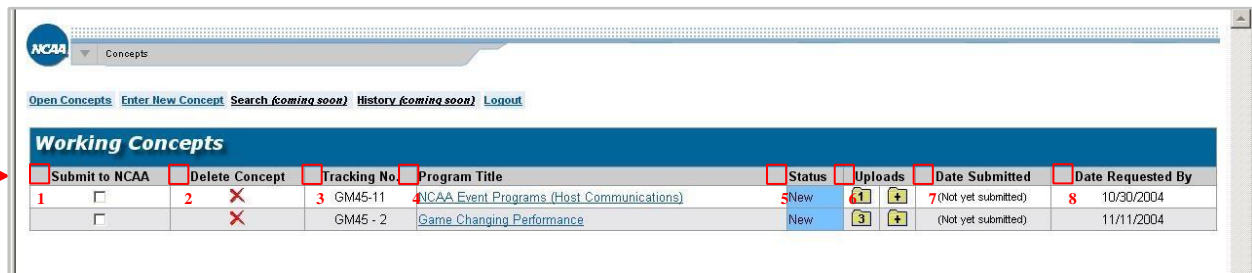
Enter New Concept – Opens the **Concept Submission Form** ([refer to page 3](#))

Search – A feature that will allow you to search your database using specified queries.

History – Stores all approval submissions that have been completed on the online approval system.

Logout – Logs the user out of the Online Approval System.

Working Concepts Data Management Menu – Displays the open files for quick reference.



1	2	3	4	5	6	7	8
Submit to NCAA	Delete Concept	Tracking No.	Program Title	Status	Uploads	Date Submitted	Date Requested By
<input type="checkbox"/>	<input checked="" type="checkbox"/>	GM45-11	NCAA Event Programs (Host Communications)	New	1	(Not yet submitted)	10/30/2004
<input type="checkbox"/>	<input checked="" type="checkbox"/>	GM45 - 2	Game Changing Performance	New	3	(Not yet submitted)	11/11/2004

- 1. Submit to NCAA** – Mouse click on the button to submit your concept to the NCAA. You will be asked if you are ready to submit this concept. Once the concept has been received and opened by the NCAA, you will not be able to add or change any data until the NCAA has responded. A check mark will be shown in the box

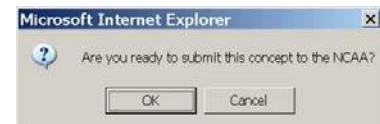
when submitted

Submit to NCAA
<input checked="" type="checkbox"/>
<input type="checkbox"/>

and a date and

time will be

inserted in the **Date Submitted** column (No. 7 below).



- 2. Delete Concept** – You can delete a concept anytime during the input stage; however, once **Submit to NCAA** is selected and the NCAA has opened the submission for review, the concept cannot be deleted. However, it can still be cancelled at any time prior to final status being applied.



Tracking No.
GM45-11
GM45 - 2

- 3. Tracking No.** – A required element when submitting or tracking a working concept. You will not be able to save, upload graphics or submit to the NCAA without a **Tracking No.** for reference. For your convenience, please insert your organization's internal tracking number.

Program Title
NCAA Event Programs (Host Communications)
Game Changing Performance

- 4. Program Title** – A required element when submitting or tracking a working concept. You will not be able to save, upload graphics or submit without a **Program Title** for reference.

Status
Submitted to NCAA
New

- 5. Status** – Displays the status of the Working Concept: New, Submitted to NCAA, In Progress, Approved as Final, Approved with Changes, Resubmit with Changes, and Not Approved.

- 6. Uploads** – Shows the number of files attached to each concept. Also, allows the user to easily upload additional files by clicking on the folder with "+" sign.

Uploads
1
+
3
+

7. **Date Submitted** – Displays the date and time submitted.

Date Submitted
10/26/2004 06:55 AM
(Not yet submitted)

8. **Date Requested By** – This information is provided by the user when completing the New Concept form. The **Date Requested By** will be blank if this element is not given.

Date Requested By
10/30/2004
11/11/2004

* - required field.

New Concept

Approval Tracking Number: Submitted To NCAA: (Concept not yet submitted)

Program Title: *

Program Description: (Include how program works, how pass-through partner(s) would be involved, etc.)

