



HOST OPERATIONS MANUAL

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Section 1 – Introduction

This manual outlines the responsibilities of an institution/conference hosting this round of an NCAA championship. It is essential that each host institution/conference staff become familiar with the information and policies included in this manual.

The NCAA considers this hosting opportunity a partnership between the host institution/conference, competition site, committee and the NCAA. The primary objective of each individual involved in the administration of the championship shall be to provide a memorable championship experience for each participating student-athlete, coach, institutional staff member and tournament attendee.

Definitions

Championship: Postseason competition conducted by the NCAA in a particular sport, in which eligible student-athletes and teams of active member institutions compete to determine the division champion (or National Collegiate champion in sports that do not have a separate division championship) in that sport.

Governing Sports Committee: The NCAA membership committee responsible for developing policies and procedures governing the administration and conduct of the championship under its jurisdiction, subject to the approval of the applicable division's governance structure and the requirements, standards and conditions prescribed by NCAA Bylaw 31.

Host Institution/Conference: An active NCAA member institution and/or conference selected to serve as host for a championship. The host shall administer the finances of an NCAA championship in accordance with the institutional/conference championship budget, as submitted during the selection process and approved by the governing sports committee.

Local Organizing Committee: A local organization formed in the city where a member institution/conference proposes to host an NCAA championship, to provide to the NCAA services and assistance in connection with the various activities related to the championship. The host institution/conference must be a part of the leadership of the LOC.

NCAA Championships Administrator: The staff member(s) representing the NCAA championships and alliances staff assigned to serve as administrator(s) for a championship.

Role of Host Institution/Conference

The support, commitment and involvement of the host institution/conference, its key staff members and local media are essential elements in hosting a successful NCAA championship.

The host institution/conference is the local entity responsible for making arrangements for the competition. By submitting a bid, each host institution/conference has agreed to provide services and assistance in connection with the various activities related to the championship.

The responsibilities of the host institution/conference are defined herein. The games management, media and marketing activities associated with the competition are to be administered and approved by the NCAA staff on behalf of the governing sport committee.

The host institution/conference will work in collaboration with the NCAA staff to ensure that the mission of the championship is preserved. The NCAA believes that the most successful host institutions/conferences are those that emphasize service, communication, promotion and marketing of the event, and fiscal responsibility.

Role of Governing Sports Committee

The NCAA's core purpose, values and envisioned future provide the framework for all actions in the committee's administration of the championship and its stewardship of the game. Within the framework and spirit of its charge, the governing sports committee will balance the principle of student-athlete well-being with its efforts to maximize exposure for intercollegiate athletics and revenues from the championship through policies and activities that are subject to the final authority of the NCAA Division I Board of Directors

Role of NCAA

The NCAA championships and alliances staff, working in conjunction with the NCAA sport committees and other NCAA groups, will lead the planning efforts, management and execution of all NCAA championships and events. The NCAA will oversee all aspects of the championship and its related activities, including facility operations and space allocations, hotel accommodations, media and team operations, hospitality functions and social events, in- and out-of- venue entertainment, fan and sponsor events, television programming, youth events, as well as many other aspects.

The NCAA will work closely with the host institution/conference, competition venue and local organizing committee to ensure that the championship provides a positive and rewarding experience for student-athletes and fans.

NCAA Division I Men's and Women's Swimming and Diving Committee

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Section 3 – Alcoholic Beverages and Tobacco Products

Alcoholic beverages shall not be advertised, sold or otherwise made available for public consumption at any championship event sponsored by or administered by the NCAA, unless otherwise approved by the NCAA, nor shall any such beverages be brought to the site during the championship (from the time access to the competition site or area is available to spectators, until all patrons have left).

Tobacco products shall not be advertised, sold or dispensed at any championship event sponsored by or administered by the NCAA. Smoking is not permitted anywhere in the venue.

Section 4 – Americans with Disabilities Act

The Americans with Disabilities Act requires that public establishments offer equal access and services to people who are physically and mentally challenged. The NCAA will rely on the host institution/conference to confirm compliance with the Act by the various facilities hosting NCAA championship events. The host institution/conference is responsible for determining if the competition site will be in compliance as of the dates of the championship. If the host institution/conference becomes aware that a competition site hosting an NCAA championship event will not be in compliance, it shall immediately notify the NCAA national office staff member with responsibility for the event in order to discuss the issue.

Section 5 – Artificial Noisemakers

Artificial Noisemakers

Artificial noisemakers of any kind including but not limited to, air horns, electronic instruments, inflatable noisemakers, etc. are not permissible. Facility personnel are responsible for confiscating prohibited items at the entrance points or removing such items from the facility. Megaphones may be used for voice amplification, but they shall not be used as a distraction.

Section 6 – Awards

Champions Locker Room Program

The NCAA has partnered with select NCAA licensees to celebrate the national champions of each of the 90 NCAA Championships. Each team champion shall receive a national champions T-shirt and hat to commemorate the experience of winning a national title. A detailed explanation of the logistics of the locker room program will be provided in championship specific section of the manual. However, listed below is a summary of steps that should be followed when implementing the locker room program at all final championship sites.

- The product is for team champions only. Individual championships are not a part of the locker room distribution.
- Please remove all hangtags (if needed) on the merchandise prior to being distributed.
- The merchandise should be distributed to the winning team only immediately following the handshake as soon as the game has officially concluded. Extra product (if any) should be given to the team's equipment manager.

- All winning team inquiries about obtaining additional locker room product should be directed to Gear For Sports, Nike or Top of the World depending on product. Please contact David Clendenin at the NCAA national office for contact information, 317/917-6496.

Championship Awards

MTM, Inc., the NCAA national office awards supplier, will send official NCAA awards to the meet director manager approximately two weeks prior to the championship. Please contact the NCAA liaisons if they do not arrive at least two weeks prior to the meet.

The host will receive the following awards for each championship (women's and men's):

- One (1) large team trophy for the top four teams – 4 total;
- One (1) mini trophy for the top four place teams – 4 total;
- One (1) watch for the national champion team;
- Eight (8) mini trophies for each individual event – 128 total;
- 32 mini trophies for each relay event – 160 total;
- One (1) Elite 90 award; and
- Participant medallions for all selected student-athletes – 270 for men; 322 for women.

When the awards arrive the meet director should inventory all awards to be sure they are undamaged, are correctly inscribed and are in the appropriate quantities. Please check (1) correct championship (division/sport/gender) and (2) correct color of award (gold – first, silver – second, and bronze – third through eighth). The awards boxes then should be re-taped, closed and secured in a limited-access area.

Remaining awards will be sent to the top four teams after the championships.

No additional awards, unless otherwise approved by the championships manager, should be presented to the student-athletes and coaches of the participating teams.

Awards Podium

An awards stand with space for eight recipients must be provided. Each place-finish position should be large enough to hold a relay team of four people. The set-up should be as follows: eight spaces ascending in order from eighth to first place. Since the awards participants march to the awards stand, logistics in moving people to and from it should be considered when establishing a location. Host institutions should decorate the awards stand with flowers and plants. NCAA signage should be used in prominent places.

Awards Presenters

The host institution is responsible for designating awards presenters each night; these recommendations should be sent to the NCAA championship manager prior to arriving on site. The form in **Appendix A** should be used (and revised, if necessary) in acquiring biographical information on the presenters.

Awards Ceremony/Presentations

Individual awards will be presented to the top eight finishers/relay teams in each event. The awards ceremony for each individual/relay event will be held immediately following the final of the event. The host institution should set up an awards staging area where the student-athletes should be placed in the proper order, according to the awards stand specifications. An escort should lead the participants from the staging area to the awards stand, followed by the awards presenter and the winners, in order of the stand. The winners should be in team warm-up suits and should not be allowed to bring towels, balloons, flowers or other items to the awards stand. Hats should not be worn, unless they are part of the official warm-up. Music should be played during the march to the awards stand and turned off once all participants are in their places. Cue music at end of awards so that student-athletes know when to leave awards stand. Personnel should be on hand to make sure that all winners report in a timely manner.

If a student-athlete is swimming in the event immediately following the awards ceremony, and only in that circumstance, another participating student-athlete from that institution must stand in to receive the award, unless a record is broken. If an individual is swimming in multiple events that session, the coach must inform the committee and NCAA staff prior to the start of that session if that student-athlete may have a substitute for any of the award ceremonies.

In the event of a tie, the mini-trophy should be given to one of the student-athletes on site, and the other student-athlete will receive a mini-trophy after the championships. Awards personnel should make note of which student-athlete takes the award at the championship, and should relay that information to the NCAA championship manager after the championships. The NCAA will send the host instructions for shipping awards that are not presented on site.

Official NCAA team awards will be presented to the top four teams. The team awards will be presented after the final relay awards are presented and once team scores have been verified. Team awards will be presented in order of fourth place, followed by third, second and then first. An effort should be made to have the first-place team's fight song available to play during the post-meet celebration.

Elite 90 Award Presentation

The NCAA Elite 90 award was created to recognize the true essence of the student-athlete by honoring the individual who has reached the pinnacle of competition at the national championship level in his or her sport, while also achieving the highest academic standard among his or her peers. The Elite 90 award is presented to the student-athlete with the highest cumulative grade-point average participating at the finals site for each of the NCAA's championships. Award winners must meet certain criteria including being a sophomore or above, participating in their sport for at least two years at their school, being an active and traveling member of their team, and being a designated member of the squad size at their championship. The member institution is responsible for submitting their student-athlete that has the highest GPA and meets all of the other requirements. Mark Bedics and the NCAA academic and membership affairs staff will determine the winner of this award for each championship and provide to the NCAA championships administrator as well as the local host shortly before the championship begins. The winner's name should not be released to the public until after they are publicly recognized. If appropriate, the operations point person can share the information with the coach of the winning student-athlete to make sure of that person's attendance. However, they should not inform the student-athlete. Bedics or another member of the media coordination staff will typically send a template of a release and the logo to the sports information director of the winner's institution on the morning of the announcement to allow them time to prepare.

Each championship should provide an appropriate forum to adequately recognize and celebrate this award winner amongst their peers and fans of the championship. In addition, information about this award winner may be included in local press releases about the championship and in public address and/or video board announcements during the championship.

Award presentation

When determining the most appropriate time to present the Elite 90 award, the NCAA and host staff should evaluate the time and venue which will create the greatest impact and amount of exposure for the award winner while also appropriately honoring and celebrating their accomplishments. The presentation should be semi-formal in nature and not be rushed or overshadowed by other presentations or events surrounding it. The award winner should be visible, the announcement clearly audible and the award presentation should receive the full attention and respect of all of those in attendance. The standard award script is listed below:

At this time, we would like to present the Elite 90 Award. This award was instituted to recognize the true essence of the student-athlete by honoring the individual who has reached the-pinnacle

of competition at the national championship level in his or her sport, while also achieving the highest academic standard among his or her peers. The Elite 90 is presented to the student-athlete with the highest cumulative grade-point average participating at the finals site for each of the NCAA's 90 championships.

The recipient of the Elite 90 Award for Division I Men's/Women's Swimming and Diving with a GPA of X.XXX in (major, is student-athlete and institution).

In-venue presentation

The NCAA and host staffs are encouraged to look for opportunities for the Elite 90 award winner to be presented their award in the championship venue during a time when the majority of participants and fans are in attendance. While this may not be appropriate for championships that are spread out over multiple venues, large areas, or have multiple games in one day that disperses the crowd chronologically – it should be explored for championships in which the majority of fans are gathered during a predetermined time frame and can provide their undivided attention to the award presentation. The presentation must also not conflict in any way with the student-athlete's participation or preparation for the championship.

Press release

On the day the winner of the Elite 90 award will be publicly recognized, the NCAA Media Coordination staff will send out a standard press release template to the sports information director of the winner's institution and to the championships administrator. For selected championships, this press release will also be provided to national media by the NCAA Public Relations. If appropriate this press release may also be provided to the host for distribution to local media.

For more information on the Elite 90 award winners, log on to NCAA.com/elite90.

Participation Awards

Participation awards are permissible (one per participant) as long as they meet the conditions outlined in Bylaws 16.1.4.2 and 16.1.4.3 and **are provided by the NCAA selected student-athlete participation awards licensee**. The NCAA championships and alliances group will be responsible for selecting the participation awards that will be provided. The NCAA championship administrator will work with the participating institutions regarding delivery of mementos after championship competition. Participant awards will not be distributed at the site of the championship(s).

Participant Medallions

Participant medallions will be provided to all student-athletes selected to the championships, and should be distributed during registration. The host will be responsible for securing volunteers to distribute participant medallions at registration. The numbers to be given to each team will be provided by NCAA staff prior to the start of registration. Uninvited relay swimmers and institutionally funded divers will *not* receive participant medallions.

Personnel

The host should assign at least one person to administer awards during the championships. Committee members will be assigned to help with awards as well. Awards personnel will be responsible for setting up the awards each day, corralling the student-athletes from the finish line/event area to the awards stand, locating the presenters, lining up the athletes, notifying the announcers when ready, distributing boxes to the athletes as they exit the stand, taking notes on ties, etc.

CSCAA Awards

The College Swim Coaches Association of America (CSCAA) will present awards after the team championship awards have been presented. A representative from the CSCAA will work with the announcer on the presentation.

Internet Policy

The NCAA website, NCAA.com, serves as the official online resource for NCAA championships.

The NCAA and its partners own the Internet rights to all of its 90 championship events. Rights include live statistics, video and audio streaming, electronic commerce, and post-event footage use. The NCAA and its partners own all game action, practice footage, press conferences, one-on-one interviews or any other content on the NCAA website.

Internet Live Statistics

The NCAA reserves the right to deny permission to produce live statistics for NCAA championship play. In the event the NCAA takes on the responsibility of producing a live statistical representation from an NCAA championship event, no other entity will be permitted to do so. Live statistics are considered a protected right as part of a bundled rights agreement, referenced above. For clarification purposes, a live statistical representation includes play-by-play, score updates, shot charts, updated box scores, photos with captions, etc.

In the event the NCAA does not produce live statistics for a specific championship, the host institution is given priority to produce exclusive live statistics. The host institution will be given the same exclusivities the NCAA would reserve for its rights holder in such an instance.

Once it is determined that neither the NCAA or the host institution plan to exercise their exclusive rights, the ability to produce live statistics will be granted – on a non-exclusive basis – to each participating school. A “participating school” is defined as a school playing in the same event at a specific site.

In each case, no commercial advertising is permitted within the live statistics window, unless permission is specifically granted by the NCAA. Any questions pertaining to live statistics should be sent to Nate Flannery, NCAA director of digital and social media (nflannery@ncaa.org).

Championship Website Guidelines

NCAA Championships hosts/LOC’s have the opportunity to build their own championship micro-site to house information about local events, restaurants, volunteer info, etc. The URL for this site should not be promoted and will be linked directly through NCAA.com. For complete guidelines, please visit NCAA.com/media and click on “Championship Host Website Guidelines.”

Television

If an NCAA championship is to be televised, the media coordinator will be notified by the NCAA championships liaison or NCAA media coordinator. This person will relay any needs specific to television, such as power, press row space, etc., to the host media coordinator. Information about NCAA broadcasts can be found online at www.ncaa.com/media.

Webcasting

For final sites of all non-televised championships, NCAA.com will provide live streaming of the contest. For all other non-televised rounds, the NCAA encourages all hosting institutions to provide a live webcast.

(Note: The NCAA strongly encourages hosts that webcast during the regular season to webcast all non-televised rounds hosted at the site.).

Apply for NCAA Internet streaming rights online at www.ncaa.com/rights-request. Questions about Internet streaming can be directed to Nate Flannery (phone 317/917-6523; nflannery@ncaa.org).

Contacts

The host institution should designate a marketing contact or marketing team for the championship. This person should be familiar with marketing strategies that have worked in the community where the championship will be held to sell tickets and drive attendance. It is the primary responsibility of the marketing contact to work closely with the NCAA Championships Marketing contact to create and implement the championship marketing plan. While many host institutions may have a marketing contact in the athletics department, this individual may also be from the local organizing committee, convention and visitor's bureau, sports commission or a combination thereof. Contact information for the designated marketing contact(s) should be submitted through the Key Contact portion of the Host Reporting System.

Expectations

- Know the marketing budget. The NCAA championship tournament manager on your campus or the NCAA Tournament Operations point person can communicate your marketing budget.
- Develop marketing goals. The primary focus should be driving ticket sales and attendance at the championship.
- Map out the timeframe to market the championship.
- Determine how to best use the marketing materials provided by the NCAA.
- Establish grassroots initiatives to implement in your local and regional communities.
- Explore opportunities with traditional media (print, radio and television) in your area.

Marketing Plan

Host institutions/conferences shall establish a marketing plan in coordination with the NCAA Championships Marketing contact. All marketing plans, marketing budgets and collateral must be approved by the NCAA Championships Marketing contact prior to implementation.

Marketing Collateral

NCAA Online Marketing Website. The NCAA Online Marketing Website is a comprehensive tool designed to help hosts create marketing products which will generate awareness and promote ticket sales for the championship. The NCAA Online Marketing Website can be accessed at NCAACHampsPromotion.com.

Championship hosts should customize and download all necessary artwork to promote the championship from the website. Hosts should make every effort to use the artwork provided, produce the items locally and obtain reimbursement for production costs, up to the reimbursable allocation provided for the championship-round you are hosting.

Each NCAA Championships host marketing contact and tournament manager will receive an email with the marketing website address, username, password and specific marketing budget allocated for the championship you are hosting. **The reimbursement amount is separate from and in addition to the marketing/promotions budget allocated by host institutions through the championship bid process.** Please contact ncaachampspromotions@ncaa.org if you are unable to locate this information.

Customizable artwork templates and marketing resources available on the NCAA Online Marketing Website include:

- PRINT
 - Poster
 - Flyer

- Print Ad
- Table Tent
- DIGITAL
 - Email blast
 - Banner
 - Social Media Graphics
- OUTDOOR
 - Billboard
 - Banner
- RESOURCES
 - Marketing Best Practices
 - Social Media Guidelines

If you have artwork needs and/or sizing which may not be available on the NCAA Online Marketing Website, you may submit a special request through the website. Any additional questions can be directed to ncaachampspromotions@ncaa.org.

All requests – artwork and reimbursement – must be approved by the national office staff before you proceed. Artwork requests and approvals will be managed through the website. If you do not have a local print vendor, we have listed NCAA preferred vendors on the website.

Collateral should not be created outside of the NCAA Online Marketing Website. The website ensures proper usage of NCAA logos and trademarks, as well as ensures consistent branding across each championship-round and all 90 NCAA Championships.

*Please note, a limited number of Division I predetermined hosts will create all marketing collateral by coordinating directly with the NCAA Championship Marketing contact; they will not have access to the NCAA Online Marketing Website.

Television/Video and Radio Ticket Spots. The marketing website allows hosts of select predetermined championship sites to download TV, video, and radio spots for immediate use. Questions regarding the availability of these spots for your championship event should be directed to your NCAA Championship Marketing contact.

:30 Video/Television Spot – The NCAA creates TV/Video Spots for select championship sites and a limited number of predetermined regional rounds.

- All spots are available for download via the NCAA Online Marketing Website.
- Spots may be uploaded to websites, burned onto discs, or sent via email to other parties that may need them.
- Spots are provided in several formats to allow for use over a variety of platforms (e.g. websites, social platforms, TV commercials, videoboards, etc.).
- The video/television spot is available for download in the following file types:
 - HD: apple ProRes LT (104 mbps)
 - SD: dv25(25 mbps)
 - Web proxy: .mp4 (1.5 mbps)

:30 Radio Spot

- The NCAA creates radio spots for all predetermined championship final sites that are not sold out and for a limited number of predetermined regional rounds.
- The radio spots can be used on radio stations, websites, burned onto discs or emailed.

The file format available for download is .mp3 (.32 mbps).

Promotional Ideas

Following are ideas to stimulate host institutions' thoughts in planning their promotional strategies to generate community awareness and support:

Advertising. Plan an advertising campaign to be implemented during the final weeks prior to the championships, with increased advertising during the final few days. Give consideration to the following media:

- Newspapers. Alternate morning and evening papers in the metropolitan area as well as surrounding communities. Be sure to include specific information about how to obtain tickets.
- Radio and Television. If your budget prohibits purchasing, attempt to solicit promotional messages as free public service announcements.
- Banners. Hang at key intersections of the city and on your campus.
- Billboards. Display throughout the city if they are considered to be an effective advertising medium in your area.
- Electronic Message Boards. Run championship information on electronic message boards on campus and around town.

