



NATIONAL CAMPUS CHAMPIONSHIP SERIES

# **NCCCS Regional Tournament Operations Manual:**

## **A Resource Guide**

**2010-2011**

# NCCS Regional Tournament Manual

---

## ACKNOWLEDGEMENTS

This manual was made possible through the dedication of several people and the support of their institutions. Their vision and dedication to improving NIRSA and NCCS events led to the creation of this resource. It is the hope of these dedicated professionals that the information contained within benefits the leaders and visionaries of tomorrow.

The NIRSA and NCCS Committee wish to thank the following for their selfless efforts:

Darci Doll  
Assistant Intramural/Sport Club Coordinator  
The University of Texas at Austin

Jerrold Jackson  
Intramural Coordinator, Recreational Sports  
Texas A&M University

Tricia Losavio  
Director, Recreational Sports  
The University of Texas at Dallas

Kenny Norris  
Facilities Coordinator, Campus Recreation  
Stephen F. Austin State University

Bradley Petty  
Director, University Recreation  
Angelo State University

Britton Sherry  
Assistant Director, Recreational Sports  
University of North Texas

Jacob Tingle  
Associate Athletic Director, Rec Sports/Facilities  
Trinity University

Brooke Turner  
Assistant Director, Recreational Sports  
North Georgia College & State University

Steve Waden  
Assistant Director for Facilities, Recreational Sports  
Texas Tech University

## Introduction

Thank you for showing interest in hosting a NCCS Regional Tournament. The NIRSA membership is an important element in making these tournaments successful, without the willingness to volunteer to provide these great opportunities for our students and staff, these tournaments would not be successful. Utilize this tournament operations handbook as a guide as you plan and execute your tournament on campus.

### ***Non-Discrimination Policy***

Standing against bigotry by holding fast to the basic principle of respect for human rights, in all matters both public and private, the NCCS and the NIRSA Services Corporation (NSC), a wholly owned for-profit subsidiary of the National Intramural-Recreational sports Association (NIRSA), strives to promote civil society and social justice. It is therefore our stated position that the NSC upholds the tenets of the NIRSA Mission State to foster quality recreational programs, facilities and services for diverse populations and that demonstrates a commitment to excellence by utilizing resources that promote ethical standards, and therefore does not tolerate discrimination against persons on the basis of race, gender, religious affiliation, age, marital or civil union status, sexual orientation, national origin, ancestry, intellectual development, or physical disability.

## SECTION 1 TOURNAMENT LOGISTICS

### ***Facility Reservations and Equipment Orders***

- At least six (6) months before the event, ensure that all facilities are available.
  - Regional Events – Provide a minimum of four (4) fields or courts with lights for the event.
- To avoid any delays, all equipment orders should be made early and include:
  - Ordering awards (to be in-house one month prior to event start date).
  - Reserving hotel rooms for Officials and visiting Event Staff (3-6 months in advance).
  - Reserving a place to hold meetings (Captains and Officials).
  - Reserving the services of Medical Staff (Certified Athletic Trainer recommended – secure 4 months prior to event).
  - Ordering concessions (encourage fund-raising opportunity for ProRec, Sport Club, Official's Club, or other student organization).
- If no concessions in your facility, have a document available to all participants and fans with directions to local food establishments.
  - Look to local businesses to secure discounted food deals.
- Secure miscellaneous items such as radios, golf carts, tents, etc. These are a MUST for efficient communication during the event.
- There should be an understanding that the host institution provide at no cost all facilities owned by that institution.
  - If there is a cost for facility rental, this expense should become part of the event budget
- If the event is played at a private complex for a fee, then this expense should become a part of the event's budget.