Submitted By: Last Name: * First Name: * Phone Number: * Email Address: *

NCAA Championship Activated: Sport: Gender: Division:

Pass-Through Partner(s):

Date Approval Requested By: (Allow 15 working days for approval) (mm/dd/yyyy)

Start Date of Promotion: (mm/dd/yyyy)

End Date of Promotion: (mm/dd/yyyy)

Marketing Territory: (Where will this promotion take place?) (* Appropriate Boxes) ☐ National ☐ Regional ☐ Local If Regional/Local, which markets?

Subsidiary: (Identify other corporate names being utilized such as brands, products, services, groups, etc.)

Number of Exposures: (e.g. How many pieces will you create? In how many outlets will the promotion be used?)

Trademarks Used: (Select up to four)

Authentication to be Used: (e.g. "NYC Inc." is an Official NCAA® Corporate Champion)

Additional Elements: (Are you creating a prize, premium item?) (* Appropriate Boxes) ☐ Premium (Something received based on actions taken (survey, redemption, test drive, etc.)) ☐ Prize (Something won as the result of a contest or promotion) ☐ Promotional Item (Something distributed freely) Describe:

Official Suppliers and Licensees: (Select up to two each) Other:

Printed Materials: (* Appropriate Boxes) ☐ Print Ad ☐ Internal Communications ☐ FSI ☐ Direct Mail ☐ Rules ☐ Brochure ☐ Circular ☐ Packaging ☐ Sales Material ☐ Signage ☐ Press Release

Title/Description:

Placement (Names of Publications if Applicable):

Broadcast and Media: (* Appropriate Boxes) ☐ Radio ☐ Internal Video ☐ CD Rom ☐ Television ☐ Internet ☐ Other

Title/Description:

Length: (e.g. 30 seconds)

Placement (Names of Publications if Applicable):

Miscellaneous: (* Appropriate Boxes) ☐ Logo ☐ Vehicle ☐ Sampling ☐ Other ☐ Vendor ☐ Event ☐ Contest

Title/Description:

Elements Submitted & Attached: (* Appropriate Boxes) ☐ Rough Layout/Sketch ☐ Fine Art / Mechanical ☐ Audio ☐ Other ☐ TV Script / Storyboard ☐ Video ☐ Concepts

Comments:

Talent, Personalities, Membership Names or Logos, Mascots: Note: If yes, please indicate the names of the above assets being used. Any use of the assets listed above requires the prior written consent of each and the authorization of the NCAA. Submissions to the NCAA require securing the rights of individual schools, mascots, and/or personalities utilized and may be required to provide documentation showing approval of the rights holder to the NCAA.

Do You Have Proper Consent?

Can consent materials be provided if requested by the NCAA?

Save and Add Attachment

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The Concept Submission Form

To begin a new concept submission, click on “Enter New Concept” on the **Working Concepts Main Menu**.



After inputting a tracking number and program title, users should navigate the entire page completing any areas relevant to the approval request at hand. Required fields are identified by a * symbol.

Various information areas provide drop down select boxes to assist the user.

Please complete as much information on this Web page as possible to ensure the fastest possible response times. Additionally, complete information will assist with the search function capabilities of this system.

NOTE: The e-mail address given in the “Submitted By” Section (* a required element) is the address automatically used for the NCAA response.

Once a user has completed one concept submission, his/her information will be included in the drop down menu for automatic input for future submissions.

* - required field.

New Concept

Approval Tracking Number: Submitted To NCAA: (Concept not yet submitted)