"Buddy" System. Encourage booster and/or alumni groups on campus not only to purchase tickets for themselves, but also to sponsor another person or group to attend the championship (e.g., Girl Scouts, Boy Scouts, underprivileged children, etc.).

Conference Office Involvement. Make sure ticket order forms and information are available through the nearest conference office and enlist its assistance in promoting the championships through its releases, newsletters, clinics, conference meetings, etc.

Corporate Sales. Establish a program to solicit corporate ticket sales. A committee could be set up to personally solicit each business in the city to encourage the purchase of blocks of tickets for employees, underprivileged children or other citizens.

Fliers. Send ticket fliers and cover letters to the following:

- Booster club members;
- Season ticket holders;
- Previous year's postseason competition ticket holders, if applicable;
- Local chamber of commerce and merchants;
- Faculty, staff and students;
- Local swimming and diving youth clubs;
- State high school and junior college coaches' associations; and
- Conference offices.

Grade-School Involvement. Plan activities to involve grade-school students in the promotion of the championships (e.g., conduct an art contest welcoming the championships and display the art in the airport the week of the championships; award two tickets to the winning artist).

Internet. Provide championships information on your institution's page on the Internet.

Mailings to Ticket Holders. Include notice of the championships on all lists and mailings to your institution's regular-season events (both athletics and general) and on athletics department answering service recordings.

NCAA Corporate Partners. Enlist the cooperation and support of the affiliates of NCAA corporate partners in the area to purchase tickets to be used for promotion of the championships.

"NCAA Week". Request your community to declare "NCAA Championships Week" prior to the championships. Information could be distributed at different locations throughout the city in conjunction with the declaration.

Promotion at Home Events. Promote the championships at all home men's and women's athletics events on the scoreboard/message board and public-address system. Use PSAs on local radio broadcasts and telecasts of other institutional sporting events.

Public Speaking. Establish community support by doing the following:

- Obtaining the support of key political and corporate leaders;
- Arranging speaking engagements by coaches and athletics department personnel at chamber of commerce meetings, booster-club meetings, etc.; and
- Arranging radio and television appearances by campus or local "personalities" to promote the championships.

Radio/Television Promotions. Purchase tickets to be used as trade-outs for promotional spots on local radio and television stations.

Speaker's Bureau. Establish a speaker's bureau through the chamber of commerce through which leaders of service organizations would be encouraged to invite someone from the athletics department to speak about the championships.

Street-Pole Banners. The NCAA will offer the opportunity, on request, to its corporate partners to include their logos on the official street-pole banners and will coordinate this activity with the organizing committee and partners.

Student Involvement. Direct promotional efforts to student organizations on campus and faculty and staff; enlist student organizations to help sell ticket blocks. Visit dormitories, fraternities and sororities and organize a contest among them to sell tickets.

Ticket Donations. Distribute a mailing to the parks and recreation department participants in the city soliciting donations for the purchase of tickets for children who participate in the recreational programs.

Social Media Guidelines

Host institutions/conferences may use already established social media accounts (e.g. Facebook, Twitter, etc.) as a place to promote the hosting of an NCAA championship. However, host institutions/conferences should use marketing messages and assets supplied from or approved by the NCAA (links, web banners, flyers, updates, etc.). If the championship does not have an official NCAA social media page, a host is NOT permitted to create a social media page. The NCAA will make efforts to promote this championship on the established pages, as necessary. Please refer to NCAA.org/socialmedia for a listing of official NCAA social media accounts.

Applicable Marketing Bylaws

NCAA Division I Bylaws - Pertaining to NCAA Championship Promotions

12.5.1.1.1 Promotions Involving NCAA Championships, Events, Activities or Programs. The NCAA [or a third party acting on behalf of the NCAA (e.g., host institution, conference, local organizing committee)] may use the name or picture of an enrolled student-athlete to generally promote NCAA championships or other NCAA events, activities or programs. (Adopted: 8/7/03)

12.5.1.8 Promotion of NCAA and Conference Championships. The NCAA [or a third party acting on behalf of the NCAA (e.g., host institution, conference, local organizing committee)] may use the name or picture of a student-athlete to generally promote NCAA championships. A student-athlete's name or picture may appear in a poster that promotes a conference championship, provided the poster is produced by a member that hosts a portion of the championship or by the conference. (Adopted: 1/11/89, Revised: 8/7/03)

12.6.1.8 Reciprocal Marketing Agreements – Sports Other Than Football and Men's Basketball In sports other than football and men's basketball, an institution's marketing department may enter into a reciprocal contractual relationship with a professional sports organization for the specific purpose of marketing and promoting an institutionally sponsored sport. (Adopted: 4/29/04 effective 8/1/04, Revised 2/17/12)

13.4.3.3 NCAA or Conference Championship Posters. An institution hosting an NCAA or conference championship may produce a poster promoting the championship and send it to a high school coach and/or his or her educational institution. It is not permissible to send such a poster to a prospective student-athlete (Adopted: 10/28/99, Revised: 4/6/00, 1/10/05 effective 8/1/05)

13.4.3.3.1 NCAA or Conference Championship Promotional Materials. The NCAA or member conference [or a third party acting on behalf of the NCAA or member conference (e.g., host institution, host conference, or local organizing committee)] may produce and provide championship-promotional materials to any individual or group, provided the materials: (Adopted: 1/10/05)

- (a) Are solely for the purpose of promoting the championship event rather than the host institution, and use factual information (e.g., date, time, location, identification of host school/conference, ticket information, photos of previous championships);
- (b) Are not sent exclusively to prospective student-athletes;
- (c) Are available to the general public; and
- (d) Do not promote the institution's athletics program.

13.1.8.5 NCAA Promotional Activities Exception. An institution's coach may participate in NCAA promotional activities (e.g., autograph sessions, fan festivals and opening ceremonies) at NCAA championship events, provided contacts with prospective student-athletes are not prearranged and recruiting activities do not occur. (Adopted: 4/28/05)

Section 9 – Championship Merchandise/Licensing

Administration

The NCAA licensing department has oversight for the event merchandising program at all rounds and sites of NCAA championships. All licensing and merchandising questions should be directed to David Clendenin (317/917-6496; dclendenin@ncaa.org).

Availability

An online ordering system will be available to participating institutions interested in ordering Event 1, Inc., merchandise in advance of the championship. Orders will be shipped by Event 1 directly to the participating institution's campus.

General Policies

Institutional Merchandise. 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.

Merchandise Received. The quantity of NCAA merchandise available for sale will not be less than a comparable quantity at a comparable site of the previous year's championship. The NCAA will work closely with Event 1 regarding projected attendance at sites in order to ensure that the appropriate amount of merchandise is provided.

Reordering Process. The host institution/conference may contact Event 1 to place an order for additional merchandise during the event. The concessionaire must contact Event 1 no later than the conclusion of each day to evaluate inventory levels. The more time Event 1 has to react to the request, the better the chance a reorder can be processed and shipped in a timely manner. Event 1 cannot guarantee that additional merchandise will be available.

Event 1 will provide an event manual, which will include the contact information for the event coordinator assigned to the event as well as additional merchandising guidelines.

Section 10 – Championship Presentation/Fan Engagement

Ancillary Events

The NCAA prohibits host institutions/conferences from conducting special ancillary entertainment activities for fans in conjunction with the championship. Should another entity (e.g., convention and visitor's bureau) elect to stage such activities, the following policies shall apply:

- All plans must be approved in advance by the NCAA.
- NCAA marks, logos, name or references to the championship or tickets may not be used.
- No activity connected with the championship may be sponsored by an entity that is not an NCAA Corporate Champion/Corporate Partner (CC/P).
- Such an activity may not take place on property controlled by the competition venue.

Logos

The NCAA owns and controls all rights and interests in its name, logo, seal, trademarks and service marks. Use of these marks is prohibited without advance written approval by the NCAA. Host institutions/conferences should review information outlined in NCAA Bylaw 31.6.1. Only official NCAA Corporate Champions/Partners (CC/Ps) and licensees are permitted to use NCAA marks and logos in commercial advertising and promotions, unless written approval is provided by NCAA Marketing. All and

any proposed commercial advertising and promotions, if not by a CC/Ps, must be reviewed by NCAA Marketing staff prior to approval and production.

Public Address Scripts

The public address announcer scripts allow game management to keep the flow of the championship moving through the communication of important information to those in attendance. Communicate with your NCAA championship liaison to secure a PA script and run of show for the championship you are hosting.

Video Boards

The NCAA will provide video board content to sites which have such capabilities. A run of show will be provided in addition to the PA script in these instances in order to specify timing and content delivery. Please work directly with your NCAA championship liaison to identify if video board content will be provided directly or if downloading from the NCAA FTP site is necessary.

Questions related to video board content logistics should be directed to:

Nate McCoart - Producer

Van Wagner Sports & Entertainment, Inc.

Telephone: 919-872-4544

Email: mccoart@vwbsn.com

Electronic Messages. No host or venue specific messaging or video board advertising may be displayed during NCAA championships, other than those messages promoting the championship and information provided by the NCAA and Turner/CBS. This includes promotion of upcoming events at the championship site. All messages must be approved in advance by the championship staff liaison.

In-Venue Entertainment

NCAA championship hosts are encouraged to explore in-venue entertainment options during the championship to keep fans engaged, excited and to enhance the atmosphere for both the fans and student-athletes. Various potential areas of in-venue entertainment and the guidelines associated with them are discussed below. All forms of in-venue entertainment should show no bias toward or against any participating team, should be appropriate and in good taste, should have no links or resemblance toward gambling and may not include any commercial recognition (unless it is approved recognition of an NCAA corporate champion, partner or official equipment supplier). Please discuss any forms of in-venue entertainment which you would recommend with your NCAA staff point person for suggestions and approval.

Break in action contests or promotions

Hosts should consider continuing regular season halftime/quarter break/timeout contests and promotions or creating new, unbiased or non-sponsored versions of these promotions to use during NCAA championships. Guidelines and ideas for consideration:

- Must not include any commercial recognition (unless approved/provided by an NCAA corporate champion, partner or official equipment supplier)
- Must be appropriate and in good taste
- Must fit safely within given time constraints with no chance of interfering with the competition
- No links or resemblance to gambling
- Participants must be randomly selected
- No bias toward or against any participating team
- Campus and venue rules must be considered when developing the contest or promotion
- NCAA championship merchandise purchased by the host (e.g., extra volunteer apparel, committee

or contributor gifts, items or certificates purchased from Event 1) make good prizes for these contests as prizes with commercial recognition would not be permitted

National anthem singers

Hosts are encouraged to explore their resources to bring in local, regional or even nationally recognized celebrities or groups to sing the national anthem (e.g., state beauty pageant winners, recording artists with strong local ties, famous local choir groups or bands). Guidelines and ideas for consideration:

- Local groups or personal contacts who could provide this service at no cost are recommended
- No bias toward or against any participating team (e.g., performers should not wear the apparel of a participating team)
- A brief description and “thank you” for the performing group or individual may be incorporated into the script, but no commercial recognition, sponsorship, sales or recruitment messages should be included
- Anthem should take two minutes or less to perform, however please build extra time into the script for introduction and placement of the color guard (if applicable), and introduction/applause for the performer

Musical entertainment

Participating school bands will be scheduled into the overall championship presentation when they are available. When they are not, the host institution marching band, other school bands or local bands may be appropriate for entertainment during pre-game, halftime or other breaks in the action or for greeting fans in the stadium entrance or other congregating area.

Affiliated award recognitions

If appropriate, national award winners for the given sport who are in attendance but not competing at the time of the scheduled recognition may be awarded on field during NCAA championships (e.g., Elite 90 award winner, coaches’ association player of the year winner, coach of the year, etc.). Please consult with the NCAA point person to determine appropriateness.

Military involvement

The NCAA is supportive of inviting the military to participate at NCAA championships if their involvement enhances the championship experience for student-athletes and fans while at the same time honoring the military in an appropriate and unobtrusive manner. At many NCAA championships, local or national military groups have been arranged by the host to perform pre-game, during halftime or other breaks in the action. These performances have included, but are not limited to: national anthem performances (military singer, instrumentalist or band), color guard, presentation of large flags, fly-overs, parachute teams, precision drill teams, eagle releases around the national anthem, etc. Please discuss any forms of military involvement which you would recommend with your NCAA staff point person for approval.

Guidelines

- Involvement from military groups often requires substantial government paper-work. Fly-overs and parachute jumps will also require FAA approval to be handled by the host. Please allow adequate lead time to coordinate.
- Involvement from national touring military groups such as the Air Force Wings of Blue or Army Golden Knights may require costs of travel such as hotel rooms, per diems, rental vehicles and even air travel if a military transport cannot be arranged.
- Host connections with local military bases may be more cost-effective in arranging military involvement.
- No messages about military recruitment should be incorporated into the on-field performances.
- General messages paying tribute to all military personnel and thanking the particular military unit

which has performed are encouraged (e.g., “Ladies and gentlemen let’s have a big round of applause for tonight’s performance from the United States Air Force Heartland of America Band... and for all of the American service men and women who they proudly represent.”).

- Some military organizations may request a booth or other small presence on-site in conjunction with their on-field performance. This may be permitted as long as the space is available, reasonably sized (e.g., 10’x10’ or 10’x20’), reasonably branded and any recruiting done out of the space is passive.
- Requests for larger spaces, interactive elements, inflatables, giveaway items or space within an NCAA fan festival is not permitted unless discussed with your NCAA point person who would in turn discuss with the NCAA corporate relationships team.
- Campus and venue rules must be considered when developing the presentation.

Section 11 – Commercialism/Contributors

Space Requirements

Activation of Corporate Champion and Corporate Partner Program. The NCAA may request/require that certain areas of the competition site be made available for use by NCAA Corporate Champions or Corporate Partners (CC/Ps) for the purpose of marketing/promotional events/activities. If such requests are made, the host institution will provide requested space or similar accommodations.

Local Organizing Committee Hospitality. If approved by the NCAA, the Local Organizing Committee (LOC) has the option to host specified events during the championship. Commercial identification of any kind at any LOC function is prohibited unless specifically approved by the NCAA. The NCAA must approve all uses of NCAA logos, names, or other graphics (including school logos). The LOC shall submit detailed proposals (e.g. location, date, time, food and beverage, entertainment, budget), to the NCAA for review and approval at least 60 days in advance of the event. Any such events conducted are conducted at the LOC’s expense.

Other Functions. To enhance the experience for participating institutions, fans, and alumni during NCAA championships, the NCAA (in conjunction with a third-party agency) may facilitate an official hospitality program in or outside of the competition site.

Premiums Guidelines

Competition Venue shall provide to the NCAA a set of guidelines, similar to those outlined below, that identify items that are not permitted in the venue no fewer than 90 days prior to the first NCAA championship related event. The NCAA will then utilize and share that information with its NCAA Corporate Champions and Corporate Partners.

- **Laser Pointers.** Laser pointers of any kind.
- **Noisemakers.** Artificial noisemakers of any kind including but not limited to, air horns, electronic instruments, inflatable noisemakers, etc. are not permissible. Facility personnel are responsible for confiscating prohibited items at the entrance points or removing such items from the facility. Megaphones may be used for voice amplification, but they shall not be used as a distraction.
- **Promotional Items.** Promotional items (e.g., cups, shakers, flags, etc.) with commercial slogans or identification are not allowed on the premises. Items such as newspapers, handbills, flyers, memorabilia, t-shirts, caps, etc., except products sold/distributed by the NCAA or its agents, may not be distributed on the premises.
- **Signs, Flags, Banners.** Large signs, flags or banners are not permissible. It is the facility personnel’s responsibility to confiscate all prohibited articles. Items that can be held by one individual, reflect

good sportsmanship and do not block the view of other ticketed patrons may be permitted. In no case may a sign, flag or banner be affixed to the facility.

- **Video Camera/Still Camera Policies.** Ticketed patrons shall not bring video equipment into the facility on game days. Still cameras with a lens no longer than four inches are permissible on any day.

Local Contributor Program

Currently, local corporate entities are not permitted to utilize the NCAA's registered marks, logos, tickets, name or references to the championship in a promotional/commercial manner. If a host institution/conference has an interest in using value-in-kind contributors, the contributor plan must be approved in advance by the NCAA Corporate Relationships staff. The LOC is permitted to involve a local contributor in the championship only as a sponsor of LOC activities or as a ticket package purchaser (pending NCAA approval of said local entities and approval of the arrangement).

Local contributors may only be referred to as "local contributors of the LOC". Local contributors may not use the word "official", "official sponsor of", or "corporate champion/partner" in any manner. Local contributors will not receive any in-venue or on-site recognition/branding/exposure, with the exception of small signage in private hospitality locations; in the souvenir (print or digital) game program, and/or additional digital advertisement space. In being recognized, these local contributors must be referenced as supporters of the local organizing committee, and not of the NCAA. Any recognition, branding and/or exposure creative must be submitted to the NCAA Corporate Relationships staff for review and approval.

Local contributors may be provided an opportunity to purchase an advertisement in the souvenir game program, provided the corporation is not a competitor of any NCAA Corporate Champion. All advertisements must be submitted to the NCAA Corporate Relationships staff for advance approval. As noted above, local contributors who purchase an NCAA-approved ticket package may not receive recognition of any kind without the advanced approval of the NCAA staff.

NCAA Corporate Champions/Partners

The NCAA Corporate Champions and Corporate Partners Program (i.e., corporate sponsors of the NCAA), managed by the NCAA along with Turner and CBS Sports, authorizes the exclusive rights to license NCAA trademarks, tickets and taglines in commercial promotions with respect to the NCAA championships.

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.

NCAA Corporate Champions and Corporate Partners are dedicated to emphasizing the role of athletics in higher education, support all 90 NCAA Championships and are granted a wide variety of benefits, including certain category exclusivity around use of NCAA logos, trademarks, designations and championship tickets.

For more information and a current list of corporate champions and partners, please click on the following link – [NCAA Corporate Champions & Partners](#)

NCAA Trademarks

NOTE: These general guidelines do not include merchandise designs. All product designs must be submitted through the NCAA's licensing program administered by the Collegiate Licensing Company. Inquiries should be directed to the NCAA licensing staff. [Click here for more information about the NCAA licensing program.](#)

1. ALL uses of NCAA trademarks or logos must be submitted to the NCAA for approval.
2. [Click here for the most current list of NCAA licensed or owned trademarks.](#)

3. Downloads of NCAA logos may be obtained through the [NCAA Digital Library](#).
4. The NCAA's position on inclusion of ® and ™ marks is first and most prominent use.

The location of the trademark and how it is used is the primary factor in determining if a trademark symbol should be included in text. If the protected logo location is prominent and the primary focus on the page or product design, an ® or ™ in the text is not necessary. However, if the logo location is placed lower on the page or is secondary to the message being delivered, an ® or ™ in the text or header (first use only) should be inserted.

In the case of NCAA Women's Final Four, an ® is required after NCAA and after Women's Final Four. The NCAA owns "NCAA" and "Women's Final Four", but "NCAA Women's Final Four" is not a registered mark in itself: NCAA® Women's Final Four®.

To further expand, if the NCAA primary logo, which displays the registered mark, is used in a prominent position; NCAA Women's Final Four would require an r-ball only after the Four because the NCAA has already been identified as a registered mark. NCAA Women's Final Four®.

5. In radio and television advertising, NCAA should only be pronounced as N-C-A-A or N-C-double-A. It should not be referenced as "N-C-two-A" or in any other fashion.
6. Official names cannot be changed or abbreviated unless specifically trademarked (Final 4, F4).
7. There may be no registration of or use of NCAA marks within Internet domain names unless advance approval from the NCAA is secured and ownership of the URL is maintained by the NCAA. Such use of NCAA marks in Internet directories is prohibited; however, members may use an NCAA mark within a member URL, provided such NCAA mark does not appear in the domain name portion of the URL. By way of example, members may use the following URL: www.memberx.edu/ncaa.

Identification of commercially-named venues on NCAA materials

- For the purposes of providing information about and promoting the location of an NCAA championship, the venue/competition site of any round of NCAA championships can be printed, in text-only, on any and all pertinent materials bearing NCAA marks (subject to NCAA approval of the graphics).
- The logo of a commercially-named venue cannot be used on any materials bearing NCAA logos or trademarks.
- The venue's name and information (without use of logos) will also be included on the dedicated website that the NCAA will provide to sell tickets.