## **Registration**

- Provide complete registration information well in advance of the event. (2 months)
- The host should distribute the registration information to all institutions and/or individuals.
- Registration should be at a central location.
- University Checks, University Credit Card, Money Orders, or Cash should be the only forms of accepted payment.
- A receipt book/form must be present and a receipt **MUST** be issued to all teams to confirm registration.
- Post-event information and final results should be sent out to all Team Captains,
- Post-event information and final results should be sent out on the NISRA Habitat Community

## **Eligibility**

- Players must be enrolled for the minimum number of hours (listed below) for at least 45 days prior to the beginning of the championship event.
  - Undergraduates – minimum of ½ full-time enrollment status
  - Graduate – minimum of six credit hours
  - If a player is a graduating senior, and taking less than the required hours to fulfill their graduation requirements, submit a letter from the registrar along with the registration materials stating that the player will be graduating the same term of the event.
  - For NCCS events that occur during an academic break, the preceding term will be used to determine eligibility.
  - Participants from schools on the quarter system must meet the eligibility requirements of the half time enrollment for both the current and the preceding quarter.
- Players are limited to six appearances in NCCS/NIRSA National events or appearing on a varsity roster per sport. These appearances can be nonconsecutive, but after any six appearances on a roster in the same sport eligibility is exhausted.
  - Beginning in the fall of 2010, anyone participating as a first-time participant has six years of eligibility per sport at NCCS/NIRSA events. Players that have appeared on a NCCS/NIRSA roster in the same sport between the fall of 2005 and spring 2010 also have six appearances that can also be nonconsecutive. Any players that appeared on a NCCS/NIRSA event roster or on a varsity “squad list” prior to the fall of 2005 are no longer eligible to participate in NCCS/NIRSA events. If a player has appeared on a “varsity squad list” at any two-year or four-year college varsity team in the same sport, this also constitutes a year(s) of used eligibility. If a student played on varsity sport for two years, they still have four appearances left at NCCS/NIRSA events (so long as their team doesn’t exceed the maximum number of varsity players).
- Players must not be listed on the varsity roster (or “Squad List”) in the same or related sport for the current academic year.
  - Exceptions may be granted to any player that was listed on the roster for less than three weeks
  - If a former varsity player has been listed on a varsity roster or “squad list” for four or five academic years, that player is not eligible for NCCS competition until after one full academic year has lapsed from the final academic year they were listed on a school’s varsity squad list.

The following matrix can be used to clarify eligibility and classification:

On a Varsity Squad List for (the):	Current Academic Year (AY): Less than or equal to 3 weeks	Current AY: Greater than 3 weeks	1 AY	2 AYs	3 AYs	4 AYs	5 AYs	6 AYs
Eligible to Compete	Yes	No	Yes	Yes	Yes	Yes*	Yes*	No
Label as Former Varsity	No	-	No	Yes	Yes	Yes	Yes	-
# years of NCCS Eligibility Remaining	6	-	5	4	3	2	1	0

\* must be removed one full academic year from last year on squad list

AY = Academic Year

- Players have never been declared a **professional athlete** in the same or related sport.
  - A **professional athlete** is one who receives any kind of payment, directly or indirectly, for athletic participation, or who has participated in competition with a professional team.
  - A **professional athletics team** is any organized team that provides any of its players more than actual and necessary expenses for participation on the team and/or declares itself to be professional.

#### Appeal for Player Eligibility

- An individual or team can appeal the sanction or request an eligibility exception through a written letter approved by their Campus Recreation Director (include the Director's statement of support and signature) and send to the NIRSA Director of National Sport Programs within ten (10 business days of the sanction (NOTE: Request for eligibility exceptions must be made a minimum of 30 days prior to the respective contest). The reasons for the appeal should be clearly outlined. The NIRSA Director of National Sport Programs forwards the appeal to the NCCS Standards of Competition Work Team Chair for review by the appeals committee. The appeals committee reserves the right to modify current sanctions as necessary, including imposing additional sanctions. The appeals committee will rule on the appeal within ten (10) business days or receiving notification from the NIRSA Director of National Sports Programs.
  - The committee may choose to contact the Campus Recreation Director from the appealing institution (or designated representative), the team representative of the appealing team, and/or legal counsel

## **Team Eligibility**

All team players must attend the same institution from any two or four year degree-granting college or university.