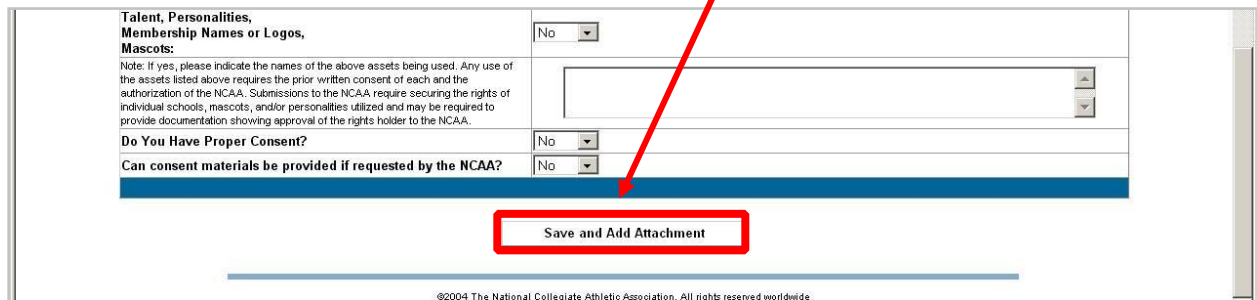
Program Title: *

Program Description: (Include how program works, how pass-through partner(s) would be involved, etc.)

Submitted By: Last Name: * First Name: * Phone Number: * Email Address: * (robie@ncaa.org)

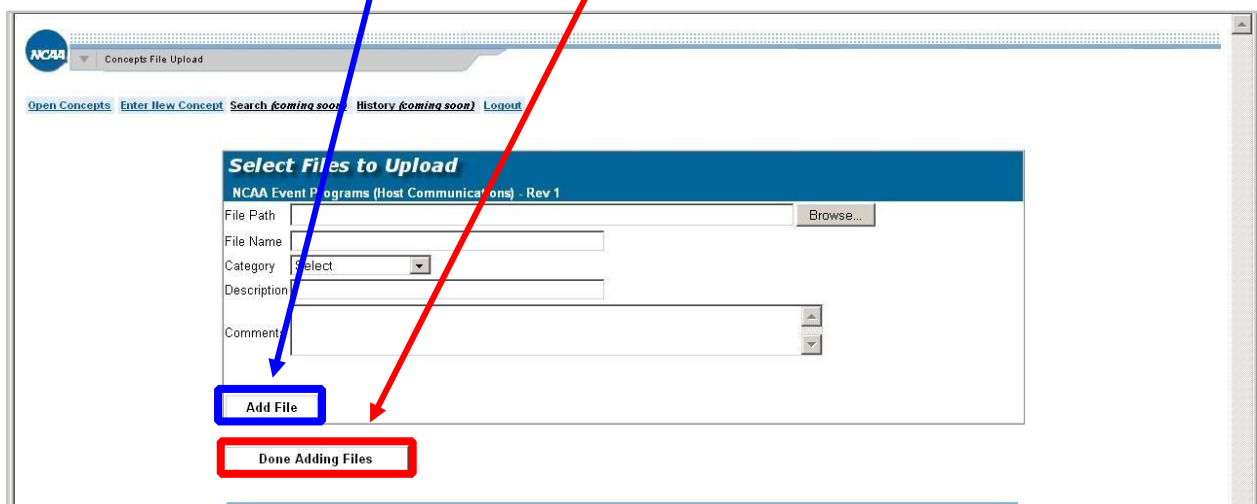
Adding Attachments

Once you have completed the new concept submission form with all the required fields entered, regardless of whether you have attachments, click **“Save and Add Attachment”** at the bottom of the Concept Submission page.



The screenshot shows the bottom portion of a web form. It includes several sections: 'Talent, Personalities, Membership Names or Logos, Mascots:' with a 'No' dropdown; a note about asset consent; 'Do You Have Proper Consent?' with a 'No' dropdown; and 'Can consent materials be provided if requested by the NCAA?' with a 'No' dropdown. A red arrow points from the top right towards a blue button labeled 'Save and Add Attachment' which is highlighted with a red rectangular box. At the bottom, there is a copyright notice: '©2004 The National Collegiate Athletic Association. All rights reserved worldwide'.