NCAA logo use by commercially-named venues

For the purposes of providing information about and promoting the sale of NCAA tickets, the venue/competition site of any round of NCAA championships is permitted to display (subject to NCAA approval of the graphics) the championship site-specific logo as recognition of the event being held in its facility. The NCAA logo must be in the form of a link to a dedicated web page that will be established and/or assigned by the NCAA championship administrator to sell the NCAA tickets.

The following conditions apply to this NCAA logo use:

- The NCAA championship site-specific logo can be used by the venue to communicate the NCAA event as one of the variety of upcoming events at the facility. The NCAA logo must be used only once and only as a part of a group of other logos of events being held at the venue.
- The one-time logo use is limited to the site's "home web page" or "event web page".

- The NCAA logo must be placed in a location on the venue's web page so that there is clear and defined separation between the NCAA logo and any other commercial logos (including that of the commercially-named venue). [This is because NCAA Corporate Champions/Corporate Partners and CBS/ESPN have graphic exclusivity in the use of NCAA logos and marks.] Logos of the venue's or the website's advertisers/sponsors may be used on the home/event web page even with the NCAA's championship site-specific logo on the same page if those commercial entities are clearly separated from the NCAA logo (e.g., are on a different colored background and are located at the bottom of the website page).
- The venue is not permitted to claim to be "the home", a host or co-host of any session of the NCAA championship.
- The logo provided by the NCAA championship staff cannot be modified in any way.
- ALL uses of NCAA logos must be submitted to the NCAA staff for approval.

NCAA trademarked protection language:

NCAA trademarks benefit from consistent "source identification" to the public through basic legal language attributing ownership.

The legal statement should be used on "printed" materials of all types for all NCAA trademarks, except where there is agreement by key staff stakeholders that aesthetic or space limitations prevent legal language. The legal statement is NOT required when the NCAA blue disk or the word NCAA is used alone and part of NCAA-produced materials without any of the conditions below.

- Printed items that display logos of other business entities/organizations (i.e., corporate champions/corporate partners, network partners, official suppliers, official licensees, local organizing committees and NCAA members).
- Printed items that are produced to be "used" by other business entities/organizations including NCAA members and host institutions.
- Printed items produced for advertisement/promotional purposes (i.e., magazine and newspaper ads, NCAA souvenir publication ads, posters, newsletters.)

The NCAA requires protection language as outlined below. This does not have to be prominently displayed language and is expected to be included as some form of "mouse print" (see below):

NCAA and Women's Final Four are trademarks of the National Collegiate Athletic Association

The examples below are written only to represent the most typical examples. If you are unsure of exact wording for a specific example, please contact Durenka Robie at drobie@ncaa.org or 317-917-6825.

For blue disc and/or secondary (word) mark, please use:

- NCAA is a trademark of the National Collegiate Athletic Association.

For blue disc/secondary marks plus another NCAA trademark, please use (for example):

- NCAA and March Madness are trademarks of the National Collegiate Athletic Association.
- NCAA, NCAA Sweet Sixteen and Road to the Final Four are trademarks of the National Collegiate Athletic Association.

For Blue Disc/Secondary marks plus another NCAA trademark used with other authorized business entities, please use (for example):

- The NCAA, March Madness, Men's Final Four and Women's Final Four are trademarks owned by the National Collegiate Athletic Association. All other licenses or trademarks are property of their respective holders.

NCAA Licensed Trademarks:

College World Series and Women's College World Series: The NCAA is the exclusive licensee of these marks, registered by Major League Baseball, in connection with the NCAA Division I Men's Baseball Championship and the Division I Women's Softball Championship.

All other licenses or trademarks are property of their respective holders.

Helpful Links:

[The NCAA's Advertising and Promotional Standards](#)

[NCAA Trademarks](#)

[NCAA Trademark Protection Program](#)

[NCAA Digital Library](#)

[NCAA Corporate Champions and Corporate Partners](#)

Official Championships/Licensee Suppliers

The NCAA licensing program is designed to ensure the quality and consistency of all of the NCAA's Championship Event merchandise, protect the intellectual property of the NCAA and our member schools, and generate revenue to enhance programs that support NCAA student-athletes.

Any premiums and/or other merchandise that bear NCAA Marks, Brackets, Taglines or other NCAA references must be produced by an official NCAA Licensee or NCAA Official Equipment Supplier. There may be royalties or other related costs associated with such items. If the NCAA is unable to identify a current NCAA Licensee or NCAA Official Equipment Supplier to provide a specific piece of merchandise, the NCAA will work to sublicense (on a short-term basis) a company that can provide the specific item.

For a list of NCAA licensees and official equipment suppliers please visit the following link – <http://www.ncaa.org/championships/marketing?division=d1>.

Advertising/Signs/Look and Décor

- **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 and the playing surface prior to or during the conduct of the championships, other than NCAA, media partner or NCAA corporate champion/partner branding/recognition (e.g., signage, banners, scoreboards, LED scorer's table, video board, ribbon board, PA announcements) approved by the NCAA. For more information on the NCAA Corporate Champions and Partners program, please see page 30). Any permanently-affixed (or previously leased) advertising banners, signs, cup holders, select equipment bearing corporate marks (e.g. TV's, computer monitors, stats monitors or displays), product/exhibit displays (e.g. car displays, branding exhibits/kiosks, etc.) shall be covered with décor elements or other NCAA directed 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. All professional signage/marks/pennants/banners/retired numbers/etc. may continue to be displayed. NCAA staff representatives have the discretion, during their site visit or when on-site in advance of the tournament, to have the building

staff remove a sign/banner. Collegiate championship banners or those with retired numbers of collegiate performers can remain. All usage of marks must follow NCAA brand guidelines and must be approved by NCAA staff in advance.

- **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.
- **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).
- **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. If the commercially-named competition, practice and/or ancillary event venue(s) is an existing NCAA Corporate Champion or Corporate Partner, the NCAA, in its sole discretion, may allow additional branding of the commercially-named venue(s).
- **Covering Existing Signage/Product Branding.** 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 or other elements of its own third-party designees in covering such existing signage/product branding.
- **NCAA Corporate Champion and Partner Branding/Recognition.** The NCAA shall have the right to display branding/recognition (e.g., signage, banners, scorer's table, video board, ribbon board, PA announcements, inflatables, projections, kiosks, decals, window clings, lighting, street teams, logos, etc.) for the Association, its corporate champions & partners and media partners inside and outside of the competition, practice and/or ancillary event venue(s). These locations, include but are not limited to the concourse, within the competition bowl and venue exterior without limitation.
- The NCAA shall provide the competition venue with the appropriate stickers/field stencils for the approved playing surface markings for the championship.
- If facility approves, patrons are permitted to bring in small signs (signs which can easily be held by one person and cannot block the view of anyone seated around them), as long as any writing or slogans on them are in good taste. In addition, it is permissible for patrons to bring in non-noise-making items (in compliance with NCAA and facility premium guidelines) as long as they do not include any (non-CCP) commercial identification.
- 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.

Temporary Promotional Displays

Unless otherwise reviewed and approved activations from official NCAA Corporate Champions and Corporate Partners, temporary promotional displays are discouraged on property at NCAA

championships. Questions related to temporary promotional displays or activity may be directed to the NCAA Championships & Alliances' Corporate Relations team.

Section 12 – Competition Site Requirements

Concessions

Food and beverage prices shall be no higher than similar events or primary tenants in the competition site. No food, beverage or merchandise, of any nature, may be vended or dispensed in the spectator areas, except before the meet begins. During competition, selling is restricted to the established selling locations. Facilities that do not have a relationship with Coca-Cola may sell other products in the concessions area only.

Diving Dry Land Area

An area must be designated for diving dry land activities. This area should be large enough to accommodate all divers, should be equipped with mats and should be on deck if possible. A trampoline is not necessary.

Diving Judges Seating

Comfortable seats for diving judges should be available for all diving events. Two 4-foot by 8-foot risers should be provided for the judges seating area during the 3-meter competition. Lifeguard stands (7) should be provided on deck for the diving judges during the platform events. If lifeguard stands are not available, an area in the stands should be designated which should be separate from spectator seating and equipped with chair backs.

Electrical Requirements/Lighting

Although each facility is different, the following basic equipment must be available:

- Electronic timing system, with two back-ups, connected to electronic scoreboard;
- Microphones for starter and referee;
- Computer for seeding and results;
- Public-address system(s);
- Copiers(s);
- Scoreboard for team scores and auxiliary scoreboard to display qualifiers;
- Internet for media;
- Adequate sound system/equipment for music; and
- Adequate lighting to support television broadcast.

DiveMeets will be provided as the official meet management program for diving. Scoreboard(s) should be available for displaying diving scores. It is recommended that a DVR system be provided in the diving area so student-athletes can review dives.

Ice Baths/Tubs

An adequate number of ice baths (to accommodate approximately 28-32 athletes at one time) should be made available to participating institutions. The location of the ice baths should be in close proximity to the deck area. Information regarding the availability (number, locations) of ice baths should be communicated in the participant manual. Teams will not be allowed to bring their own ice baths for use at the facility.

Locker Rooms

Participants typically prefer to carry their own gear and supply their own towels. Locker assignments are

not necessary, but adequate space for changing should be provided. If possible, both the men's and women's locker rooms should be designated for the appropriate gender of participating student-athletes, and a restroom for opposite gender individuals should be designated.

Massage Therapy Area

Adequate space adjacent to the deck should be designated for massage therapy tables of participating institutions. Approximately 45 spots should be allocated for massage therapists. The NCAA committee and staff will develop a plan for assigning space for massage therapy tables as institutions arrive.

NCAA Space Requirements

Committee Meeting Room. A room or office near the pool should be reserved for committee use. This area should be completely separate and secure from other areas and from the deck. A secured area should also be designated for video review. These areas can be the same if there is adequate space and privacy.

Committee Seating. For the preliminary sessions, a seating area should be designated on deck for the committee members not seated at the head table.

Head Table. A riser with skirted tables should be set up next to the competition pool with proper viewing and seating. Individuals who will need spots secured at the head table include the following:

- NCAA staff (1-2)
- Designated committee members (2)
- Announcer (1)
- Data specialist/Hytek meet manager (1)
- Timing technician (1)
- Video board operator (1)
- Music operator (1)
- Secretary rules-editor (1)
- Host Staff (1-2)

Diving Table. Another table should be designated near the diving well for diving personnel. Space will be needed for the diving data specialist, announcer, DiveMeets operator, technician for equipment, and workers recording the diving scores.

Officials Meeting Area. An area, ideally private, should be made available adjacent to the deck for officials to meet prior to and after all rounds of competition. This includes all key officials as well as the head volunteer timers (approximately 32 people). Chairs should be available for all officials.

Parking

Parking should be reserved for officials, committee, NCAA staff and any other personnel working the championships. The host institution should work with the NCAA staff liaison to determine the number of parking passes that each participating team shall receive. If parking is not available immediately adjacent to the facility, there should be a drop-off area designated for team vans/buses.

Scoreboards

An electronic scoreboard for at least the top 10 teams (preferably 20) should be available and should be updated as often as possible, ideally after each event. It should be large enough for spectators to view easily. An auxiliary scoreboard to display event qualifiers is suggested. Scoreboard(s) must have capability to display diving scores as well.

Signage

The NCAA will provide a basic signage package for all hosts. Additional signage may be available for the finals site and should be ordered through the NCAA championships manager. No signage except NCAA provided and/or approved signage should be displayed throughout the competition and practice areas.

Hosts should create directional signage for all areas accessible throughout the championships week (i.e., registration, massage therapy, media, hospitality, etc.), including the race ready and awards areas on deck. All directional signage must be clear and visible from all areas.

Signs or banners promoting the participating teams are permissible under the following circumstances: (1) They are hung in areas designated by the host institution, and (2) the games committee approves them in regards to appearance and content. Institutions are permitted to bring one banner only to hang in the competition area. Commercial identification on banners cannot be visible. The host institution will attempt to get each team's sign or banner as close to the team seating area as possible.

Smoking

Tobacco products shall not be sold or otherwise made available for public consumption at any championship event sponsored by or administered by the Association.

Team Heat Sheets and Results

Heat sheets and results should be available at a specified area on deck for coaches to pick up. The appropriate number of copies will be directed by NCAA staff. Team mailboxes are no longer necessary.

Team Seating

It is important to note that it is a priority for the committee to work with the host in order to maximize seating for schools around the competition pool, with the remainder of the overall required seating being placed at available locations on deck. Bleacher seating should be provided on deck for approximately 500-650 people, and equal sections should be designated for teams. A diagram of the seating locations must be included in the coaches' packets and copies of the diagram should be available at the coaches' meeting. At the coaches' meeting, the top-12 finishers from the previous year are given their choice of location, in order of finish. At the conclusion of the coaches meeting, all other teams can choose their seating areas on deck, **but not before that time.**

Videotaping

Each participating team is permitted to tape competition with a single camera and one person for institutional purposes only. Filming/videotaping areas will not be reserved for participants and should be designated and communicated to all participating teams.

Films or videotapes of the championships procured by any participating institution, whether filmed or videotaped by the institution or received from NCAA Productions, may be performed freely for the institution's own non-commercial purposes (not including television broadcast). Only with the advance written consent of the NCAA, may they be performed, reproduced or distributed for television purposes or other commercial purposes.

Section 13 – Drug Testing

The NCAA is dedicated to fair and equitable competition throughout each round of NCAA championships and strongly supports the drug-testing program established by its membership, to safeguard the health and safety of the participating student-athletes.

Drug Testing Statement

The following statement will be read by the NCAA point person at the mandatory coaches meeting the day prior to competition:

“NCAA championships committees, following a recommendation from the NCAA drug-testing subcommittee, have discontinued the practice of announcing whether drug testing will be conducted at NCAA championship events.

Although knowing prior to competition whether NCAA drug testing was to occur had value for reasons of convenience, it left open the possibility that student-athletes might be tempted to use banned substances if they knew that NCAA testing was not being conducted at the site of competition.

Therefore, all coaches and student-athletes should presume that NCAA drug testing will occur at this championship event. Please inform your student-athletes that in the event they are notified of their selection for drug testing, the student-athlete must inform an official representative of your institution (e.g., coach, athletic trainer) before proceeding to the drug-testing site. Student-athletes will be reminded by the courier to contact their team representative.”

Expenses

The proposed budget included in the site coordinator’s manual should be completed and submitted to the National Center for Drug Free Sport, Inc. (Drug Free Sport), before the start of competition, if drug testing will occur at the site. The host institution shall submit an Institutional/Host Drug-Testing Invoice upon completion of the championship for expenses related to drug testing. Receipts must accompany the invoice to receive reimbursement.

Facility Specifications

The NCAA championship manager will work with hosts to determine the testing area and set-up. The facility should be in the same location as the championships or in close proximity of the venue. If selected, please consult with the crew chief or Drug Free Sport to ensure the facility and location are adequate.

The site coordinator must ensure the security of the room(s). Only those individuals authorized by the crew chief will be allowed in the room. The room must be private to secure the integrity of the drug-testing protocol and processes, and to keep the identities of the student-athletes confidential.

If selected, following are the testing facility requirements:

- **One large room must be provided.**
- The room must be secured for drug-testing use only. It cannot serve dual purposes (e.g., drug testing and storage for merchandising).
- The room should contain bathrooms (each with multiple stalls) inside the room. If a bathroom is not in the room, one must be nearby, away from public view and must be closed off for non-drug-testing use.
- The room must be large enough to accommodate the collection crew, selected student-athletes, site coordinator, chairs, tables, etc.
- The location of the room cannot be in a hallway or accessed by the public. It cannot be in an area closed off by drapes or materials that can be easily moved.
- The site coordinator will supply the following materials for the testing rooms. The number of student-athletes being tested will determine the number of each item. Please discuss with the crew chief.
 - 6-8 ft. tables;
 - Chairs;

- Beverages;
- Large trash containers; and
- Television (optional).
- The room(s) should be available before the event so the crew chief can perform a walk-through.
- Although most student-athletes provide a specimen in less than 20 minutes, adequate time should be given for facility reservation in the event testing takes longer than expected.
- The only access to the drug-testing area should be through the main entrance.

Host Notification

Drug-testing information must be kept confidential and provided only on a “need-to-know” basis. If testing is to be conducted at the site, the tournament manager and site coordinator will be contacted by Drug Free Sport.

The tournament manager and site coordinator will be notified no earlier than 30 days before the start of the competition as to whether testing will be conducted.

Media Obligations

At individual/team championships, student-athletes who are selected for drug testing must fulfill all media obligations before reporting to the drug-testing venue.

Participant Notification

Announcing in advance whether drug testing will be conducted at a championship is strictly prohibited. All coaches and student-athletes should presume that post-event NCAA drug testing will occur at the championship event.

Couriers will notify student-athletes of their selection for drug testing.

Site Coordinator’s Responsibilities (Host)

The tournament manager is responsible for designating an individual, who has no other responsibilities in conjunction with the championship, to serve as the site coordinator for drug testing. This individual will work closely with Drug Free Sport and the drug-testing crew chief. The site coordinator’s responsibilities are outlined completely in the site coordinator’s manual.

- **Confidentiality.** Keep testing information confidential at all times.
- **Couriers (individual-team championship).** The host will provide couriers to notify student-athletes of selection for drug testing immediately after the event for which they were selected. The courier must stay with and escort the student-athlete to the drug-testing area within 60 minutes of notification, unless directed otherwise by the drug-testing crew chief.
- **Championships Drug-Testing Site Coordinator Manual.** The championships drug-testing site coordinator’s manual, provided by Drug Free Sport, is available on the NCAA website at www.ncaa.org/drugtesting.
- **Fluids.** A sufficient supply of individual cans or bottles of non-alcoholic and non-caffeinated fluids (e.g., bottled water, fluid replacement drinks) shall be available for distribution in the drug-testing area to student-athletes, as designated in the site coordinator’s manual. These supplies should be obtained from the supply of beverages provided by the NCAA.
- **Meeting with Tournament Manager.** The site coordinator will meet with the tournament manager to discuss duties and budget development.
- **Second Meeting.** A second meeting shall be scheduled with the tournament manager after the host receives confirmation that testing will take place at a site. If testing will be conducted at the site, the coordinator shall:
 - **Assistance.** Assist the drug-testing crew chief during testing as directed.

- **Confirmation.** Review the site coordinator’s copy of the NCAA drug-testing confirmation memorandum.
- **Credentials.** Ensure that the host issues All Access credentials and parking passes for the drug-testing crew and other necessary drug-testing personnel. Credentials should not reference drug-testing, doping control, etc. If an affiliation must be listed on the credential, “Games Management” is preferred.
- **Crew Chief.** Contact the drug-testing crew chief assigned to the site to discuss logistics.
- **Meet with Crew Chief.** Meet with the drug-testing crew chief the day prior to the scheduled testing date.
- **Plans.** Meet with the tournament manager to finalize plans.
- **Invoice.** Submit drug-testing invoice (with receipts) to Drug Free Sport after the championship.
- **Transportation.** Pre-arrange for transportation for student-athletes to and from the competition venue to the drug-testing area and back to the sports venue or team hotel, should transportation become necessary.
- **Transportation/Lodging (drug-testing crew).** The drug-testing crew chief will make arrangements for the crew’s transportation and lodging, but may request the assistance of the site coordinator.

Section 14 – Equipment and Facility Specifications

The host institution is responsible for equipment required to conduct the championships that is not provided by the NCAA. **Please refer to Rule 1 of the 2015-16 and 2016-17 NCAA Swimming and Diving Rules and Interpretations Book to ensure compliance with facility and equipment specifications.** The rules book is located at www.ncaapublications.cocm General facility/equipment needs are outlined below.

Baskets

Baskets should be set up behind each starting block for student-athletes to put their warm-ups/equipment in during the race.

Competition and Warm-Up Pools

Specific requirements for the pool dimensions and specifications are outlined in the rules book. Any regulations for the competition pool (i.e., restricted use of boards/paddles due to timing equipment) must be communicated in the NCAA Participant Manual. During diving, any areas in the competition pool that are viewable from the diving boards/platforms should be closed off and swimming should only be allowed in the warm-up pools. A desired minimum of 10 warm-up/cool-down lanes should be available.