- Teams representing military installations are eligible to compete, so long as all members of those teams are assigned to the same military installation.
- No women are allowed to compete on a men's team, and no men are allowed to compete on a women's team.
- Teams are limited to number of former varsity player(s) (listed below) they can register. A former varsity player is defined as a student who has been listed on a "school's varsity squad list" for any 2-year or 4-year college/university team for more than one academic year:
  - Basketball – 1 athlete
  - Flag Football – 2 athletes
  - Volleyball – 2 athletes
  - Tennis – 1 athlete
  - Soccer – 3 athletes

## **Regional/National NCCS events Student Officials Eligibility**

- Officials must meet the same enrollment eligibility criteria as players throughout the NCCS event: half-time for undergraduates and at least six hours for graduates at their representing institution.

## **Entry Deadline**

- Early Bird Entry options with a lower fee are recommended to encourage early entries.
- The final deadline should be about two (2) weeks to ten (10) days before the event (Full price or late fees go into effect).
- How strict the individual institution is with the FINAL deadline is up to that institution, but leniency and flexibility can lead to substantially more work.

## **Postponements / Rescheduling**

- In the event of inclement weather or major conflict, plans should be made for the possibility of an abbreviated event. Notify all participants of any potential postponements or schedule changes prior to and then during event.
- The Tournament Director should have the flexibility to deal with each team's request and assist them in having a quality event experience.
- Team schedule requests (due to travel distance) should be handled by the Tournament Director.

## **Insurance**

- Each regional site must have adequate insurance coverage approved by NIRSA. The regional host must have an insurance policy or acquire an insurance policy that will cover NIRSA and NIRSA Services Corporation. This can be done by one of these options:
  - Purchasing a per participant policy through NIRSA (estimated to be approximately \$5 each participant)
  - Adding NIRSA as an additional insured on your University policy. The insurance coverage needs to meet the following requirements:

- At least \$5,000,000 liability coverage
- Accident/Medical coverage for participants
- Indemnification of NIRSA/NIRSA Services Corporation
- Each participant **MUST** have insurance to play in an NCCS event.
- Each player must sign the NCCS waiver.

### ***Risk Management***

- Implementation of a comprehensive Risk Management Plan will assist in ensuring a safe environment for the event.
- Refer to the NIRSA Risk Management Manual for help in developing a plan.
- The risk management plan should be discussed at the tournament staff meeting before the tournament starts.

### ***Medical Procedures***

- Information about local hospitals should be available to staff at the tournament.
  - Information should include phone number, directions, location of physician or paramedics during game(s).
- Local emergency telephone numbers, location of ambulance/paramedics/trainer at game site should be available.
- Each scheduled open gym/practice or contest of any NCCS Regional Tournament should include the following:
  - The presence on site of a person qualified and designated to render emergency care to a stricken participant.
  - The presence of planned access to an Athletic Trainer for prompt medical evaluation of the situation, when warranted.
  - Planned access to a medical facility, including a plan for communication and transportation between the site and the medical facility for prompt medical services, when warranted.
  - Access to a working telephone or other telecommunications device, whether fixed or mobile, should be assured.
  - All necessary emergency equipment should be at the site or quickly accessible.
    - Equipment should be in good operational condition and personnel must be trained in advance to use it properly
- Additionally, emergency information about the participant should be available both at the tournament site for use by medical personnel, this information can be found on the NCCS waiver.
- All parties involved with the tournament including the visiting teams should have an understanding of the available medical help.