The next step is to attach all relevant documents and graphics. Numerous files can be submitted with one request simply by selecting **“Add File”** after attaching each attachment. When finished adding all files



The screenshot shows the 'Select Files to Upload' interface. It has a header 'NCAA Event Programs (Host Communications) - Rev 1'. Below this are input fields for 'File Path', 'File Name', 'Category' (a dropdown menu), 'Description', and 'Comment'. A 'Browse...' button is next to the 'File Path' field. A blue arrow points from the top left towards a blue button labeled 'Add File' which is highlighted with a blue rectangular box. A red arrow points from the top right towards a red button labeled 'Done Adding Files' which is highlighted with a red rectangular box. At the top of the page, there are navigation links: 'Open Concepts', 'Enter New Concept', 'Search (coming soon)', 'History (coming soon)', and 'Logout'.

relevant to the approval request, click on **“Done Adding Files .”**

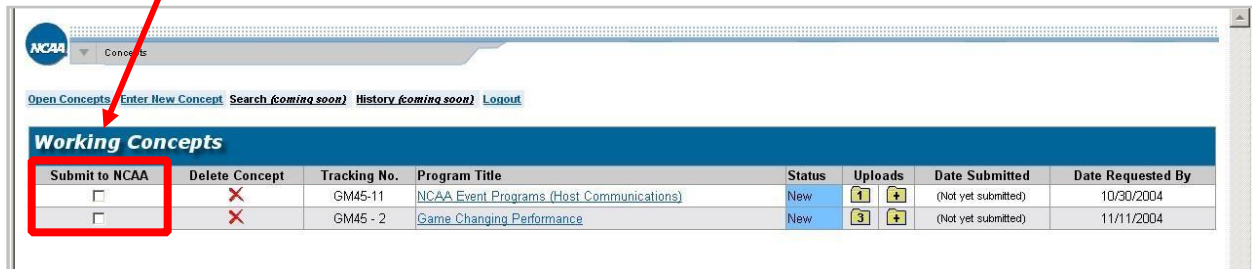
Submit to the NCAA

What Happens When a Concept has been Submitted?

The Online Approval System allows the NCAA to route approval submissions immediately to all appropriate staff members for review and feedback. Once notification of the submission is received, the

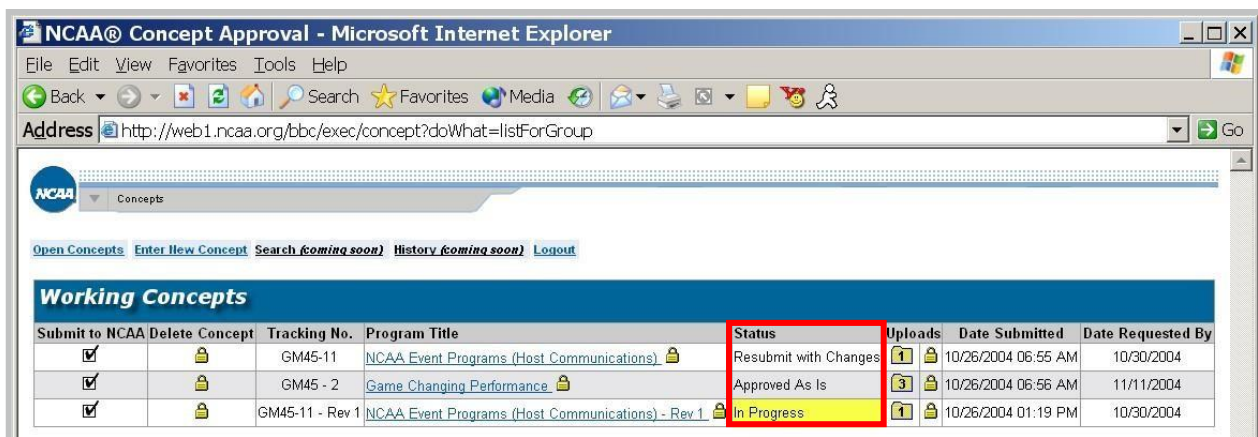
NCAA administrator(s) will review the concept and respond to the user within the online system. At any point in the process, you may check the status by returning to the **Working Concepts** menu.

After adding files, the user will return to the **Working Concepts** page. At this point, you may input a new concept, “ **Submit to the NCAA** ” or logout (allowing a user to come back later to modify the submission). Please note that you must click on the “ **Submit to NCAA** ” box to initiate the approval process. Also, once you submit, and the NCAA opens the submission, you will not be able to delete the concept until the NCAA reviews and responds.