Pool Measurement. If the facility has permanent, non-movable walls in the competition course and has not previously submitted a certified survey of the pool it must be completed prior to the meet to substantiate the legitimacy of the competition course. Hosts should send a copy of the survey to the NCAA staff liaison prior to the championships. The pool must be surveyed prior to the meet to substantiate any records that may be set. Hosts should send a copy of the survey to the NCAA liaison prior to the championships.

Please be advised of NCAA Rule 4-6-1:

When bulkheads are used at either the start or turning end, the referee shall verify that the competition course measures to the correct distance before and after each session of competition. Such measurements shall be done by laser with a device provided by the host institution or host facility. Failure to adhere to this requirement shall render any times recorded or records achieved null and void.

Diving Boards/Platforms

Specifications (length and width) for diving boards and platforms and information regarding water depth and facility construction are outlined in the NCAA Rules Book. Diving boards must be of the highest quality. New boards (not older than one year) are recommended for championships competition. Ensure that diving boards' surfaces are adequate (i.e., not slippery) to prevent injuries to divers. Inspect diving boards for proper heights, level (i.e., must be level with fulcrum set at mid-point) and stability. Have extra bolts available in case of breakage. Lubricate slides on fulcrums regularly throughout competition.

The facility must have 1-meter and 3-meter springboards, two of each. The diving platform must include 5-, 7.5- and 10-meter levels. Platform must have the same "acceptable" non-skid surface on all levels. Steps heading up to platform must be safe and non-skid.

The host must have all diving equipment and areas previewed by a qualified diving specialist prior to the arrival of the NCAA committee/staff, and will be responsible for any necessary adjustments, which must be made prior to the championships week.

Electronic Timing

All timing equipment, including starting blocks, touch pads, backstroke ledges and relay takeoff judging equipment, must meet the specifications outlined in Rule 1-4. Host institutions should advise all participating institutions of the type of primary system that will be used and any specifics that may be unique to the system. A backup system normally is interfaced and starts with the starter's horn and stops when one or more officials press a button or switch. As a check on the electronic timing system, backup watches are to be operated at each lane.

The timing of all events should be recorded to one-hundredth of a second, and the system must not be programmed to round up or down beyond one-hundredth of a second.

A system test should be run with the committee and NCAA representative present, during practice days. **A technician should be present throughout the championships week.** The host should provide the committee with a back-up plan to address any potential timing issues. Additionally, information should be provided regarding when deck plates and connectors were last serviced.

Event Signs

Hosts are responsible for providing event signs on sticks, to be used for parading the eight finalists out each night. Note: There will be no parading of the 800 freestyle and 1650 freestyle.

Facility Diagram

Hosts should develop a diagram of the facility, as it will be configured for all competitive events, for review by the committee. Locations should be included for the training room area, media area, race-ready area, awards-ready award, awards stand, diving well, competition pool, warm-up pool, student-athlete hospitality, massage therapy space, hospitality, etc.

Hot Tub

A permanent hot tub should be available for divers. If a permanent hot tub is not available, a temporary tub must be provided.

Power and Internet

Hosts must ensure that adequate power and Internet sources are available on deck and in various rooms/work areas for all personnel.

DASANI

The NCAA will provide certain championships equipment (sidelines hydration, competition playing equipment, etc.) on a sport-by-sport basis that must be used in all championship activity. Each championship will receive information from the NCAA pertaining to any equipment that will be provided.

Cups, Coolers and Water Bottles

Drinking cups, water coolers, ice chests, cooler carts and water bottles should be provided at team benches (if applicable) for each scheduled practice or competition of any round of an NCAA championship. Participating teams shall place any premix fluid replacement in the NCAA-issued coolers and water bottles when applicable. No other cups, cans, coolers or water bottles may be used courtside or in the media areas during championships in which such equipment is provided by the NCAA. If applicable, the host institution/conference may retain the coolers, cooler carts and ice chests after the competition. Participating teams may retain the water bottles and bottle carriers after the competition.

Competitors of NCAA Corporate Champion Coca-Cola may not provide product (beverages, water, isotonic) for any NCAA championship, even if the competition offers product for free or at a reduced cost. The championship budget will cover the purchase of Coca-Cola beverage products.

Sideline Equipment Hydration Program

Depending on the championship site, the NCAA and Coca-Cola – a Corporate Champion supporting all NCAA championships – will provide POWERADE branded drinking cups, water coolers, ice chests and, when applicable (depending on the sport), water (squeeze) bottles and cooler carts for the championship. Please note that towels are not part of the equipment provided; any towels used on the sidelines must not contain any corporate logos/marks. Please review the information below as it pertains to the different scenarios that may exist.

Championship Final Sites and Selected Preliminary Round Sites:

All final and selected preliminary round sites will receive POWERADE branded equipment and product. Exact items and quantities will be provided to championship hosts by the NCAA.

If a championship also receives POWERADE branded squeeze bottles, they should be provided to all student-athletes. Non-POWERADE branded squeeze bottles brought by teams/student-athletes will not be allowed.

Coca-Cola will provide a bottled water product (e.g., Dasani), POWERADE powder, and when applicable, POWERADE in bottles. Participating teams and student-athletes in NCAA championships continue to be free to use/consume permissible hydration beverage(s) of their own choice in the NCAA-provided equipment. Equipment carrying any branding other than POWERADE, however, will not be permitted on the sidelines during NCAA championships.

The POWERADE branded equipment must be used and should be positioned in all areas – specifically on or near the team benches/sidelines and in practice areas, locker rooms, student-athlete hospitality areas and media areas (when applicable). The POWERADE and water products must be made available in any/all areas as referenced above.

On the sidelines and within the competition area, all product should be consumed from the NCAA-provided POWERADE branded water cups or water (squeeze) bottles only.

The host institution/conference may retain the coolers, ice chests and any remaining product after the competition.

Use of NCAA-Provided Coolers from Previous Years

The host may use previously supplied equipment from the NCAA, specifically red POWERADE, equipment; however, they must be used in areas not within television or photographer view [they may not be used on the sidelines or within the competition area(s)].

Public Address System

Two public address systems must be available, one for the swimming announcer and one for the diving announcer. Hosts must ensure that both systems are of the highest quality, can be heard throughout the venue, and can be used at the same time.

Starting Platforms

Starting platforms must meet the specifications outlined in Rule 1-3.8. Track style starting blocks with wedges will be used at NCAA championships. Student-athletes are permitted to remove the wedges for any event. Each student-athlete will be responsible for replacing a wedge if the swimmer in the previous heat removed it. The student-athlete will be responsible for ensuring the wedge is secure and positioned appropriately for their event. For relay events, teams will be able to remove and replace the wedges at their discretion within each event, and they will be allowed to have a coach assist them.

Storage

The host will receive multiple shipments for the championships (see **Appendix B** for a sample list of shipments). Many of the shipments must be housed at or near the facility. If the host does not have ample storage space at the facility, temporary storage units should be rented to ensure that all equipment can be stored on site.

Tables, Chairs and Skirting

The host must provide all necessary tables with skirting and chairs to be used on deck and in ancillary areas.

Video Review Electronic Equipment

Video review is required at the championships. The meet referee will determine when there is a need for video review based on the rules. A system must be set up before the event, must be aligned with a direct side view(s) of the take-off/exchange end, and must maintain a speed of at least 25 frames/second. At least two video cameras capturing a maximum of four lanes each must be provided. The cameras must be linked to a monitor that is at least 17" and two DVRs or TIVO systems with the ability to record, play and rewind at a speed of at least 25 frames per second. Exact framing is not necessary, nor is time synching with the electronic timing system. The result of the video is merely to determine if the electronic judging equipment has failed. **When video review is used at the championships, the video clip must be saved and submitted to the NCAA, along with a statement from the referee detailing the reason for the overturned call, for archiving and review; and the equipment must then be tested to determine if the equipment is in fact faulty or if some other glitch occurred.**

The video review area should be in a private space immediately adjacent to the deck, where committee and officials (at least five people) can privately review footage.

Water and Air Temperatures

The water temperature should be between 79 and 81 degrees Fahrenheit (26° and 27°C) for competition. When possible, the air temperature at deck level shall not be more than four degrees Fahrenheit below the water temperature. It is recommended that in separate diving pools the water should be between 82 and 86 degrees Fahrenheit (28° and 30°C) for competition. Special consideration

also should be given to heating and ventilation for the comfort of spectators and competitors. The host must be able to monitor and adjust air and water temperature on site as requested. Hosts should check the water and air temperatures prior to each session and notify the NCAA liaison and committee chair of the temperatures prior to the start of the session.

Section 15 – Financial Administration

Audit

Sites will be randomly selected for financial and box office audits following the championship.

The NCAA will make best efforts to notify sites selected for audits within 30 days after the submission of financial reports, but reserves the right to audit a site up to one year after the championship. Receipts, facility settlements, expense reimbursements and honorariums are subject to change until the audits are reviewed and accepted by the NCAA. If selected for audit, the following documentation will be requested: box office audit reports or sales summaries; ticket purchase invoices or statements; unsold tickets; invoices, contracts or timesheets supporting all expenses; general ledger; bank statements; check copies and reconciliations; and competition venue rental agreement. The documentation should support all information on the host financial report.

Committee Expenses

The host is responsible for reserving hotel rooms for the NCAA committee (10) for arrival Monday and departure Sunday. For the men's championships, six to eight rooms should be held for Sunday arrival for the committee. Committee rooms should be direct-billed to the host institution. Hotel expenses should be included as a budgeted item in and reimbursed through the host budget. All other committee expenses will be paid directly by the NCAA.

Officials

All approved officials' expenses should be paid by the host institution. These expenses should be included as budgeted items in and reimbursed through the host budget. Officials' expenses are outlined below. All expenses must be approved by the NCAA prior to payment.

Travel. For officials who fly to the championships, the flight expenses will be direct-billed to the NCAA. Mileage reimbursement for officials who drive to the championships should be reimbursed by the host. NCAA staff will provide projected expenses for mileage reimbursement once all officials have been assigned.

Lodging. Single hotel rooms for officials and coordinators must be paid for by the host institution. The names of officials/coordinator, as well as arrival and departure dates, will be communicated through the hotel rooming list.

Per Diem. Officials will receive \$45 per diem for days of competition and travel days. Approved per diem is as follows:

- Head Swimming Referee; Head Diving Referee; Data Specialists – 6 days
- All other officials/coordinators/judges – 5 days

Fees. Fees for each official/coordinator are as follows:

<u>Position</u>	<u>Fee (per meet)</u>
Swimming Data Specialist	\$2,150
Announcer	\$700
Referee	\$700

Assistant Referee	\$500
Starter(s)	\$600
Head Turn Judge	\$400
Head Stroke Judge	\$600
Head Take-Off Judge	\$400
Officials' Coordinator	\$500
Diving Data Specialist	\$1,500
Diving Referee	\$700
Diving Judge(s)	\$400

Approval of the Budget

As part of the site-selection process, each prospective host must submit a proposed budget for approval by the NCAA. All receipts and expenses associated with the conduct of the championship competition shall be included in the proposed budget. This includes lodging expenses for officials and site representatives, if applicable. The proposed budget must be submitted and approved by the NCAA prior to the first date of competition of the championship. Additionally, best efforts should be made by the host to reasonably forecast expected ticket sales from the given championship.

The host institution is responsible for adhering to championship expenses as approved by the NCAA, including (but not limited to) competition site rental, maintenance, insurance, printing of tickets, ushers, maintenance personnel, ticket sellers, ticket takers, minor officials, police and security, promotion, publicity, advertising, meetings, banquets, medical staff. Other expenses not included in the original proposed budget must be approved in advance by the NCAA.

It is also incumbent upon the host to understand and remit all necessary taxes related to the sale of tickets to the given championship for sales made by both the NCAA and the host at their given state and locality. All consideration must be given by the host for certain relief of taxes with respect to the NCAA's not for profit status under 501(c)3 of the Internal Revenue Code. Additionally, certain championships may be required to provide an outside letter of attestation speaking to their tax status provided by an outside CPA/accounting firm.

Financial Report

Host institutions must complete the online financial report, which includes accurately reporting all revenues and expense, and must include payment of the amount due to the NCAA, within 60 days after the final date of competition at the site (if applicable). If requested, the host may be required to provide all supporting documentation to validate the revenues and expenses of their site. As a best practice, hosts are encouraged to upload all appropriate receipts, ticket audits and other supporting documentation to their host report on the "documents" tab as documentation supporting their revenue and expense figures.

Financial reports showing net receipts are not considered complete until payment is received at the national office. Institutions that fail to meet the 60-day reporting period will be assessed the following penalties: 60-90 days past due (25 percent reduction in honorarium), 91-120 days (50 percent reduction in honorarium) and 121 days or more (100 percent reduction in honorarium). If there is a shortfall in the funds available to reimburse approved expenses and honorariums, the NCAA will make best efforts to reimburse the host within 5 business days of the report being approved by the NCAA finance and accounting department.

Drug Testing Expenses

The budget should be completed only if you have been notified that there is drug testing and returned to The Center. The drug-testing budget and expenses are separate from the financial report form. The

drug-testing budget form is an appendix in the [drug testing manual](http://NCAA.org/Student-Athlete-Programs/Health-and-Safety) (NCAA.org/Student-Athlete Programs/Health and Safety).

Participants

The NCAA will reimburse the competing institutions for transportation and per diem expenses in accordance with the appropriate NCAA formula. The competing teams shall be responsible for their local transportation. Once the championship is completed, participating institutions should submit [online expense forms](#) to the travel group at the NCAA national office within 30 days of the competition. Please note, that if you host a championship, the submission of per diem and/or transportation reimbursement is a separate process and submission from completing the host budgeting and approval process defined above.

Transportation

Transportation. The NCAA shall pay for the rental of cars for a predetermined number of game officials and the NCAA committee representative(s). The championships staff will make all arrangements directly through Short's Travel and communicate arrangements to the individuals who have been approved to rent cars.

Section 16 – Insurance

If event is held on-campus

Host institution must maintain and 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 must be 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).

If event is held off-campus:

Host institution must maintain and 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 must be 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 maintain and provide 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.

Note: All insurance must be provided by an insurance company with an A.M. Best Rating of A-, VII or higher.

Section 17 – Lodging

The NCAA will provide courtesy blocks that participating teams and individuals may access. Teams are not required to use NCAA-secured hotels.

For this particular championship, the NCAA has contracted hotel rooms at a negotiated rate for use by participating member institutions. Teams are NOT required to stay within an NCAA hotel, but if elected, the institution will be required to adhere to the terms as contracted via the agreement.

Headquarters Hotel

The NCAA and Anthony Travel have contracted headquarter hotel rooms at a negotiated rate for use during the championship.

Media

An adequate number of hotel rooms should be secured for media, including the NCAA broadcast partners. (See Media Coordination section.)

Merchandising

The hotel understands that the NCAA exclusively will have first right of refusal to sell products licensed by the NCAA for merchandising at the selected hotels. If the NCAA executes this right, the hotel agrees to provide space in its lobby, tables, electricity, dedicated phone line and a secure storage location for such sales at no charge to the NCAA merchandising agent. The NCAA guarantees that the merchandise will be displayed in a neat, professional manner.

In return, the NCAA merchandising agent will pay to the hotel a percentage of the net sales from the hotel location. Net sales are defined as gross sales minus sales tax and credit card fees. The percentage rate will be a pre-determined, non-negotiable rate included in the contract between the two parties, except as specified in the following sections.

Section 18 – Media Services

The host media coordinator should become familiar with the NCAA media policies, all of which are outlined at www.ncaa.com/media. Media coordinators should work closely with the national office staff and the sports information directors (SIDs) of each participating team to provide smooth press operation at each site, both for the media and the coaches and student-athletes. The SID/media coordinator should make personal contact with key media in the area to try to generate features and/or columns prior to the competition, as well as interest television stations in the meet.

Access

Only approved and designated photographers will be allowed on deck. All other media should sit in the designated seating areas and should conduct interviews in the designated interview area. The host media coordinator, in conjunction with NCAA committee and staff, should develop a plan to monitor access for photographers.

Championship Records

NCAA championship records are available in PDF format at NCAA.org. Once you are logged onto the site, hover over the specific division and click on the statistics link. Click on the appropriate sport and scroll down to the records book section.

Credentials

Credentials will be produced by the NCAA. The host institution SID is responsible for issuing media credentials and parking passes. All media credential requests must be made online at www.ncaa.com/media. It is recommended that the host institution SID/media coordinator send a mailing to member institution SIDs explaining the media credential policy and credential application

procedure. Communication should be sent to all credentialed media with instructions for picking up media materials and credentials once on site.

Medical Credentials. Teams can request up to one medical credential for a certified athletic trainer through the host trainer. Any additional credential needs, including massage therapists, must be met through the institutional deck pass allotment. Communication should be sent to all credentialed medical personnel with instructions for picking up credentials once on site.

Credential Qualification and Acceptance

Approximately one month before the start of final site competition, the site media coordinator should send credential application information to media representatives who regularly cover intercollegiate athletics in their markets. The information should direct media to NCAA.com/media, which includes credential application instructions, credential criteria and links to the NCAA media policies. The site media coordinator will approve or deny all credential requests in the online credentialing system (Sport Systems) There will be training sessions for any SID who doesn't know how to use the system. The system will notify via email all media members who apply for credentials whether their request has been granted or denied. If a media member is granted a credential, the site media coordinator is responsible for sending that member of the media information regarding game times, press conference schedules, credential pickup times and location, information on media parking, and how to order a phone line if they need to secure their own (whom to contact, price, etc.).

**** Working credentials will not be mailed.** The media coordinator should issue credentials individually at an appropriate site at the venue or at the designated headquarters hotel. A government-issued photo ID is required to pick up credentials. Credentials are non-transferable and will only be issued to the person whose name appears on the credential. Credential pickup for others is not allowed.

Credential Boards

The NCAA will provide credential boards at all final sites. These are to advise security personnel at the competition venue which credentials are allowed into which parts of the venue. For credentials that are not allowed into a specific area, use a black marker to cross out the credentials not permitted.

Distribution of Information

The SID/media coordinator should ensure that the media is included in the timely distribution of programs, heat sheets and results. A media guide should be provided to the media attending the championships.

Final Results Books and Statistics

For individual/team championships, the media coordinator should include quotes from at least any individual champion(s) as well as from the head coach of the team champion, if applicable. It is preferred to also include quotes from a student-athlete of the team champion and the head coach of the second-place team. The final book also may include a cover sheet, recap, postgame notes, and/or a play-by-play summary.

The host institution shall provide complete statistics of all NCAA championships competition.

Heat Sheets

The host is responsible for printing copies of heat sheets for teams, officials, head table personnel, media and spectators. Hosts should work with the NCAA championships manager to finalize the price of heat sheets to sell to spectators. Copies should be made and stacked near the head table so teams can access heat sheets as needed.

Internet Connections

Wireless Internet should be accessible for the media, NCAA committee, coaches, etc. Hard line connections must be available for timing and web streaming personnel, if necessary.

Media Accommodations

Hotel. If necessary, the media coordinator should arrange for a block of rooms to be set aside for media, preferably at the headquarters hotel. Media members should be given a contact at the hotel that they can call to make reservations; this can be listed on the credential application form along with the room rate and deadline for making reservations.

Hospitality. Media hospitality, if applicable, should be separate from other hospitality areas.

Meals. Media meals are not required at all championships. Disbursements should be guided by the budget which was originally submitted by the tournament manager and approved by the NCAA national office.

Parking. Media parking is desired at each site, required at most, and should be reserved, if possible. The media coordinator should determine if it would be more effective to use parking passes or a parking list. If passes are used, the host institution must generate them. Media shuttle systems may also be used provided any costs are approved in advance by the specific sport committee and NCAA championships staff liaison.

Work Room. If necessary, a media work room should be designated at each site, where media members can file stories following competition. The work room should be equipped with telephones, high speed Internet lines and/or wireless Internet access. In addition, the room should have an adequate amount of seating and electrical outlets.

Each school's media guides and/or postseason guides, along with any materials the host institution distributes (statistics, game notes, quotes, etc.), should be located in this area.

Media Guides and Postseason Guides

The NCAA or host media coordinator should notify each school that qualifies for the championships how many media guides and/or postseason guides should be sent to the championship site. The media coordinator should provide an overnight address where the schools can send the information (their office or the facility) and a deadline as to when it should arrive. Consider security when selecting the location where these materials will be shipped.