### ***Security***

- Development and implementation of a security plan is the responsibility of the Tournament Director. The NCCS and NIRSA request that all security personnel report for duty at least one hour before the site is opened to the public and remain until after the competition concludes or until dismissed by the Tournament Director or his/her designee.
- The responsibility for crowd control rests with the Tournament Director or designated representative of the host institution. The Coach, Captain, or Representative of the competing institutions is expected to communicate with their spectators and other fans to

encourage enthusiastic support within the confines of good sportsmanship. The public address announcer should read a prepared crowd control / sporting behavior statement at least once during each championship session:

- *The NCCS believes good sportsmanship is an integral component of intercollegiate competition. We wholeheartedly embrace the position that in order for sportsmanship to prevail, coaches, student-athletes, and fans must display respect, fairness, civility, honesty, and responsibility before, during and after all athletic contests. We encourage fans to enthusiastically support their team, recognize the outstanding performance of opponents, and always exhibit good sportsmanship in their words and actions.*

*The NCCS encourages and promotes sportsmanship by student-athletes, coaches, and spectators. Offensive language including profanity, racial or ethnic slurs or other intimidating actions directed at officials, event staff, student-athletes, coaches or team representatives will not be tolerated and are grounds for removal from sight of the competition.*

- Arrange for adequate security onsite during the competition.
- DO NOT PERMIT artificial noisemakers, air horns, or similar devices in the arena/fields at any time. The Tournament Director is responsible for strict enforcement of this rule. Use of electric instruments is not allowed during play.
- No banners may be posted at any session of the competition other than NCCS/NIRSA or approved local Tournament Sponsors and official participating institution banners
- Provide an escort for officials to and from the locker room area.
- Only the participants, coaches, game officials, and authorized personnel shall be allowed on the playing court/field before, during, and at the conclusion of competition.
- Provide security as needed for each locker room, including the officials' locker room.

### **Locker Rooms**

- Dressing areas (with showers and restrooms within the dressing areas) must be provided for the participating teams within the facility.
- A dressing area separate from the team dressing area must be provided for officials. This dressing area should also include showers and restrooms.

### **Transportation**

- The host site should provide:
  - Directions from airport to hotels
  - Campus and arena maps
  - Courtesy car information
  - Contact information for availability of rental cars and vans
  - Local bus company contact
  - Local public transportation schedules to and from the arena
  - Necessary telephone numbers and emails of important tournament staff
  - Locations of parking at arena
  - Procurement of parking passes, etc.

### **Parking and Arena Entrances**

- Indicate where participating teams may park vans or buses and which gates they should enter.

### ***Training Room and Facilities***

- Training Room Information to include:
  - Location
  - Hours Training Room will be open
  - Name and telephone number of trainer
  - Available supplies and equipment
  - Any policies or procedures specific to your institution
  - Emergency telephone numbers
- Arrangements should be made for laundry facilities (if possible/applicable)
- Drinking cups, water coolers, and towels (if applicable) should be provided

### ***Mailings***

#### Initial Mailing

- It should be understood that “mailings” include physical mail along with emails
- Contact the NIRSA National Center for current mailing labels for all NIRSA schools/institutions for all NCCS sponsored events
- Mail about three (3) months prior to the event
- Institutions should receive initial mailings before their respective intramural season begins
- Initial mailing should include:
  - Brief tournament information
  - Save the date reminder
  - Link to host institution’s web-site
  - Contact information for tournament director

#### Secondary Mailing

- Mail about two (2) months prior to the event
- A second mailing helps remind institutions of the upcoming deadline and should include:
  - Rules of Eligibility
  - Registration Information
  - Promotional Ad
  - Officials Information (application form)
  - Information to promote involvement
  - Host hotel(s) information with contact information (email, website, phone number, fax)

#### Follow-Up Mailing

- This should be just a day or two after the entry deadline (An email is probably more effective at this point).
- This confirms a team’s entry into the event and gives them all necessary information, including:
  - Maps of the areas and game sites
  - Rules
  - Social information
  - Hotel information
  - Captains Meeting schedule
  - Game schedule
  - Ability to sign up for text alerts (if Hot Hand is still a NSC Sponsor)

### **Structure**

- All teams entered in the event should receive a minimum of two (2) contests.
- Pool play followed by a single-elimination playoff is the recommended event structure.
- All events structures/formats, along with any alterations to the event structure, should be announced and given in print to all teams entered in the event before the first contest is underway.
- Male and Female Divisions are required to be offered (and a Co-Rec Division is required for flag football). A minimum of 8 teams are required for each division.