Submit to NCAA	Delete Concept	Tracking No.	Program Title	Status	Uploads	Date Submitted	Date Requested By
<input type="checkbox"/>		GM45-11	NCAA Event Programs (Host Communications)	New	1	(Not yet submitted)	10/30/2004
<input type="checkbox"/>		GM45 - 2	Game Changing Performance	New	3	(Not yet submitted)	11/11/2004

Example: Two concepts were submitted. The status column shows that one was “**Resubmit with Changes**” and the second was “**Approved**”. Please note that both of the original concepts have been locked and a third entry, which is automatically generated due to the “**Resubmit with Changes**”, has been created for further action. The user has responded to the resubmission request and the status column shows that the resubmission is “**In Progress**” (being reviewed by the NCAA).



Submit to NCAA	Delete Concept	Tracking No.	Program Title	Status	Uploads	Date Submitted	Date Requested By
<input checked="" type="checkbox"/>		GM45-11	NCAA Event Programs (Host Communications)	Resubmit with Changes	1	10/26/2004 06:55 AM	10/30/2004
<input checked="" type="checkbox"/>		GM45 - 2	Game Changing Performance	Approved As Is	3	10/26/2004 06:56 AM	11/11/2004
<input checked="" type="checkbox"/>		GM45-11 - Rev 1	NCAA Event Programs (Host Communications) - Rev 1	In Progress	1	10/26/2004 01:19 PM	10/30/2004

Printed Copy

To obtain a printed copy of a saved concept submission, go to the **Working Concepts** page.

Open Concepts Enter New Concept Search (coming soon) History (coming soon) Logout								
Working Concepts								
Submit to NCAA	Delete	Concept	Tracking No.	Program Title	Status	Uploads	Date Submitted	Date Requested By
<input checked="" type="checkbox"/>			GM45-11	NCAA Event Programs (Host Communications)	Resubmit with Changes	1	10/26/2004 06:55 AM	10/30/2004
<input checked="" type="checkbox"/>			GM45 - 2	Game Changing Performance	Approved As Is	3	10/26/2004 06:56 AM	11/11/2004
<input checked="" type="checkbox"/>			GM45-11 - Rev 1	NCAA Event Programs (Host Communications) - Rev 1	In Progress	1	10/26/2004 01:19 PM	10/30/2004

In the “Program Title” column, select the applicable concept. A printable “Concept View” (summary) of the submission is created for your use. Click on **Print Concept**.

Concept View

Submitted By: Robie, Durenka
Phone: (317)917-6825
Email: drobie@ncaa.org

Start Date of Promotion: 11/30/2004
End Date of Promotion: 01/27/2005

Tracking Number: GM45 - 2 Submitted To NCAA: 10/26/2004 06:56 AM Date Approval Requested By: 11/11/2004

Program Title: **Game Changing Performance**
Program Description: A campaign to promote online video content for the Game Changing Performance.
Pass-Through Partner(s):
Subsidiary:
Number of Exposures: 100

NCAA Championship Activated

Sport	Gender	Division
Football	Men	I

Marketing Territory

☒ National ☐ Regional ☐ Local

If Regional/Local, which markets?

Trademarks Used

NCAA®

Print Concept

Notification of NCAA Response

Once the concept has been reviewed by the NCAA, you will receive an e-mail notifying you of the status. The e-mail address given on the concept submission form is the address generated for notification.

New Concept

Approval Tracking Number: Submitted To NCAA: (Concept not yet submitted)

Program Title:

Program Description:

Submitted By:

Final Address:

Final status set for concept 'Game Changing Performance' - Message (Plain Text)

From: NCAA_APPROVALS_RESPONSE@ncaa.org
To: Robie, Durenka
Cc:
Subject: Final status set for concept 'Game Changing Performance'.

Concept 'Game Changing Performance' has been given a final status of 'Approved As Is' on 10/26/2004 at 08:49 AM. Please login to <http://web1.ncaa.org/bbc/exec/conceptlogin> for more information.

(Do not click 'Reply' to respond to this email. The return address is not monitored.)

We hope that you find the new NCAA Online Approval System easy to navigate. New features will be added as deemed necessary or subject to request. If you have any questions or have any problems, please contact your NCAA corporate relations representative.

NCAA CONTACT INFORMATION

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