NCAA Championships Microsite Guidelines

NCAA Championship hosts and LOC's are welcome to build a city specific microsite to house local information regarding things-to-do, travel tips, restaurants, volunteer info, etc. The primary purpose of the microsite should enhance the fan experience in preparation for traveling to your city. The following information should assist you with the creation of a local microsite.

Please note: the URL for your microsite should not be promoted and will be linked directly through NCAA.com. It should be clean of all corporate marks. Additionally, the information provided on your localized site should not duplicate any information available on NCAA.com.

Dining, Shopping and Attractions

The following topics are permissible to house within your microsite:

- Local Fan Gathering and Entertainment Locations
- Shopping and Dining
- Special Attractions

Local News

The microsite can contain story modules to promote local press releases or additional information pertaining to hosting the event. This should not include information about the competition.

Venue and Transportation Information

City transportation and host venue details should be included within the microsite; the following are topic suggestions for this section:

- Venue Address
- Venue Parking Map and Details, Google Map
- Venue Security Information
- Public Transportation Options

Volunteer Information

The microsite can contain additional details to recruit and register volunteers. A general overview, schedule and registration information are commonly found details within this section.

Travel Information

Hotel, car rental and other travel accommodations should link to: www.NCAA.com/Travel.

Selections, Preliminary Rounds and Broadcast Schedule

All information regarding the details of selections, all preliminary rounds and broadcast schedules should be linked to NCAA.com with the use of the NCAA.com logo.

Email Sign Up

Fans who would like to receive more information can sign up to receive newsletters from the NCAA. The following link should be included for email sign up: <http://www.ncaa.com/newsletter-signup/sports>

Logo Usage

For championship logos, please submit a request to access the NCAA Digital Library at <https://sportgraphics.widencollective.com/t5/login>.

Copyrights, Licensing, Trademarks and Corporate Marks

The following are guidelines for use of NCAA trademarks and the process for requesting licensing for photos:

- Host cannot promote or click thru to any URL other than NCAA.com.
- Host corporate partner marks or any commercial advertising are prohibited from being displayed on the micro-site.
 - The NCAA primary logo must be displayed more prominently than any other logo and must precede or be placed above any other identification marks. If the micro-site is built within an existing site's framework, exceptions will be made at the NCAA's discretion.
 - Photos from previous years' championships can be accessed by submitting a request form here: <http://commerce.wazeedigital.com/license/home/ncaa.do>
 - The micro-site must adhere to fair and equitable treatment for ALL participating student-athletes and schools.
 - Trademark script must be included on the homepage of the site. This text can be in a mouse print format at the bottom of the page as follows: *NCAA is a trademark of the National Collegiate Athletic Association.*

A complete list of NCAA trademarks and trademark protection can be found by [clicking here](#).

Social Media

All social media icons should link to the appropriate NCAA-hosted platforms for the championship. The official list of NCAA social media pages and hashtags may be found at [NCAA.com/Social](#)

Mobile Version

The NCAA championship information pages will be mobile friendly. In order for the micro-site to convert to mobile devices, pages will need to be created for use on a mobile site.

Metrics

Host institutions should provide analytics to Nate Flannery (nflannery@ncaa.org) and Anne Clendenin (aclendenin@ncaa.org). At a minimum, analytics should include the following five categories:

- Referral Pages
- Page Views
- Time spent on site
- Click thru information
- Unique Visits/Traffic Numbers

Local Contributor Recognition

The LOC/host institution is able to recognize their local contributors under the following guidelines:

- In text form only
- The NCAA's logos need to be removed from that specific page.
- The link to this page is not in main or sidebar navigation (bottom navigation only).
- This page is entitled "Local Contributors".
- Include text at the bottom of the page indicating the local contributors are not sponsors of the NCAA and all of the CC/Ps are listed within that text.

Microsite Examples

If you would like to review an approved championship microsite please reference one of the following pages:

- [Phoenix Men's Final Four Microsite](#)
- [Dallas Women's Final Four Microsite](#)
- [St. Louis DI Wrestling Championship Microsite](#)
- [Oklahoma City Women's College World Series Microsite](#)

Once your site has been developed, please send the URL to Anne Clendenin (aclendenin@ncaa.org) for review and approval.

Should you have any questions, please contact:

Anne Clendenin
Assistant Director, Championships & Alliances
317-917-6643
aclendenin@ncaa.org

News Conferences

The media coordinator, or a member of the coordinator's staff, shall attend all press conferences, including any conducted before the start of championship play. A media coordinator can decide to have a pre-championship news conference if the number of media or interest in the championship warrants

it. If a formal press conference will be held, the media coordinator should produce name (table) tents to place on the dais/riser to identify coaches and student-athletes.

ALL STUDENT-ATHLETES AND COACHES MUST BE MADE AVAILABLE FOR INTERVIEWS. The open locker room policy applies to all formal press conferences and to any interview requests for coaches and/or student-athletes not involved in the press conferences. Failure to do so may result in a misconduct finding, as determined by the respective sport committee.

(Note: In the event that a student-athlete has been selected for drug testing, all media obligations must be fulfilled before going to the drug-testing center.)

Individual Championships with No Post-Event News Conference. Student-athletes are allowed a maximum 10-minute cooling-off period after an event before meeting with the media. If ready before 10 minutes, the student-athlete can participate in interviews sooner. However, student-athletes are not allowed to leave the competition area before conducting media interviews. Interviews will be conducted in the mixed zone or interview room. A student-athlete who is competing in more than one event on a given day may ask the media coordinator to delay the interview period until after the student-athlete's final event of the day. The only exception to this is if a record is set, and then the student-athlete should be made available to the media shortly after that event. If time prohibits this, the media coordinator should get a quote from the student-athlete and distribute it to the media.

Press Conference Setup. An area should be set up adjacent to the deck for news conferences/interviews with designated student-athletes and coaches. A press conference may be held prior to the meet with coaches and athletes from the top-ranked teams. Hosts interested in scheduling a pre-meet press conference should work with NCAA staff to finalize the logistics of the press conference.

The interview area should have a public address system and an elevated head table. Media coordinators should use an audio mixer (mix down unit) in the interview area to permit individuals using microphones to attach their equipment to it, eliminating the presence of audio equipment and/or operators in front of, or adjacent to, the speakers at the dais.

The following is a checklist of suggested minimum requirements for the interview room:

- Seating for a minimum number of media or VIPs (check with the previous host for an approximate number);
- Risers or an area with an unobstructed view for television cameras;
- Table for a minimum of 4-6 interviewees;
- Sufficient electrical outlets;
- Sufficient lighting for dais and work spaces;
- Mult box; and
- Wireless microphones.

For selected NCAA championships, press conference backdrops will be sent to the institution, and the NCAA will provide microphone flags. Quotes shall be distributed to the media immediately after each press conference.

News Film and Mini-Cams

Please visit www.ncaa.com/media for updated information related to television, video and ENG policies.

Officiating Questions

If it is deemed necessary to get an interpretation from an official regarding a specific occurrence during the championships, a "pool reporter" shall be named by the NCAA media coordinator or championships

staff member, or in the absence of one, the host media coordinator. Interpretations are not given if the situation in question is a judgment call.

In most cases, the head official will provide the interpretation on behalf of the officiating crew. In the instances in which a playing-rules liaison, secretary-rules editor or the coordinator of officials is onsite, they are able to answer the questions instead.

The host or NCAA media coordinator will be responsible for disseminating the information to the rest of the media present. In most cases, the media coordinator should designate either the reporter from the Associated Press or the local newspaper as the pool reporter.

Personnel

Each media coordinator is responsible for organizing workers to assist in the media operations of the championship. It is important to remind volunteers that they may see very little of the championships competition because of their responsibilities and the NCAA cannot pay any expenses. All volunteers should be a minimum of 16 years or older and may not be employees of professional sports organizations. It is preferred that all media coordination volunteers have experience with media relations or championships.

The number of workers will depend upon the media demand for the games at the site. Communication with the participating SIDs and the media coordinator's knowledge of the area media will help with advance planning.

The following is a basic list of duties for volunteers (if applicable):

- Copy Machine Personnel – Photocopies materials (stats, notes, quotes, etc.);
- Credential Distribution – Pass out credentials to the media; check government-issued photo ID;
- External PA – Announcer for fans;
- Internal PA – Announcer for the media;
- Locker Room Attendant – Person to identify when locker room is open and closed to the media;
- Mixed Zone Coordinator – Coordinates interviews in the mixed zone in events such as track and field and swimming and diving. Depending on the number of participants, this individual may need several assistants;
- Note Takers – Compiles worthy notes during and after the game or day;
- Photo Marshall – Makes sure photographers stay in appropriate places. Hands out photo armbands, if necessary;
- Press Conference Moderator – Introduces players and coach; directs questions from media;
- Quote Takers – Records postgame quotes from the press conference. A minimum of one person should be designated to take quotes for each team. They should get quotes from the head coaches and student-athletes;
- Results Disseminator – Transmits stats, notes, quotes, through appropriate delivery means (e-mail, fax, etc.);
- Runner(s) – Distributes photocopied materials (stats, notes, quotes, etc.);
- Spotter – Helps the official scorer identify assists and any other assistance for official scorer;
- Stat Crew – Records the official stats; and
- Team Escorts – People to escort coaches and student-athletes to the postgame press conference.

Photographer

Commercial use of any still photographs is prohibited unless permission is obtained from the NCAA. Specific areas will be designated for photographers, and these areas will be limited by priority and space.

Photography Area Policies

The media coordinator shall be prepared to designate “photographer positions,” should media requests warrant it. “Prime” positions should be rotated among members of the media. All special requests must be approved by NCAA staff or site representatives.

Photography (NCAA)

NCAA Photos (also known as Clarkson-Creative/Clarkson) will be on site for the final day of competition, unless otherwise specified. Hosts institutions are not required to have a photographer when Clarkson is not on site. An additional photographer may be hired by NCAA staff to shoot additional days and ancillary events, if the staff so chooses. For those instances, it is necessary to have the hired photographer(s) complete the photography services agreement.

All photographers will agree to the NCAA Championship Photography Terms and Conditions on requesting a credential; thereby agreeing to only sell NCAA Championship photos through the NCAA Photo Marketplace (www.NCAA.com/PhotoStore). Photo sells on site are strictly prohibited.

Images for use by NCAA member institutions are available at a special NCAA-subsidized rate of \$15 per image and are bound by the following rights:

“For official NCAA member institution athletic department website and publications only. Other reproduction, distribution, and/or display print production is prohibited unless specified in writing.”

Please email Clarkson-Creative at info@ncaaphotos.com with the name of the image(s) you would like to purchase, and an online transaction will be set up to download the image(s). All images should be credited, where it appears, to: ©Photographer's Name/NCAAPhotos.

Anyone, with the exception of the NCAA membership, seeking a championship event photo must license it through Wazee Digital. To license an NCAA championship event photo, please visit www.NCAA.com/PhotoStore.

For additional questions regarding championship photography, please contact Levida Maxwell by email (lmawell@ncaa.org) or phone 317-917-6356.

Radio/Internet Audio Coverage

Radio broadcast rights and made-for Internet audio at any NCAA championship may take place only through advance written request and permission of the NCAA media services group. (Refer to <http://www.ncaa.com/media>.)

All stations broadcasting any round of an NCAA championship shall be required to fill out the NCAA Championship Radio/Internet Streaming form online. To access the form, log onto NCAA.com/media then click “2016-17 Audio Policy.”

Results

Each host should e-mail the NCAA media coordination and statistics staff (ncaastats@ncaa.org), the Stat Crew packed file from each NCAA championship game/match upon completion of each day of competition. On the final day, the e-mail should include the all-tournament and Most Outstanding Player selections.

The host sports information director, media coordinator or designee is responsible for reporting official championship results to the Association’s website, www.NCAA.com. At the conclusion of each championship contest or session (preliminary rounds and finals), please forward information that specifies the division, sport, round, date and official results, and provide a brief game/event summary.

Institutions should send all information as follows:

- E-mail the information to ncaa-content@turner.com
- Specify the division, sport, round and region in the subject area
- Paste the text (official results, including date of competition, round, etc.) directly into the message box
- Attach HTML box score, if available

Copies of the results from each event should be printed and placed in the designated spot on deck for coaches to pick up. Updated team scores should be included each night. Additional copies should be made for the head table as well. A copy of the results should all be posted in all designated areas for viewing.

All diving results are to be printed and kept at the diving head table.

A web page for live results will be created and managed by the swimming data specialist. The host media coordinator should send the link for live results directly to all media attending the championships.

Security

Security personnel should be instructed to protect the working media areas and interview area, especially before and after each game, and to limit access in all restricted areas to individuals wearing credentials.

Space Requirements

Adequate seating should be designated for media, with limited deck access for photographers only. Media **should not** have the ability to roam the deck during competition.

A working media room must be available, equipped with a copier if one is not available in the facility. Internet access for the media is required.

An interview area should also be established. Usually, interviews are held throughout the finals each night, based on media demand. Some interviews may be held during the prelims, but usually there is not much demand unless an NCAA or an American record is set. Consideration should be given to the student-athletes who have two or more events in the same session; the coach may want them available only after their last event.

Social Media/Blogging Policies

A credentialed media member may blog or provide updates via social media during any NCAA championship event, provided that such posts do not produce in any form a “real-time” description of the event (i.e., any simulation or display of any kind that replicates or constitutes play-by-play of a material portion of an event, other than periodic updates of scores, statistics or other brief descriptions of the event) as determined by the NCAA in its sole discretion. If the NCAA deems that the credentialed media member is producing a real-time description of the contest, the NCAA reserves all actions against the credentialed media member, including but not limited to the revocation of the credential.

Social Media Guidelines

The official NCAA social media pages and official hashtags can be found here: <http://www.ncaa.org/socialmedia>

Host Promotion of Championships

A lot of hosts already have an established presence in social media. Examples are school, LOC, Sports Corporation, venue or city pages/accounts. These pages/accounts are all acceptable places to promote hosting of an NCAA championship through the use of marketing messages and products supplied from the NCAA (links, web banners, flyers, etc.). The NCAA also promotes the championships (and the host

involvement) on the appropriate NCAA social media pages/accounts. If the championship does not have an official NCAA page on a social media site, a host is still not permitted to create a page for it. The NCAA will make efforts to promote this championship on the other established pages/accounts, as necessary. Collaboration is encouraged through the use of cross-posting on Facebook (@ linking within text to drive fans to each other's pages) and mentions on Twitter (@ links to show coordination in posts). In addition to collaboration, idea-sharing is also encouraged and can be coordinated through the championships Assistant Director of Social Media, cdion@ncaa.org.

A host should not create a social media account or page (*Facebook page, Twitter feed, Instagram, Snapchat, Tumblr account, etc.*) **solely devoted to promoting an NCAA championship.** These pages become outdated, distract fans from established pages and fracture the NCAA message.

Top 9 considerations when planning for social media event marketing:

1. **Know your social media audience.** Utilize account analytics to learn about your fan demographics and monitor the engagement levels on your posts. Figure out what engages your fans.
2. **Encourage community.** Ask for feedback and opinion. This helps engage the user and may provide you with some good input. Also, reply to user questions with correct and helpful answers.
3. **Cross-post.** Cross-posting or mentioning others will help increase your visibility and spread credit throughout social media platforms.
4. **Use images.** Pictures are necessary to grab attention and interest. Users are more likely to engage versus text only.
5. **Be concise.** This is required on Twitter (140 characters) but should also be used on Facebook and other platforms without this limit. Get to the point within two sentences. Less than that, if possible.
6. **Lead your video.** You have mere seconds to garner a user's attention on social media. Make sure your videos have an immediate point of interest to keep users engaged.
7. **Like or Follow people to help you.** Networking with members of the media, partner organizations and constituents on Twitter and Facebook is just as beneficial as in real life. On Facebook, like their pages, cross-post to them when you mention them or make them one of your favorites. On Twitter, retweet, join in on hashtags (#NCAA) and mention feeds in your posts.
8. **Keep it light.** While it is important to stay on message and deliver the facts, this is social media, after all. Have fun with it.
9. **If you hesitate about posting something, you probably shouldn't.** There are no re-dos in social media. A "delete" doesn't mean you can delete someone seeing it.

Please send direct questions to Chris Dion, cdion@ncaa.org, or send ideas or news to the general box, socialmedia@ncaa.org.

Strobe Lights

Strobe lights for photography are administered and pooled at the discretion of the NCAA or host media coordinator.

A maximum of three sets of strobe lights may be installed at an arena for media agencies requiring immediate news coverage. Strobe lights for a conventional arena must not exceed 2,400 watt-seconds for each power pack, and the flash duration should be less than 1/1,000-second. A typical approved installation consists of four power packs with tube heads on each pack.

All hanging or installed strobes must be as close to the playing surface as possible, depending upon the physical structure of the arena, near the corners of the playing surface. All strobes must be installed and tested, if necessary, at the site 24 hours before the start of the event during which the strobes will be used. The committee representative or NCAA championships staff liaison will grant final approval relative to the installation of strobes.

If the physical structure of an arena prevents a media agency from meeting these specifications, the agency may petition the specific sport committee for an exception.

No other strobes, including hand-carried units, are permitted in the arena, and no strobe or any other photography equipment may be placed on or attached to a goal standard.

Team Videographer

Institutions are permitted to videotape championships competition by their teams or their individual student-athletes for archival, coaching or instructional purposes. Each institution is permitted to use one camera and may videotape only that portion of the competition in which it participates. The videotapes may not be used for any commercial purposes. An institutional representative shall contact the event coordinator at the host site to arrange for camera space at that site.

Telephones/Internet

A minimal number of telephones should be installed in a designated media work room as a tournament expense if approved in advance only if the cell phone service is not adequate. These phones should be limited to credit card, toll free, or incoming calls. The media coordinator should determine the number of telephones (if any) required by evaluating the number of media credentials.

Wireless Internet access must be available at all championship rounds for media use. The host institution may NOT assess an additional “hookup fee” to any media agency. Any wireless charges should be charged to the host or reflected in the proposed budget.

Phones also may be installed in the press box as determined by the media coordinator. The media coordinator can either coordinate all phone line orders or provide the media with a telephone company contact for the site. If a media entity wants its own phone line, it shall be charged the exact cost of the installation. The host institution may NOT assess an additional “hookup fee” to any press agency. Any telephone line charges to the host or NCAA shall be reflected in the proposed budget.

Section 19 – Medical Procedures

Institutions and athletics health care providers should adhere to federal, state and local regulations; NCAA bylaws and sport playing rules; and the NCAA Sports Medicine Handbook. Athletics health care providers for the student-athlete should be appointed by and should report to institution administrators who are independent from coaches (e.g., health center, campus hospital/medical center, student affairs).

An athletic training area immediately adjacent to the deck should be designated and should be equipped with towels, POWERADE/water product, and other necessary training equipment. Training areas should be staffed with appropriate personnel on practice and competition days, and should open two hours prior to the start of competition through at least one hour after the conclusion of the last event.

Each scheduled practice or contest of any round of an NCAA championship should include the following:

- The on-site presence of a person qualified and delegated to render emergency care to a stricken participant.
- The presence or planned access to a physician for prompt medical evaluation of the situation, when warranted. The host institution should work with NCAA staff to determine needs of an ambulance on site.
- Planned access to a medical facility, including a plan for communication and transportation between the competition site and the medical facility for prompt medical services, when warranted.
- Access to a working telephone or other telecommunications device.

- All necessary emergency equipment should be at the site or quickly accessible. Equipment should be in good operating condition, and personnel must be trained in advance to use it properly. Additionally, emergency information about the student-athlete should be available both at home and on the road for use by medical personnel.
- An inclement weather policy that includes provision for decision-making and evacuation plans.
- A thorough understanding by all parties, including the leadership of visiting teams, of the personnel and procedures associated with the emergency-care plan. The entire athletics staff (coaching, medical and paramedical personnel) is strongly encouraged to become proficient in cardiopulmonary resuscitation techniques.
- Certification in cardiopulmonary resuscitation (CPR) techniques, first aid and prevention of disease transmission (as outlined by OSHA guidelines) should be required for all athletics personnel associated with practices, competitions, skills instruction, and strength and conditioning.
- The host institution must provide standard procedures and equipment for handling injuries involving blood.