### **Competition Preparations**

- Championship Guide/Handbook/Program must be provided to each team's captain and coach

### **NIRSA Standards of Conduct** (see Appendix #2 for current Code of Conduct)

- The Tournament Director is responsible for ensuring that all participants and staff sign the NIRSA Standards of Conduct prior to participation.
- The Tournament Director should determine the need for any disciplinary action for a participant or staff member.
- A player can protest the Tournament Director's decision and appeal to the Protest Committee
- All-Tournament selections should not include a participant who has been ejected from a contest during the event.
- The suggestions are designed to encourage good sportsmanship and to assure safe playing conditions for the teams.

### **Contact with Participating Teams**

- As soon as possible, please carefully review the following with each competing team in your tournament
  - Contact Information for the Host Hotel.
  - Game times
  - Open Gym/Practice times
  - Time and site of meeting for participating captains/coaches
  - Each team is to bring dark and light uniforms
  - Type of ball to be used
  - Contact information for captains/coaches (cell, hotel)
  - Publicity materials
  - Calendar of any social activities planned
  - Policy for cheerleaders, mascots, and bands

### **Game Site Preparation (Outdoor Event)**

- Prepare at minimum one week prior to the event:
  - Paint lines (if necessary)
  - Have proper goals and balls
  - Secure any needed scoring devices

#### Results/Information posting area

- Risk Management
  - Set-up 1<sup>st</sup> Aid Area/Tent.

Check for playing hazards on all game sites.

- Set-up additional tent (if necessary).
- Set-up concessions area(s).
- Hospitality Room/Area (for officials and committee member ONLY)
- Golf carts (transportation)
- Have a contingency plan in place for any weather/technical (lighting) issues that would impact playing areas.
- Plenty of restroom facilities with back-up supplies (toilet tissue, paper towels, soap).
- Additional trash cans and trash bags
- Seating for committee members
- Schedule custodial staff for upkeep of restrooms and other facilities.
- Test each scoreboard and scoreboard control box (Replace bulbs if necessary).

### ***Game Site Preparation (Indoor Event)***

- Prepare at minimum one week prior to the event:
  - General “freshening up” of the facility
  - Changing nets
  - Sweeping/tacking floors
  - Wiping down backboards
  - Wiping down bleachers
  - Additional trash cans
  - Secure proper number of balls
  - Secure scoreboards
  - Results/Information posting area
- Risk Management
  - Setting up 1<sup>st</sup> Aid Area
  - Checking for playing hazards on all game sites.
- Seating for committee members
- Hospitality Room/Area (for officials and committee members ONLY).
- Set up concessions area(s).
- Have a contingency plan in place for any technical issues that would impact playing areas.
- Plenty of restroom facilities with back up supplies (toilet tissue, paper towels, soap).
- Schedule custodial staff for upkeep of restrooms and other facilities.
- Test each scoreboard and scoreboard control box (Replace bulbs in necessary).

### ***Sideline Preparations***

#### **Scorer's Table**

- An official field/court supervisor should be seated at the scorer's table during all competition.
- There will be positions at the official table for home and visiting team scorebooks. The scorer's table is only for those individuals directly involved with the administration and conduct of the game(s) [i.e. scorers, public address announcer, alternate official, and clock operator].
  - The intent of this is to minimize the number of individuals sitting at the scoring table in the best interest of the conduct of the game(s).
- Provide the official scorer with an officials' shirt so they may be easily identified.

- Arrange for a back-up system for the game clock and horn.
- Possession Arrow (if applicable)

#### Team Bench Area

- Whenever possible, team benches or chairs should be located on the same side of the court as the scoring table and not at the ends of the court.
- The team benches or chairs shall be set for 15 individuals (e.g. players in uniform, coaches, etc.).
- Set the team benches or chairs further back from the court than the official scorer's table (this will help with the line of sight for the staff seated at the scorer's table).