Concussions

The NCAA has adopted legislation that requires each active member institution to have a concussion management plan for its student-athletes. Participating institutions shall follow their concussion management plan while participating in NCAA championships. If a participating team lacks appropriate medical staff to activate its concussion management plan, the host championship concussion management plan will be activated.

The legislation notes, in part, that a student-athlete who exhibits signs, symptoms or behaviors consistent with a concussion shall be removed from athletics activities (e.g., competition, practice, conditioning sessions) and evaluated by a medical staff member (e.g., sports medicine staff, team physician) with experience in the evaluation and management of concussions. A student-athlete diagnosed with a concussion is precluded from returning to athletics activity for at least the remainder of that calendar day; and medical clearance for return to athletics activity shall be determined by the team physician or the physician's designee from the student-athlete's institution. In the absence of a team physician or designee, the NCAA tournament physician will examine the student-athlete and will determine medical clearance.

Medical Facilities

Ambulance Service. At the NCAA's expense, an ambulance shall be provided for event participants on game days. The ambulance should be equipped with advanced life-support equipment (e.g., AED with EKG capabilities, cardio-conversion drugs, and emergency respiratory equipment).

Biohazard Cleanup. The athletic training staff shall prepare a biohazard kit to clean and manage all blood situations.

Assemble and maintain supplies for cleaning and disinfection of hard surfaces contaminated by blood or OPIM. Items include personal protective equipment (PPE) (gloves, goggles, mask, fluid resistant gown if chance of splash or splatter); supply of absorbent paper towels or disposable cloths; red plastic bag with the biohazard symbol on it or other waste receptacle according to facility protocol; and properly diluted tuberculocidal disinfectant or freshly prepared bleach solution diluted (1:100 bleach/water ratio). These kits should be placed on each team's cooler cart positioned at the end of the team benches.

General Public. The facility, at its expense, must provide certified medical personnel (independent of the competition medical staff) and a first-aid room for spectators on game days.

Hospital. The host athletic trainer shall identify a hospital, in close proximity, that will be available to participating teams and shall ensure that championship participants will be provided priority care and assistance.

Participants. Athletic training facilities should adhere to local, state and federal regulations pertaining to health care facilities. An athletic training room shall be open and a certified athletic trainer (the host institution's athletic trainer) must be present for all practices and games at the facility. The training room must open a minimum of two hours before all practices and games, and remain open one hour after the conclusion of all practices and games. Two physicians (general practitioner and orthopedic surgeon) must be accessible by cell phone or pager during all practices and must be on-site during all games.

Supplies. All necessary emergency equipment should be at the site or quickly accessible. Equipment should be in good operating condition, and personnel must be trained in advance to use it properly. This equipment should include, but is not limited to:

- Automated external defibrillator (AED),
- A bag-valve mask, advanced airway tools
- A spine board and other stabilization supplies for the head and neck
- Splints
 - Immobilization splints
 - Immobilizer/knee stabilizer
 - Crutches
- Bleeding control materials, such as a tourniquet and large sterile dressings.
- Ice
- Blood-borne pathogen kit
- Moist hot packs
- Muscle stimulator
- Sharps kit/biohazard trash can
- Ultrasound unit
- Gurney
- First-aid equipment/athletic training supplies
- Suture materials
- Emergency eye care and dental equipment

Sports medicine providers should be trained to use emergency supplies.

Locker Rooms. The team locker rooms shall be equipped with hot hydroculators, biohazard trash cans and sharps containers. The sports medicine staff should be prepared to assist teams with cold baths, whirlpool tubs and exercise bikes. Each locker room or team bench should be equipped with similar equipment, if applicable.

Communication. The athletic trainer and physicians should be equipped with a means of radio communication.

Teams' Physicians. Participating institutions may include team physicians on their gate list. If the physicians are not seated on the bench, the host athletic trainer should ascertain their seat locations, in case of emergency, and be prepared to escort the physician to the team locker room, if necessary. If the team physician has not been provided a credential from the team allotment, they will be provided a credential and escorted to the team locker room or athletic training room. (Refer to Section No. 15-3)

X-Ray Technicians. X-Ray equipment and technicians shall be on-site during the championship. Should the institution have equipment in close proximity to the facility (e.g., building next door), this equipment may be used with NCAA approval.

Medical Scratches

An individual must be designated as the official meet physician/trainer. All medical scratches must be approved and documented by the designated individual. Documentation must be given to the NCAA liaison immediately.

Medical Staffing

Host Medical Staff. It is the responsibility of the host institution/conference to provide medical coverage and care for participating student-athletes. In limited-access venues, the host medical staff will assess and remove from play student-athletes with injuries. Once removed, traveling medical staffs will have access to their student-athletes.

Travel Party. Medical personnel receive credentials for the championship as part of the normal institutional travel party. It is the responsibility of the participating institution to include medical personnel in their normal credential numbers. However, institutions may elect to pay for medical staff to travel in addition to the travel party limits through institutional funds. Competition site access can be secured by acquiring session tickets through purchase or an institutional pass list.

Access. Medical staff traveling with teams will have access to their team participants through the host medical staff, should an injury occur.

Communication. Contacting the host medical staff before arriving to the championship site is recommended. On arriving, understanding competition site access during the event will help coordinate access to injured student-athletes. Typically, an access point from the stands supervised by security will allow access to student-athletes.

Portable Baths

Portable baths (hot or cold) must be used under the direction of the host sports medicine staff, athletic trainer or physician within the venue of the championship. If the host sports medicine staff permits the communal use of the baths, they must be properly disinfected between individual use, filtered and with proper circulation or otherwise maintained in a manner consistent with local public health codes. The NCAA permits ice baths in designated areas as directed by an athletic trainer or team physician when the bath is used as a component of the emergency care plan in the event of an exertional heat injury.

Section 20 – Meet Management

Announcements

NCAA public address announcements will be sent to the meet director and announcer prior to the meet.

Communication

The host should work with the NCAA committee and staff to determine the need for communicating devices (i.e., radios) throughout the meet.

Competition Start Times

The preliminary sessions for swimming events will begin at 10 a.m. and final sessions will begin at 6 p.m.

Diving preliminary rounds will begin at the following times each day:

Thursday/Friday 12:15 (men); 12:30 p.m. (women)
Saturday Noon (men); 12:15 p.m. (women)

A tentative timeline will be determined for each day of competition and placed at the designated locations for coaches' pick-up.

Deck Passes/Credentials

The NCAA will provide credential boards for all participants, institutional representatives, committee, officials, host personnel, media, medial etc. These are to advise security personnel at the competition venue which credentials are allowed into which parts of the venue. For credentials that are not allowed into a specific area, use a black marker to cross out the credentials not permitted. Everyone on deck must have a credential. No one should be allowed to enter the facility without proper identification.

Deck passes will be distributed to teams at registration. Teams will receive deck passes for selected student-athletes and a designated number of institutional personnel (see chart below). Institutions will be allowed to bring up to four uninvited relay swimmers to the championships. Uninvited relay swimmers and institutionally funded divers must be designated at registration and will receive deck passes.

The number of deck passes that institutions are eligible to receive will be based on the total number of athletes attending from their school, which will include selected swimmers and divers, uninvited relay participants and institutionally funded divers. It is important to note, that an institution's maximum limit of 18 total student-athletes will be maintained.

Number of Participants	Number of Deck Passes for Institutional Personnel
1-4 participants	Four
5-9 participants	Five
10-14 participants	Six
15 or more participants	Seven

One additional deck pass will be allocated for the diving coach from each institution with qualified divers. Teams can request up to one medical credential for a certified athletic training staff through the host trainer. Any other trainers must be accommodated through the deck pass allotment noted above. Massage therapists must be included in the institutional allotment noted in the chart above. Coaches/institutional personnel outside of the allotted number must pay the regular admission fee and will not be allowed on deck. There are no exceptions to this policy.

The NCAA will provide more details on the production and distribution of deck passes prior to the championships.

Media credential requests, including SIDs for participating institutions, must be made online at www.ncaa.com/media. (See Media Coordination section.)

Evaluations

Online evaluations will be distributed to all participating teams after competition. NCAA staff will share the results and comments of the evaluations with all hosts.

Facility Availability

The facility should be set up in accordance with the rules and the specifications outlined in this manual by Monday afternoon the week of the championships. The NCAA committee and staff will conduct a final walk-through Monday afternoon and official practice will begin Tuesday.

Hosts should work with local pools to check availability Monday for teams to practice. A list of available facilities, contact information, and the facility specifications (including number and offering at each recommended site of 1M, 3M and platform diving boards available as well as any other diving equipment) should be created and sent to selected teams.

Forms

The following cards/forms will be provided to the host institution by the NCAA for use at the championships:

- Application for intercollegiate swimming record (must be submitted with sample of pool certification).
- Disqualification cards.
- Relay entry form.
- Optional entry relay form, this should be included in registration packet.
- Scratch sheet.
- Appeal form.
- Diving score sheet.
- Relay takeoff judge/lane-side judge card.

Hosts should house all forms in one area that is easily accessible from the head table. After the completion of the championships, the host must send all unused forms to the NCAA.

Games Committee

The Division I swimming and diving committee will serve as the games committee at the championships. The referee, meet coordinator and NCAA championship manager serve in an advisory capacity.

Hospitality

Three separate hospitality areas must be provided and readily accessible from the deck area. Please work with the championships manager to determine where the following hospitality areas will be set up:

1. Coaches/officials/volunteers/committee;
2. Media; and
3. Student-athletes (on deck).

It is suggested that the hospitality areas be ready for these groups 1 1/2 hours before each session begins. All hospitality areas must provide only food and beverages in accordance with NCAA Corporate Champions and Partners. Typically, breakfast, lunch and dinner is served for the various groups, and coffee on practice days. Details regarding hospitality will be discussed on site visits and/or host calls.

Meetings

The following meetings will be held the week of competition:

Administrative Meeting. Mandatory administrative meetings (one for diving and one for swimming) will be held Wednesday to review important championships matters. The NCAA committee and staff shall determine the start times and will work with the host during the site visit as to the specific location of the meeting.

A podium and microphone should be available at the front of the room(s), with classroom seating secured for approximately 200-250 people. Light snacks/drinks may be provided for the meeting.

Immediately after the swimming coaches meeting, the CSCAA may hold an informal meeting in the same location. NCAA staff will notify the host if this meeting will occur.

Post Walk-Through Meeting. After the facility walk-through Monday, a short meeting will be held between the meet director, meet coordinator, and NCAA committee and staff to discuss any last minute details.

Officials Meetings. The officials will meet daily prior to and after each session in a location determined by the host institution. The room must accommodate 25-30 people.

Post-competition Meetings. The NCAA staff and committee will meet with host personnel after competition each day to review any operational concerns or needs.

National Anthem

The national anthem shall be sung or played prior to the start of the final session each day. The host should work with the NCAA committee and staff to develop unique ways of presenting the national anthem, if possible.

Parade of Finalists

The host should set up a race-ready area on deck. The eight finalists only will be paraded from the race ready area to the starting blocks for the finals. The finalists should be led by someone holding a sign designating that event. Heats of the 800 freestyle relay and 1650 freestyle will not be paraded.

Participant Manual and Host Websites

A participant manual will be created for the championships. NCAA staff will create a participant manual template and hosts will be responsible for filling in the supplement information and returning the manual to the NCAA for final review.

The participant manual and all other information relevant for the meets should be posted on the championships website. Information specific to participants will be posted on the Division I swimming and diving sport page on NCAA.org. Spectator/fan information will be available on the championships website, which will be housed through NCAA.com. NCAA staff will work with the host to secure all necessary information for the site.

Personnel

The host institution will be responsible for securing certain personnel for the championships, while the NCAA committee will assign other positions. **The following positions are secured by the NCAA:**

- Swimming Announcer. The swimming and diving committee will appoint the announcer for the championships. The announcer is a key ingredient to a successful championship. Please keep the announcer well informed during the meet.
- Key Swimming Officials. The committee will assign the head referee and will work with that individual to assign the following positions: assistant referee, starters (2), head turn judge, head takeoff judge, head stroke judge. The committee will also select the officials' coordinator, who will assign the volunteer head timers/turn judges (two per lane, 16 total), soliciting input from the host if necessary.
- Key Diving Officials. The committee will select the diving referee and diving judges (7) for the championships.
- Diving Data Specialist. A diving data specialist will be selected by the committee to work in conjunction with the swimming data specialist to produce diving lists, etc.
- Swimming Data Specialist. A swimming data specialist will be secured by the committee to run the Hytek Meet Management program. This person will work closely with the committee, meet

coordinator, host SID (for copying heat sheets) and officials.

The host institution is responsible for recruiting personnel in the following areas. Although we have tried to identify most of the areas needed, please adapt the list to your particular facility.

- Key Institutional Personnel. Besides the meet director, the host should designate individuals to serve as the marketing liaison, SID, trainer, drug testing coordinator, concessions manager, facility manager, etc.
- Timers. As noted above, the officials' coordinator will assign the volunteer head timers/turn judges (8) for each lane. **One additional volunteer per lane (8 total) should be secured by the host institution.**
- Diving Announcer. The host institution is responsible for selecting the diving announcer. The name of the diving announcer should be sent to the NCAA championships manager for approval by the committee.
- DiveMeets Operator. The host should secure an individual to assist the Diving Data Specialist with the DiveMeets program.
- Manual diving scorers. Two (2) are needed.
- Timing system/video review operator and technician. The host must ensure that a technician for the timing equipment be on site for the duration of the championships.
- Awards presenters. The host institution is responsible for designating awards presenters each night; these recommendations should be sent to the NCAA point person prior to arriving on site.
- Scoreboard/video board operators.
- Awards personnel.
- Registration workers.
- Drug-testing couriers.
- Training room personnel.
- Diving table personnel (consult diving referee).
- Media room personnel.
- Hospitality workers.
- Copiers/copier technicians.
- Miscellaneous runners.
- National anthem singer or band.
- Music coordinator.
- ESPN volunteers, if necessary.
- Pool technicians.
- Electrician.
- Ready-room personnel.
- Lap counters, if necessary.
- Lifeguards.
- Security.
- Facility Management. Depending on the facility, the number of people needed in each category will vary. Besides the number that you designate, it is always best to have four or five persons who can fill in at a variety of places. Following are the types of facility personnel needed:
 - Adequate security, with at least one uniformed security person;
 - Ticket sellers;

- Ticket takers;
- Ushers, if necessary;
- Concession workers; and
- NCAA merchandise sellers.

Apparel. The NCAA will order three collared shirts in different colors for the meet committee, key officials, eight (8) head timers/turn judges, and key host personnel. In addition, one short sleeve t-shirt each will be ordered for volunteers, all of whom should be dressed alike.

Playing Rules

The championships must be run in accordance with the 2015-16 and 2016-17 NCAA Swimming and Diving Rules and Interpretations Book). The rules book is available online at <http://www.ncaapublications.com>.

Practice Schedule

The committee, in conjunction with the host, will develop a detailed warm-up and practice schedule, to be included in the participant manual. Lanes will be designated in the warm-up and competition pool for pacing, sprinting and general warm-up. Signs should specify the lane designations.

A sample comprehensive weekly schedule and sample practice schedules are included in **Appendix C**.

Registration

The host institution must designate a registration area and supply staffing, which should be open from 8 a.m. to 5 p.m. Tuesday and Wednesday. The registration area should have adequate space and equipment (tables and chairs) for distribution and administration of team packets, deck passes, participant medallions, and POWERADE squeeze bottles. Access to a power source and wireless Internet is needed for this area. The NCAA will provide detailed information about the process for registration as the championships approach. Please see the *Team Packets* section for information on what to include in the packets to be distributed at registration.

Any participating student-athletes or coaches who misplaced their deck pass must purchase a replacement deck pass. The cost of the replacement credential is an all-session ticket, regardless of the day the original credential is misplaced.

Scoring

All events will be scored. Scoring shall be for 16 places as follows: relays, 40-34-32-30-28-26-24-22-18-14-12-10-8-6-4-2; individual events, 20-17-16-15-14-13-12-11-9-7-6-5-4-3-2-1. Except in timed final events, points for first through eighth place shall be awarded solely on the basis of a championship final. Points for ninth through 16th place shall be awarded solely on the basis of a consolation final. Please refer to the NCAA Men's and Women's Swimming and Diving Rules and Interpretations Book for procedures in scoring swimming and diving competition.

Scratch Box

A scratch box must be available on deck and must be locked and staffed at all times during the designated hours. If the swimming data specialist/Hytek meet manager is not on deck to monitor the scratch box, the host must designate someone to monitor the box and sign off on all scratches. Coaches must receive a receipt for scratch verification. Scratch box hours are as follows:

- Tuesday – 9:30 a.m. to 5 p.m. for Wednesday event
- Wednesday – 9:30 a.m. to 5 p.m. for all Thursday events
- Thursday – 8:30 a.m. to noon and 4 – 5 p.m. for all Friday events
- Friday – 8:30 a.m. to noon and 4 – 5 p.m. for all Saturday events

Student-Athlete Equipment/Apparel

Baskets should be set up behind each starting block for student-athletes to put their warm-ups/equipment in during the race. For the final heat of each race, hosts should make arrangements for moving the swimmers' warm-ups and equipment from the starting line to the awards staging area.

Team Packets

The packets given to each institution at registration should contain the items listed below. Hosts are responsible for preparing the packets by the Monday prior to competition. Packets for swimming and diving should be prepared separately. Deck passes should be distributed separate from the packets at a designated location at registration. Hosts should confirm the process for deck-pass distribution prior to the championships. NCAA staff will send detailed instructions, including spreadsheets outlining the number of items to distribute/include in packets, after selections. Instructions for deck pass/credential distribution will be communicated after selections as well.

Swimming Packets

- Team rosters (two copies per packet of that respective team's roster) that list student-athletes selected and the events that they must swim. One copy should be given to the team. The other copy should be reviewed, signed by the coach and given to the NCAA championship manager. Rosters will be sent to the meet director prior to the championships.
- Important contact information for the host/NCAA.
- Schedule and timeline for the week.
- Scratch forms. (Will be sent by NCAA)
- Relay cards – only in team packets that qualify relay teams. (Will be sent by NCAA)
- Any other important information from the participant manual.
- Medical information, sick-call procedures, phone numbers.
- Parking passes, if applicable, and information on parking.
- Emergency evacuation plan and any other emergency information.
- Maps of pool, locker room facilities, bathrooms, campus, local areas, etc.
- Pool seating plan for team seating. This should be included in the packets for the top twelve teams from the previous year's championships only. Additional copies should be made available at the coaches meeting.

Diving Packets

- List of qualified divers. (Will be sent by the NCAA)
- Important contact information for the host/NCAA.
- Schedule and timeline for the week.
- Any other important information from the participant manual.
- Medical information, sick-call procedures, phone numbers.
- Parking passes, if applicable, and information on parking.
- Emergency evacuation plan and any other emergency information.
- Maps of pool, locker room facilities, bathrooms, campus, local areas, etc.

Travel Party

The NCAA official travel party formula for teams is as follows:

- 1 non-athlete for teams with 1-3 qualifiers;
- 2 non-athletes for teams with 4-6 qualifiers;
- 3 non-athlete for teams with 7-9 qualifiers;
- 5 non-athletes for teams with 10 or more qualifiers.

Please note that the formula for deck pass allotment is different from the NCAA official travel party

formula. Uninvited relay swimmers and institutionally funded divers are not counted in the number of qualified student-athletes – only those student-athletes who are selected to the championships will count towards the NCAA official travel party formula. After selections, NCAA staff will provide the host with a detailed breakdown of the travel party, deck pass allotment, and any other numbers needed for distribution of items on site.

Video Board

Hosts without a pre-existing video board should work with the NCAA point person to explore the possibility of securing a video board for use at the championships to display times, team scores, etc. NCAA staff will provide content to be used during the championships in addition to the data and results that will be displayed on the video board.

Team scores should be displayed on the video board after each event. For the 50-yard freestyle, all 200 relays and all 100 events, 25-yard splits should be displayed on the video board. For all other events, 50-yard splits (cumulative and subtractive) should be displayed.

Section 21 – Neutrality

Host institutions should keep in mind that an NCAA event is not a home event. Neutrality is important; therefore, such items as host institutional signage should not be used to create a "home" atmosphere. Traditional pre-meet or between-meet activities are not permissible (e.g. tossing items to the crowd, permitting mascots to lead "trains" through the crowd, etc.).