#### **Team Uniforms**

- Teams must bring both light and dark uniforms.
  - Provide a back up neutral set of jerseys for teams to check out in case of color conflict
- For pool play games, the HOME team will wear lighter colored uniforms.
- For Tournament-Play, the higher-seeded team will wear its light uniforms.
- If the HOME team or higher-seeded team's "light" uniforms are not in a color contrasting with the lower-seeded team's uniforms, the lower-seeded team must adjust and wear a contrasting color.
  - Provide an extra set of non-contrasting jersey in case of conflicting colors

#### **Championship Game**

- Special consideration needs to go into making the championship game a special event.

#### Announcements

- The Tournament Director or designee will coordinate the ceremony with the public address announcer.
- Player introductions should take place before the game (the non-starters followed by the starting line-ups for each team).
- The National Anthem should be played and/or sung prior to each championship contest.

#### Awards Ceremony

- The Tournament Director should plan an awards ceremony with the aid of (Appendix #11) for the final day of competition, conducted at the conclusion of the championship game. The plans should include team awards.
- The championship trophies and individual awards will be presented on the court or field immediately after the game.
- The public-address announcer will read players' names from the prepared script as the chair of the committee presents the awards.

## SECTION 2

# TOURNAMENT STAFFING & COMMITTEES

### ***General Staffing/Committee Information***

- The Directors of Operations, Competition and Officials should be selected at least three months in advance of the tournament.
- Staff/committee members should be selected at least two month in advance of the tournament.
- Staff/committee members should be appointed by the Tournament Director, in consultation with the Directors of Operations, Competition and Officials.
- The Tournament Director will have the final say on all staff/committee member appointments and on the number of staff assigned.

### **General Committee Qualification Standards for a NCCS Regional**

- Currently employed or pursuing a career as a professional in the recreation field
- If Professional staff should be a current NIRSA member
- Willingness to learn and develop professionally in the field
- Exhibit an interest or experience in student development
- Knowledge of intramural sports on some level
- Available for entire tournament, including pre-tournament staff meetings

### ***Tournament Director***

Accepting the role of Tournament Director (TD) for an NCCS event is a challenging and rewarding experience. It requires skill in all areas of programming and is, therefore, an excellent tool for developing and/or refining management and leadership skills. The TD is the one person responsible for all aspects of the tournament. The TD creates the tournament plan, identifies individuals to help execute the plan and ultimately ensures that all aspects of the tournament run smoothly. The TD must be available to respond to any situation that requires his/her attention must rely on others to direct certain aspects of the tournament.

The NCCS Event Structure (Appendix #3) is intended to create a consistent structure across all NCCS events and to align tournament responsibilities in a manner that provides adequate support to the Tournament Director while providing leadership opportunities for a larger number of students and professionals.

In this structure the Tournament Director will identify three individuals, each serving as a Director of one aspect of the tournament: (1) Operations, (2) Competition, and (3) Student Officials. Because these four individuals rely upon each other, communication between them is critical. The following paragraphs outline the responsibilities of each of these positions. Lastly the TD is expected to utilize the following set of standards when selecting most tournament staff. Some positions require additional and more specific standards, which are also listed below.

### ***Director of Operations***

The Director of Operations is the individual most engaged with the Tournament Director in setting up the tournament. Responsibilities include identifying marketing and IT staff to help promote the tournament, securing food and hotels for participants and staff, coordinating the registration process from beginning to end, preparing for and resolving safety and security issues and helping the

Tournament Director identify and secure local sponsors for the tournament. Additionally, the Director of Operations is responsible for daily set-up of facilities, for providing supervisory staff at each field, and fulfilling sponsorship agreements with local and national sponsors. Because of the nature of this position, the Director of Operations should be a member of the host institution's staff.

The following is a more detailed description of the duties/oversight of the Director of Operations. While these duties are not all-inclusive, they do represent many of the areas for which the Director of Operations will be responsible. Be sure to consult with the Tournament Director on exactly how to approach these tasks and for a precise division of responsibilities.