Section 22 – Officials

The committee will secure the individuals to serve as the key officials and coordinators, and will work with the host institution to secure any additional officials needed for the championships. Please refer to the Meet Management section of this manual (*Personnel*) for more information.

Confidentiality

Participating teams should be advised of the officials assigned to their meet(s) at the administrative meeting.

Fees/Expenses

Please see the *Financial Administration* section of this manual regarding officials' fees and expense reimbursement.

Lodging

Please see the *Lodging* section of this manual regarding officials' lodging needs.

Meetings

The key officials will meet Wednesday afternoon with the committee, NCAA staff and host personnel. Key officials and head timers will also meet prior to and after each session. An area adjacent to the deck should be reserved with chairs for the daily meetings.

Section 23 – Programs

This championship will feature a digital game program that can be viewed online or downloaded at no charge. This program will be available online generally no later than two days prior to the first day of the event.

All digital programs available can be found at <http://www.ncaa.com/gameprograms>.

Content/Editorial

IMG College Responsibilities

Responsible for all program production, including editorial content, layout and design, advertising, and printing.

Host Responsibilities

Media contact should provide IMG College with text and photos for editorial pages about host institution/venue/city, if requested by IMG College.

Any pages promoting the host institution/venue/city will not be display advertisements; those interested in purchasing ad space for sponsors, etc., should contact Doug Iler (doug.iler@img.com).

Promotion

The NCAA will provide a PDF including a QR code that links to the digital program, a URL where the digital program can be accessed and imagery of the NCAA's Corporate Champions and Partners. This PDF, or digital handout, is also shared with participating schools for their promotional use.

If you would like this information ahead of time, please contact your NCAA administrator.

Best Practices – below are a few best practices for promoting the championship digital program:

- Distribute the digital handout to fans
- Create signage to direct fans to the digital program by using elements on the digital handout
- Post the link on athletics and school-affiliated websites
- Share the link on athletics and school-affiliated social media outlets
- Share the link with student-athletes, faculty, alumni organizations and local media outlets, and any other group that may have interest

Supplemental Handouts

At championships sites where a digital program is available, IMG College allows the host institution/venue to distribute supplemental handouts (i.e., updated statistics and notes) provided any such materials:

- Do not include any advertisements, local sponsor logos, etc.
- Include the QR code and URL to the digital program
- Include the NCAA Corporate Champions and Partners imagery

Printed supplements may be distributed free or sold, with all proceeds retained by the host. The host should not include expenses for such supplements in the championship budget and/or financial report.

All supplemental content is subject to NCAA and IMG College approval.

Questions

If you have any questions, please feel free to contact your NCAA administrator or Chad Laytham (chad.laytham@img.com) at IMG College.

Section 24 – Safety and Security

The NCAA has established a Safety and Security Advisory Group (SSAG) to develop Best Practices for all NCAA championships. The SSAG developed these Best Practices based on a review of current and future championships competition venues, discussions with safety and security experts, and their own experience and knowledge. All hosts and competition venues are strongly encouraged to refer to the Best Practices located on www.ncaa.org when developing a safety and security program.

The suggestions outlined in Best Practices for Venue Safety and Security are based on practices that are employed by competition venues across the nation. The need and ability to implement them at each facility and event will vary. Properly trained and equipped personnel constitute the primary element of implementing a successful safety and security program.

Best Practices for championships competition venue safety are intended for guidance purposes only; they are not a requirement under NCAA or other regulations or legislation. In addition, because of the wide variety of designs and sizes of competition venues; and composition and profile of particular events, not all Best Practices will be reasonable or applicable.

The Best Practices should not be viewed as a complete or primary source of information for developing or implementing the safety program for the competition venue hosting an NCAA championship. Rather, facility managers and local public safety personnel should consider the current national threat level, nature of specific threats and the full range of resources available when responding to changes in the threat condition levels.

Please submit your final safety and security plan, which would be inclusive of the NCAA Championships Safety and Security Team Contact Information form. Items must be submitted once the opportunity to host has been awarded.

Unless otherwise expressly authorized by applicable law, no firearms or weapons are permitted on these premises for NCAA championships and events, excluding authorized law enforcement officers. Failure to abide may subject you to ejection as well as other applicable discipline or action. The foregoing shall not limit the applicable equipment used in and for fencing and rifle competitions in accordance with NCAA rules, at the venues for such competitions.

The facility liaison and NCAA staff shall review with the local law-enforcement agencies their procedures for circumstances requiring emergency evacuation of the facility or interruption of the meet. Facility management is reminded of its responsibility to provide sufficient security and/or law-enforcement personnel to ensure that access to the competition and surrounding areas is restricted to student-athletes and credentialed individuals.

Each host will be asked to do the following:

- Provide contact lists.
- Review emergency protocol prior to the start of the event.
- Identify chain of authority.
- Identify incident command center.
- Identify incident communication plan.
- Review evacuation plan.
- Review emergency response plan for typical emergencies.
- Review emergency response plan for national disasters.
- Review emergency response plan for terrorists' actions.

In the event of a critical incident, contact the NCAA championships manager immediately before any decisions are made.

Interruption of Competition. The officials have the authority to interrupt the meet. If competition is interrupted because of events beyond the control of the committee, it shall be continued from the point of interruption at a time determined by the committee. If necessary, the remaining schedule of competition also shall be adjusted by the games committee. The committee should review the following procedures for interruption of competition:

Head Table. Assure that the timing devices are operational and manual times are accurately recorded.

Officials. Assure that the officials know the exact situation when competition was halted.

Student-Athletes and Coaches. Upon instruction from the NCAA staff or committee members, participants should retire to the locker rooms or outside the building to await further instructions.

Power Source/Public Address. Facility management should protect the power source and the public-address system. If an alternate public-address location is available (i.e., away from the competition area) it should be used so communication is not interrupted.

Responsibility. Building security and/or law-enforcement personnel shall be responsible for the restoration of order in the event unauthorized individuals occupy the competition area or if competition is otherwise disrupted. The NCAA suggests that law-enforcement personnel attempt to communicate with the leaders of the group occupying the competition area (if applicable) to ascertain whether the situation can be rectified in the short term. Under no circumstances are student-athletes, coaches, officials or NCAA representatives to become involved in the removal of such persons.

Communication. A senior member of the facility management and the senior law-enforcement officer at the site must proceed immediately to the head table with means of portable communication to and from other facility staff and security officers. The public-address announcer should keep spectators informed of the conditions, if possible. Participants, coaches and officials must be kept informed throughout the delay.

Meeting. The committee chair, NCAA staff and meet-management staff (facility manager, meet director and senior law-enforcement officer) should assemble immediately at the head table to assess the situation.

Normal Conditions. The committee shall determine when conditions have returned to normal.

Resumption of Competition. As soon as possible, competition shall be resumed from the point of suspension. The event staff shall determine the revised schedule after consultation with the committee. If possible, the competition should be resumed in the primary facility. If necessary, the games committee has the authority to limit attendance to credentialed individuals, those on each institution's pass list, other individuals designated by each institution's director of athletics, and required facility operations personnel. Also, the committee has the authority to reschedule the competition in a nearby facility (e.g., on campus or elsewhere in the city,) provided the alternate facility meets the provisions of NCAA rules.

Spokesperson. The committee chair or his or her designee, working with the facility management, the NCAA and, when appropriate, city, county, state and federal law-enforcement agencies, will serve as spokesperson in the event of an emergency.

Crowd Control

The responsibility of crowd control rests with the host. Competing institutions are expected to communicate with their students and other fans to encourage enthusiastic support within the confines

of good sportsmanship. Artificial noisemakers, air horns and electronic amplifiers shall not be permitted, and such instruments shall be removed from the competitive and spectator areas. Bands, or any component thereof, shall not play while the competition is in progress. The meet director is responsible for enforcing these provisions.

The appropriate crowd-control statement should be read by the public-address announcer prior to the start of the event and will be included in the PA scripts provided by the NCAA.

Deck Access

Access to and from the pool deck and changing areas should be closely monitored at all times. Deck passes for participating institutions will be produced, and security personnel working at the access points to the deck must check the passes before allowing entry onto the deck area. If a student-athlete arrives without a deck pass, he/she may be issued a temporary deck pass, which must be returned after that respective session or practice. Any participating student-athletes or coaches who misplace their deck pass must purchase a replacement deck pass. The cost of the replacement credential is an all-session ticket, regardless of the day the original credential is misplaced.

Personnel

At least one uniformed security guard (not necessarily uniformed police) must be in attendance throughout the championships. It is recommended that additional security is available to monitor the crowd control. Additionally, adequate personnel must be available for the respective areas that require deck pass access (on deck, media, hospitality, etc.).

Section 25 – Tickets

Hosts should work with the NCAA point person to finalize the ticket prices for the championships. Once ticket prices have been established, a timeline for ticket sales should be created. Team ticket requests should be available prior to the public sale of tickets. Traditionally teams are given the opportunity to purchase up to 40 all-session tickets in prime seating, which are filled either on a first-come-first-serve basis or by lottery. Additional ticket requests above the 40 in prime seating should be filled after all teams are assigned to the prime seating, in the same order that the prime seating was assigned. Hosts should submit the language and process for team ticket requests to the NCAA for review and approval prior to sending it to teams. NCAA staff can provide a distribution list for all Division I swimming and diving coaches upon request.

Hosts should work with NCAA staff and broadcast partners to determine if any seats should be blocked off for television, diving judges, etc.

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, unless directed otherwise by the NCAA.

Commercial identification on ticket backs to offset printing costs is permitted; however, the NCAA staff must approve all designs. Identification is limited to one logo or the name of the commercial entity. Under no circumstances may a “coupon promotion” be included as part of the ticket or ticket-back

advertising (e.g., advertising a discount on goods or services by presenting the ticket stub).

Host institutions using a computerized ticket system should advise the NCAA of the fact before tickets are printed.

See **Appendix D** for language that must be on the ticket back.

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. 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. 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 was submitted shall be absorbed by the bid respondent or rebated back to the NCAA.

The NCAA does not allow complimentary tickets to its championships; however, children two and under and not taking a seat may be admitted free. Also, 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.

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.

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.

Suites

- The competition venue shall stipulate a quantity of private viewing suites available for the sole use of the NCAA or its designees at the time of the bid. All revenue from such suites will belong to the NCAA.
- 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.
- 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.
- 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.

LOC/Host Ticket Policies

Allocation. For all championships 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.

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.

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.

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.

Competition Venue Responsibilities

Seating Manifest. 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.

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.

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.

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.

Sales Reports. The competition venue's box office shall be responsible for providing the NCAA with timely and accurate sales reports. Reports should be provided on a monthly basis, unless directed otherwise by the NCAA. The competition venue's box office shall cooperate fully with the NCAA's official ticketing vendors and/or ticketing partners in providing the reports.

Final Ticket Database. The competition venue's box office shall send the final ticket database of purchasers to the NCAA at the completion of the event. Please provide both customer and purchase information in an excel file, be sure to include at minimum: First/Last Name, Street Address, Email Address, and phone number. If easier, please pull an event audit report with corresponding customer and purchase tables, as this would also suffice.

Section 26 – Transportation

The host institution is urged to list local transportation (bus companies, rental van/car companies, etc.) in the participant manual for ease of reference for the participating teams.

Section 27 – Volunteers

Goal and Recruitment

A volunteer program for the championship should be implemented to accomplish the following goals:

- Provide an enthusiastic and warm welcome to participants and guests;
- Answer questions and provide information to visitors;
- Contribute to the general excitement surrounding the championship; and,
- To assist the LOC with championships operations.

Volunteers must be 18 years of age or older and must sign a volunteer release waiver. Individuals with driving responsibilities MUST be 25 years of age or older.

Student-athletes or prospect-aged individuals MAY NOT be recruited in any way different than general public volunteers. The Local Organizing Committee (LOC) cannot make a specific volunteer presentation to student-athletes of the host institution/conference. Student-athletes and prospect-aged individuals may apply to volunteer in the same manner as individuals from the general public. Student-athletes and prospect-aged individuals must be selected by the same criteria as the general public applicants.

The NCAA may request additional volunteers from the LOC as necessary.

Apparel

The NCAA will coordinate ordering and production of the apparel through the NCAA volunteer apparel program. Main Gate has been selected as the official NCAA volunteer apparel providers for all 2016-17 championships. The NCAA will offer its Corporate Champions/Partners the opportunity to help offset the cost. The champion/partner would be permitted to place one logo on each apparel item, if a separate apparel item is provided for these volunteers.

The championship logo and the licensee's mark will be placed on the apparel. The licensee's logo may appear on the right chest or sleeve. The licensee's logo may be no larger than 2 ¼ inches square.

The LOC will distribute uniforms during the required volunteer training sessions to ensure each volunteer's commitment. When ordering uniforms, the LOC will ensure that apparel includes women's styles and sizes.

The games management staff, media coordination staff and host media operations staff should be included in overall volunteer numbers and should receive volunteer apparel.

Note: Hosts shall work in collaboration with the championship administrator on the selection, ordering and distribution of volunteer apparel.

Waivers

Each volunteer must sign a waiver of liability before the start of the championship (**Appendix E**). If there is a written agreement governing volunteer service, a release component must be added if one does not already exist. After the championship, all waivers shall be collected and kept on file, in case requested.

Personnel

Please refer to the Meet Management section (under Personnel) of this manual for detailed information on volunteers needed for the championships.

Recognition

On receipt of a list of key volunteers (maximum of 25 individuals) provided by the host, the NCAA shall prepare an appreciation certificate for each volunteer included on the host's list. This process may be initiated at any time in order that the certificates may be presented at a volunteer recognition event.

AWARDS PRESENTER INFORMATION

Event: _____

Date: _____

Name of Presenter: _____

Title: _____

Notes on Presenter:

NCAA Division I Swimming and Diving Championships – Sample List of Items Shipped to Host

Shipped by:	Item	Quantity/Size	Estimated Arrival Date	Return Instructions
NCAA	Various Forms	Record forms, disqualification cards, relay entry forms, scratch sheets, appeal forms	Approximately 1-2 weeks prior to champs	Return unused forms to NCAA national office
NCAA	Credentials, credential boards, lanyards	Credential boards; Credentials and lanyards for: teams, media, medical, NCAA staff/committee, officials, volunteers, tournament personnel, etc.	Approximately 2-3 weeks prior to champs	Return unused items to NCAA media staff as instructed in the shipment
Source One	Basic signage package	TBD	Approximately 2 weeks prior to championships	Does not need to be returned
Source One or local company	Enhancement signage	TBD	TBD	Does not need to be returned
Source One	Press Conference Backdrop (no frame)	2 – 10' x 20'	Approximately 1-2 weeks prior to championships	Instructions will be enclosed with the backdrop for returning. The backdrop must be returned within two weeks or a fine of \$2,500 will be issued.
NCAA/TGI	Backstroke Flags	6 strands (2 for warm-up pool, 2 for competition pool, 2 extra)	Approximately 1-2 weeks prior to championships	Instructions will be enclosed with the flags for returning.
Source One/TGI	Pool Art	2 – 8' x 8' logos	Approximately 1-2 weeks prior to championships	Must be shipped to men's host Monday for overnight delivery Tuesday morning
TGI/Source One	Additional Signage	TBD – depends on current NCAA inventory	Approximately 1-2 weeks prior to championships	Must be returned as instructed
MTM Recognition	NCAA Official Awards	4 team trophies (1 st through 4 th); 1 individual mini-trophy for each 1 st , 2 nd , 3 rd , and 4 th place team; 1 watch for national champ team; 1 mini-trophy for top 8 finishes of each event (4 for each relay team); 1 Elite 90 award	Two weeks prior to champs	Any tied awards must be returned to MTM. NCAA staff will send instructions after the championships.
MTM Recognition	Participant Medallions	322 for women's championships; 270 for men's championships	Approximately 1 week prior to champs	Any extra medallions must be returned to MTM. NCAA staff will send instructions after the championships.
Event 1 Merchandise	Merchandise	Event 1 will contact host about merchandise package	Approximately 1-2 weeks prior to champs	Will be communicated by Event 1

APPENDIX B

Top of the World/Event 1	Locker Room Program product	T-shirts and hats – numbers TBD (to be given to championship team at awards ceremony)	Monday prior to championships	All extra hats and t-shirts should be given to the championship teams
NCAA	POWERADE product and equipment	Bottled water, POWERADE, packets of POWERADE powder, squeeze bottles, cups, coolers and ice chests (details for quantities will be sent by the championships manager)	Product approximately 1 week prior to champs; equipment approximately 2 weeks prior	Extra inventory does not need to be returned but must be inventoried. An inventory form will be sent to return after the championships.
NCAA	Volunteer/Officials' Apparel	Short sleeve t-shirts for volunteers; 3 Polo shirts for key officials, principal lane timers/turn judges, host staff, NCAA committee/staff (details for quantities will be sent by the championships manager)	Approximately 3-4 weeks prior to champs	N/A

Further Instructions/Notes for Signage

- Any signage that is to be returned and is not within the designated timeline will result in a fine for a late return.
- If any signage is stolen or misplaced, the host will be charged for that signage.
- Hosts should send NCAA staff any expenses associated with return shipments so those can be added to the budget appropriately.
- If any of the items being shipped back have different instructions from what is noted in the enclosed memos (i.e., they need to be shipped to another championship site instead of back to the address noted on the memo), NCAA staff will send those instructions.

2017 Men's and Women's Swimming and Diving Comprehensive Schedule

Monday

4 p.m. (approximately) Committee walk-through and meetings (WOMEN'S WEEK ONLY)

Tuesday

8 a.m. – 10 p.m. IU Natatorium open

8 a.m. – 5 p.m. Registration

9:30 a.m. – 5 p.m. Scratch box open

Wednesday

6 a.m. – 10 p.m. IU Natatorium open

8 a.m. – 5 p.m. Registration

9:30 a.m. – 5 p.m. Scratch box open

11:30 a.m. Swimming Coaches Meeting

1 p.m. Diving Coaches Meeting

5:50 p.m. Pool cleared

5:51 p.m. Opening ceremonies and national anthem

6 p.m.

Day 1 Finals

800 Freestyle Relay – all heats of timed final

AWARDS 800 FREESTYLE RELAY

Post-awards

Meeting with committee and host staff

Thursday

6 a.m. – 10 p.m.

IU Natatorium open

8:30 a.m. – 2 p.m.

Deck pass replacement hours

8:30 a.m. – Noon

Scratch box open

9:50 a.m.

Pool cleared

10 a.m.

Day 2 Swimming Trials

12:15 p.m. (men)

One-meter Diving Trials

12:30 p.m. (women)

One-meter Diving Trials

15 minutes following trials

One-meter Diving Consolation Finals (9-16)

4 – 5 p.m.

Scratch box open

4 – 8:30 p.m.

Deck pass replacement hours

5:50 p.m.

Pool cleared

5:51 p.m.

Opening ceremonies and national anthem

6 p.m.

Day 2 Finals

200 Freestyle Relay Consolation

200 Freestyle Relay Final

AWARDS 200 FREESTYLE RELAY

500 Freestyle Consolation

500 Freestyle Final

AWARDS 500 FREESTYLE

200 Individual Medley Consolation

200 Individual Medley Final

AWARDS 200 IM

50 Freestyle Consolation

50 Freestyle Final

AWARDS 50 FREESTYLE

Day 2 Finals (cont.)

One-meter Diving Finals

AWARDS ONE-METER DIVING

400 Medley Relay Consolation

400 Medley Relay Final

AWARDS 400 MEDLEY RELAY

Post awards

Meeting with committee and host staff

Friday

6 a.m. – 10 p.m.

8:30 – 2 p.m.

8:30 a.m. – Noon

9:50 a.m.

10 a.m.**12:15 p.m. (men)****12:30 p.m. (women)**

15 minutes following trials

4 – 5 p.m.

4:30 p.m. – 8 p.m.

5:50 p.m.

5:51 p.m.

6 p.m.

IU Natatorium open

Deck pass replacement hours

Scratch box open

Pool cleared

Day 3 Swimming Trials**Three-meter Diving Trials****Three-meter Diving Trials**

Three-meter Diving Consolation Finals (9-16)

Scratch box open

Deck pass replacement hours

Pool cleared

Opening ceremonies & national anthem

Day 3 Finals

400 Individual Medley Consolation

400 Individual Medley Final

AWARDS 400 INDIVIDUAL MEDLEY

100 Butterfly Consolation

100 Butterfly Final

AWARDS 100 BUTTERFLY

200 Freestyle Consolation

200 Freestyle Final

AWARDS 200 FREESTYLE

100 Breaststroke Consolation

100 Breaststroke Final

AWARDS 100 BREASTSTROKE

100 Backstroke Consolation

100 Backstroke Final

AWARDS 100 BACKSTROKE

Three-meter Diving Finals

AWARDS THREE-METER DIVING

200 Medley Relay Consolation

200 Medley Relay Final

AWARDS 200 MEDLEY RELAY

Post awards

Meeting with committee and host staff

Saturday

6 a.m. – 10 p.m.

8:30 a.m. – 2 p.m.

9:50a.m.

10 a.m.**Noon (men)****12:15 p.m. (women)**

15 min. following trials

3:45 p.m. (approx.)

4:30 p.m. – 8 p.m.

5:50 p.m.

5:51 p.m.

6 p.m.

IU Natatorium open

Deck pass replacement hours

Pool cleared

Day 4 Swimming Trials**Platform Diving Trials****Platform Diving Trials**

Platform Diving Consolation Finals (9-16)

1650 Free (early heats)

Deck pass replacement hours

Pool cleared

Opening ceremonies & national anthem

Day 4 Finals

1,650 Freestyle - Last heat of timed finals

AWARDS 1,650 FREESTYLE

200 Backstroke Consolation

200 Backstroke Final

AWARDS 200 BACKSTROKE

100 Freestyle Consolation

100 Freestyle Final

AWARDS 100 FREESTYLE

200 Breaststroke Consolation

200 Breaststroke Final

AWARDS 200 BREASTSTROKE

200 Butterfly Consolation

200 Butterfly Final

AWARDS 200 BUTTERFLY

Platform Diving Finals

AWARDS PLATFORM DIVING

400 Freestyle Relay Consolation

400 Freestyle Relay Final

AWARDS 400 FREESTYLE**TEAM AWARDS**

**Division I Swimming and Diving Championships
Swimming Practice/Warm-up Schedule**

PRELIMINARIES

8:30 a.m.

All kicking must move to warm-up pool. Swimming only in competition pool.

Lanes 1, 8 PACE (no diving off blocks)

Lanes 2, 3, 4, 5, 6, 7 GENERAL

9:15 - 9:30 a.m.

Swimmers may only dive off the blocks in sprint lanes.

Lanes 1, 8 PACE

Lanes 2, 7 SPRINT (one way only)

Lanes 3, 4, 5, 6 GENERAL

9:30 - 9:50 a.m.

Swimmers may only dive off the blocks in sprint lanes.

Lanes 1, 8 PACE

Lanes 2, 3, 7 SPRINT (one way only)

Lanes 4, 5, 6 GENERAL

9:50 a.m.

Clear competition pool.

FINALS

4:30 p.m.

All kicking must move to warm-up pool. Swimming only in competition pool.

Lanes 1, 8 PACE (no diving off blocks)

Lanes 2, 3, 4, 5, 6, 7 GENERAL

5:15 - 5:30 p.m.

Swimmers may only dive off the blocks in sprint lanes.

Lanes 1, 8 PACE

Lanes 2, 7 SPRINT (one way only)

Lanes 3, 4, 5, 6 GENERAL

5:30 - 5:50 p.m.

Swimmers may only dive off the blocks in sprint lanes.

Lanes 1, 8 PACE

Lanes 2, 3, 7 SPRINT (one way only)

Lanes 4, 5, 6 GENERAL

5:50 p.m.

Clear competition pool.

**Division I Swimming and Diving Championships
Women's Diving Practice/Warm-up Schedule**

Monday		Pool Closed	
Tuesday	8 a.m. – 10 p.m.	Open Training	
Wednesday	8 – 11:45 a.m. 11:45 a.m. – 1 p.m. 1 – 10 p.m.	Open Training Dive Well Closed Open Training	
Thursday	6 – 8:30 a.m. 8:30 – 11:50 a.m. 11:50 am – 12:25 p.m. 12:30 p.m. Consolation Finals After consol. finals 6 p.m. Approx. 7 p.m.	Open Training Assigned Training (4 grps, 50 min each) → Open Training 1-meter prelims begin 15 min after prelims conclude Open Training 1-meters closed to finalists only 1-meter finals (see official timeline)	A: _____ B: _____ C: _____ D: _____
Friday	6 – 8:15 am 8:15 – 11:35 a.m. 11:35 a.m. – 12:10 p.m. 12:30 p.m. Consolation Finals After consol. finals 6 p.m. Approx. 7:20 p.m.	Open Training Assigned Training (4 grps, 50 min each) → Open Training 3-meter prelims begin 15 min after prelims conclude Open Training 3-meters closed to finalists only 3-meter finals (see official timeline)	A: _____ B: _____ C: _____ D: _____
Saturday	6 – 8:15 a.m. 8:15 - 11:35 a.m. 11:35 a.m. – 12:10 p.m. 12:15 p.m. Consolation Finals After consol. finals 6 p.m. Approx. 7:20 p.m.	Open Training Assigned Training (4 grps, 50 min each) → Open Training Platform prelims begin 15 min after prelims conclude Open Training Platforms closed to finalists only Platform finals (see official timeline)	A: _____ B: _____ C: _____ D: _____

Note: All times are subject to change. Please double check with scoring table for any changes.

**Division I Swimming and Diving Championships
Men's Diving Practice/Warm-up Schedule**

Monday		Pool Closed	
Tuesday	8 a.m. – 10 p.m.	Open Training	
Wednesday	8 – 11:45 a.m. 11:45 a.m. – 1 p.m. 1 – 10 p.m.	Open Training Dive Well Closed Open Training	
Thursday	6 – 8:30 a.m. 8:30 - 11:50 a.m. 11:50 a.m. – 12:25 p.m. 12:15 p.m. Consolation Finals After consol. finals 6 p.m. Approx. 7 p.m.	Open Training Assigned Training (4 grps, 50 min each) → Open Training 1-meter prelims begin 15 min after prelims conclude Open Training 1-meters closed to finalists only 1-meter finals (see official timeline)	A: _____ B: _____ C: _____ D: _____
Friday	6 - 8:00 a.m. 8:00 - 11:20 a.m. 11:20 - 11:55 a.m. 12:15 p.m. Consolation Finals After consol. finals 6 p.m. Approx. 7:20 p.m.	Open Training Assigned Training (4 grps, 50 min each) → Open Training 3-meter prelims begin 15 min after prelims conclude Open Training 3-meters closed to finalists only 3-meter finals (see official timeline)	A: _____ B: _____ C: _____ D: _____
Saturday	6 – 8:00 a.m. 8:00 – 11:20 a.m. 11:35 - 11:55 a.m. Noon Consolation Finals After consol. finals 6 p.m. Approx. 7:20 p.m.	Open Training Assigned Training (4 grps, 50 min each) → Open Training Platform prelims begin 15 min after prelims conclude Open Training Platforms closed to finalists only Platform finals (see official timeline)	A: _____ B: _____ C: _____ D: _____

Note: All times are subject to change. Please double check with scoring table for any changes.

2016-17 STANDARD TICKET BACK DISCLAIMER LANGUAGE

Updated 7/12/16

The ticket back language should be placed on the back of the ticket stub, but if it cannot be done (e.g., no new ticket stock is produced), this language must at a minimum be posted at all ticket windows for patrons to see, be included as an insert with the ticket mailing, etc. Patrons must be put on notice regarding the restrictions.

If you receive a request for a variance in the standard ticket back language or if there is anything sport or facility specific that should be included, please consult with Josh Logan (jlogan@ncaa.org) and Chris Termini (ctermini@ncaa.org) on any correspondence. In addition, if the championships event uses an official, authorized secondary ticket seller (e.g., PrimeSport), please also consult Josh and Chris on any correspondence.

NOTE: Child admission policy - choose either the red or green statement from the yellow highlighted language below and delete the verbiage you choose not to use.

NOTE: Re-entry policy - if patrons are allowed to re-enter the facility, please edit the green highlighted "No re-admittance" language as needed.

**THIS TICKET IS A REVOCABLE LICENSE
USER ACCEPTS RISK OF INJURY**

The ticket purchaser/holder, on behalf of the holder and any minor accompanying the purchaser/holder (individually and collectively, the "Holder") voluntarily assumes all risk of property loss and personal injury arising during its use and/or during the event for which the ticket is issued. Management may revoke the license and eject or refuse entry to the Holder for violation of these terms and conditions, facility rules, illegal activity or misconduct. Holder may not go into the competition area or other restricted area, or interfere in any way with the play of the contest. Any Holder interfering with the play of the contest may be subject to ejection from the facility. Holder consents to all searches of person or property as a condition of entry and confiscation of prohibited items. Tickets reported as lost or stolen may not be honored and may not be replaced nor the price refunded. This ticket may not be duplicated. Holder may not solicit contributions or distribute literature on the premises. **Every person, two years of age and older, must have a ticket to enter the facility. Entry will be at the facility's discretion, unless proof of age is provided. Those under two must be accompanied by a person with a valid admission ticket. Every person, regardless of age, must have a ticket to enter the facility.** Unless specifically authorized in advance by the NCAA, this ticket may not be offered in a commercial promotion or as a prize in a sweepstakes or contest. This ticket may not be sold or resold above face value except in approved instances authorized by the NCAA. Persons selling or reselling tickets in violation of any applicable city, county or state regulations, ordinances or laws may be subject to arrest and prosecution. Persons violating NCAA ticket resale policies may face sanctions including but not limited to loss of future ticket privileges. The NCAA reserves the right to limit or restrict the number of tickets that Holder may purchase or possess. Access to the facility (or substitute facility) by any person other than the original purchaser of this ticket may be denied. If access is denied, no refund of the ticket price will be due. No refunds or exchanges will be permitted. No re-admittance. **No firearms or weapons are permitted on these premises for NCAA championships and events, excluding authorized law enforcement officers.** Failure to abide may subject you to ejection as well as other applicable discipline or action. The foregoing shall not limit the applicable equipment used in and for fencing and rifle competitions in accordance with NCAA rules, at the venues for such competitions. Holder may not bring alcoholic beverages, bottles, cans or containers, laser pointers, irritants (e.g., artificial noisemakers), video recording devices or strobe lights onto the premises. Promotional items (e.g., shakers, cups, flags, etc.) with commercial slogans or identification also are prohibited. Noncommercial signs, flags or banners that, in the opinion of the NCAA, reflect good sportsmanship, can be held by one individual and do not block the view of other ticket patrons, are permitted. No signs, flags or banners of any size may be affixed to the facility. Holder shall not sell, transmit or aid in transmitting any description, account, picture, recorded transmission, video recording or other reproduction of the contest to which this ticket is issued. Holder expressly grants the NCAA and its licensees the right to use Holder's image or likeness in connection with any live or recorded transmission or reproduction of such event, for any purpose, including promotional purposes, without further authorization or consideration. The NCAA may choose to relocate the event to another facility, with or without notice, and without liability, to Holder. The NCAA shall not be responsible for punitive, incidental, consequential, or special damages. The Holder of this ticket agrees not to take any action, or cause others to take any action, which would infringe upon the NCAA's rights. Purchase or use of this ticket constitutes acceptance of these terms and conditions.

DATES AND TIMES ARE SUBJECT TO CHANGE

ASSUMPTION OF RISK, RELEASE AND WAIVER OF LIABILITY AND INDEMNITY AGREEMENT

Event: _____ (the "Event")

Participant's Name (Please print): _____ (the "Participant")

Participant's Age: _____

In consideration for permitting Participant to participate as a volunteer in the Event as directed by the relevant staff, the undersigned, for themselves, and for their respective heirs, personal representatives and assigns, agree as follows:

Assumption of Risk: The undersigned hereby acknowledge and agree that they understand the nature of the Event; that Participant is qualified, in good health, and in proper physical condition to participate therein; that there are certain inherent risks and dangers associated with the Event; and that, except as expressly set forth herein, they, knowingly and voluntarily, accept, and assume responsibility for, each of these risks and dangers, and all other risks and dangers that could arise out of, or occur during, Participant's participation in the Event.

Release and Waiver: The undersigned hereby RELEASE, WAIVE, DISCHARGE AND COVENANT NOT TO SUE the National Collegiate Athletic Association and its member institutions, the host entities and the host city, and each of them, their officers and employees, (collectively, the "Releasees"), from and for any liability resulting from any personal injury, accident or illness (including death), and/or property loss, however caused, arising from, or in any way related to, Participant's participation in the Event, except for those caused by the willful misconduct, gross negligence or intentional torts of the above parties.

Indemnification and Hold Harmless: The undersigned also hereby agree to INDEMNIFY AND HOLD the Releasees HARMLESS from any and all claims, actions, suits, procedures, costs, expenses, damages and liabilities including, but not limited to, attorney's fees, arising from, or in any way related to, Participant's participation in the Event, except for those arising out of the willful misconduct, gross negligence or intentional torts of the above parties.

Permission to Use Likeness: The undersigned further agree to allow, without compensation, Participant's likeness to appear, and to otherwise be used, in material, regardless of media form, promoting the National Collegiate Athletic Association, and/or its championships, events and activities, including those of its representatives and licensees.

Severability: The undersigned expressly agree that the foregoing assumption of risk, release and waiver of liability and indemnity agreement is intended to be as broad and inclusive as is permitted by the law of the host state and that if any portion thereof is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect.

Acknowledgment of Understanding: The undersigned have read this assumption of risk, release and waiver of liability and indemnity agreement, and have had the opportunity to ask questions about the same. The undersigned fully understand this assumption of risk, release and waiver of liability and indemnity agreement, that the undersigned are giving up substantial rights in connection therewith, and that its terms are contractual, and not a mere recital. The undersigned acknowledge that they are signing this agreement freely and voluntarily.

Signature of Participant

Date

Signature of Parent/Guardian of Minor

Date

Signature of Parent/Guardian of Minor

Date

A CHAMPIONSHIP HOST'S GUIDE FOR CREATING A SUCCESSFUL NCAA.COM BROADCAST



WebStream Sports is responsible for video content and live productions at more than 1,000 events annually. Since 2010, in partnership with Turner Sports and NCAA.com, WebStream has provided championship coverage for hundreds of NCAA events. Its team will work with each host to ensure that live video streams from the championship are high quality and stress free.

Network Connection

To deliver a high quality video production, WebStream Sports requires at least 5 Mbps sustained upload speed, with more preferred, dedicated to two wired Internet lines. It is extremely important that the IP network be addressed early in the planning process.

WebStream's team normally arrives a day or two prior to the event to test network connectivity with Turner Sports. An IT representative from the host should be available to work through any issues.

Equipment Setup

The producer and equipment will need to be located within 100' of the network ports. All equipment can be set on one or two 8' tables. Please provide four chairs for announcers and production crew.

Our broadcasts generally utilize three to four cameras. The location of cameras varies greatly by sport.

In all cases, the cameras are cabled to the production position. WebStream will work with the host to determine the best camera locations. WebStream will request photos and/or a diagram of the venue. Also, if the institution has streamed events in the past, an idea of where cameras have been located is helpful.

The broadcast equipment requires minimal power. A standard power outlet (dedicated 20 AMP single phase 110V outlet. Non-GFI) will suffice.

If available, an audio feed from the public address system should be provided to the production position on an XLR connector.

Equipment Receiving/Shipping

Broadcast equipment will typically be shipped to the site via special courier. The shipment will contain on average 20-22 boxes ranging from cases the size of a laptop to larger boxes up to 100lbs. Once the equipment is set, the host will need to identify a location to store empty boxes that can be locked.

Following the event, WebStream will coordinate pickup of the equipment.

Crew/Announcers

Turner Sports provides all necessary equipment for a successful broadcast. The production crew and announcers are secured by WebStream Sports

If the host institution already has contacts with local camera operators, a production company or announcers, please pass that information along. WebStream is happy to work with local crews and/or students at host institutions.

Event Specific Accommodations

WebStream Sports will make every effort to accommodate video needs host institutions might have. Identifying these needs early in the planning process is important. Please do not hesitate to reach out if you have any questions regarding the NCAA.com championship productions. All live broadcasts can be found on NCAA.com.

For more information, please contact:

Andrea Crawford
WebStream Sports
andrea@webstreamsports.com
317-373-1119



Championship Host Guide to Live Statistics

Turner Sports Web Operations

Turner Sports in conjunction with CBS will be responsible for setting up all live statistics for the NCAA.com website. Directions, testing protocols, and game settings will be sent out prior to each Championship for the host site to follow to ensure a successful experience.

Host Site Requirements

- Reliable internet connection for the scoring computer
- The latest version of Stat Crew software (please see below)
- Successful test of the software prior to the Championship
- Send Home/Away designations to your live stats contact as soon as you receive them

Stat Crew Requirements

The latest installation of Stat Crew version X.18 needs to be downloaded at least one week prior to the start of the Championship. **Note:** If you need assistance with the software please contact your NCAA Championship Coordinator.

After installing, open Game Reports | Help | About and confirm the date reads July 2016 or later.

(Does not apply to TAS Tennis or Golf.)

For further questions, please contact Stat Crew at support@statcrew.com or (513)-771-4192

Here are reminder steps for XML activation, if it does not automatically activate:

1. Open Game Reports | Live | TASFTP Diagnostic Mode, select the FTP Setup button and make sure “passive mode” is enabled. Click ok to save changes.
2. In Game Reports, select Help | About, make sure version is X.18.
3. Then open Live | Live Setup

Check boxes for:

- Enable XML Stats Feed
- Auto-send FTP
- Auto Copy Files
- Click the Activate button
- Click OK

You should then receive a message that XML has been activated.

Now you are set for live stats with XML data. Complete your FTP destinations and file names before starting the game.

The screenshot shows the 'Live stats settings' window. Key settings include:

- Activate:** Checked.
- Gamertracker ID:** 9999999.
- FTP settings:**
 - Auto-send FTP: Checked.
 - FTP site: ftp.netitor.com
 - User ID: provided by CBSi
 - Password: [redacted]
 - Target directory: provided by netitor
- Copy file settings:**
 - Auto-copy files: Checked.
 - Target directory: c:\xml
- XML output:**
 - Enable XML stats feed: Checked.
 - Xml filename: [empty field]
 - Code: BDX-071445239-1122940
- Other settings:**
 - Show stats on screen: Checked.
 - Reverse play-by-play: Unchecked.
 - Show team logos: Unchecked.
 - Show links to views: Unchecked.
 - Show last play text: Unchecked.
 - Poll rate in seconds: 2

 Buttons for 'OK' and 'Cancel' are at the bottom.

Please ensure all settings are correct and the game ID has been entered correctly.

Testing Protocol

Turner Sports Web Ops or CBS will be in contact with the Host Site approximately one week prior to the start of the Championship in order to test the connection settings. It is imperative that a test is done **PRIOR** to the start of the Championship. Please make sure someone is available to test from the host site at least two days before the Championship begins.

Game Day Protocol

Turner Sports Web Ops or CBS will send out game day settings after successfully completing the testing protocol. Instructions for game day settings will include:

Gametracker ID:

FTP site: ftp.netitor.com

User ID: fanslive

Password: livestats

XML Filename: (will be provided)

Target Directory: (will be provided)

Note: StatBroadcast will be involved in many of these Championships. The test settings and game settings may change accordingly. More information to come for those Championships.

Troubleshooting Tips

- Please ensure all settings are correct and the game ID is entered and is correct
- Restart Stat Crew
- Check live stats URL to make sure game is live (after the game has started)
- Reach out to your live stats contact

Live Video Streaming Rights Requests (early rounds only)

Turner Sports owns the exclusive rights to stream all NCAA Championships. If Turner elects not to exercise its video streaming rights, then certain Third Parties may request permission to video stream select NCAA Championship events. All requests must be made at www.ncaa.com/rights-request

All non-commercial broadcasts will be free of charge and those that have commercials will incur a fee of \$1,000 per stream. Please make all streaming requests at least 2 days prior to the start of the requested stream (if possible).

Note: All final site events are either televised or streamed live on NCAA.com

Please provide a game day contact number that you can be reached at on the day of the event.

For more information, please contact:

NCAA Web Operations

jason.venson@turner.com

Jason Venson

404-704-2493

ncaawebops@turner.com