### Hotels

- First consider location and how far teams, officials, and staff will have to travel to and from the tournament location. Cost is not always the better way to go if participants are traveling over 30 minutes to get to the game site.
- Many hotels have discounts for large group reservations
- Set up a meeting with the hotel manager and discuss what options are available if you choose to use that hotel as the host hotel.
  - Examples are one (1) free room for every 30 or 40 rooms reserved, or the host school will receive \$5 or \$10 credit to be used towards payment of staff and official rooms.
  - Discuss transportation options with the hotel manager. Some hotels offer free shuttle service within 5 – 10 miles of the hotel.
  - The hotel manager may be able to offer discounts at the hotel restaurant or offer meeting rooms free of charge.

### Food

- At a minimum, two meals should be provided per day. This could include a continental breakfast that is offered by the hotel. If staff and officials are working all day and are not splitting the day in half, providing all three meals is necessary.
- Local vendors, especially those that are near the tournament or hotel are usually very accommodating with providing meals. Some vendors may offer discounts in exchange for being able to sell food during the tournament.
- Check with your university to see if there are any food contracts that can assist with providing meals.
- Be sure to offer a variety of meals; do not offer pizza or hamburgers every day or for all meals.
- Remember to include vegetarian options.
- If the tournament schedule allows, offer a social which includes a meal (usually dinner) for the officials and staff, and then on another night offer a social that is just for the staff.
- Contact a local restaurant to set up discounts for players/staff if they mention NCCS

### Operations Committee

- This committee will assist in anything having to do with running a tournament. Their duties include:
  - Set up fields/courts and all relevant supporting equipment (i.e. tents, water coolers, score clocks, sponsor materials, etc.).
  - Provide supervision of games played, responding to medical and/or behavioral issues as well as operational issues such as equipment checkout, scorecards, etc.
  - Respond to grounds and physical plant issues.

- The Operations committee may vary in size from tournament to tournament. The number of fields/courts and different venues will need to be considered when determining the size of the staff.

### ***Director of Competition***

- The Director of Competition is responsible for ensuring that the event is executed in a manner consistent with NCCS Standards of Competition. Responsibilities include (in consultation with the Tournament Director):
- Establishing rules of play (consult with Tournament Director and Director of Officials).
- Creating and posting schedules of play.
- Creating and printing game sheets/scorecards.
- Recording and posting results of competition.
- Recording statistics (where applicable) including sportsmanship issues (technical fouls, unsportsmanlike penalties, etc.).
- Assign a Chair to the direct the All-Tournament Committee (if needed the Director of Competition can serve this role also).
- Selecting staff for the All-Tournament Committee (in consultation with the All-tournament Chair)
- Overseeing the All-Tournament Committee and all operations.

### **All Tournament Committee**

- The members of this committee will be responsible for selecting outstanding players for the tournament.
- Their duties might include: keeping stats, monitoring games, and an evaluation of sportsmanship throughout the tournament.
  - This committee should have at least one person for each field/court.
  - **NOTE:** In some tournaments, Operations Staff are used in this role (in addition to their operational responsibilities). If so, the Director of Competition must work closely with the Tournament Director and Director of Operations to ensure there is adequate staffing for both roles.

### **Chair Qualification Standards for a NCCS Regional Tournament All-Tournament Chair**

- In addition to the Committee Qualification Standards
- Current NIRSA Member for three-years
- Served on the All-Tournament Committee at least two other NCCS events
- Strong leadership and communication skills are critical for this position.

### ***Director of Officials***

The Director of Officials is responsible for recruiting student officials to work the tournament (or at least be involved in the officials selection process), for providing training for these officials, and for providing evaluation and positive feedback consistent with the highest standards of the officiating avocation and of NCCS principles of professional development. The Director of Officials is also responsible for selecting and directing clinicians and evaluators to assist with the training and evaluation of student officials, and selecting All Tournament Officials.

- **Qualification Standards for a NCCS Regional Tournament Director of Officials**
  - *In addition to the Committee Qualification Standards*
  - *Current NIRSA Member for three (consecutive) years*

- Served on the Officials Committee for two other NCCS events (same sport)
  - Preferred three-years as an active official (High School, College, On-Campus) OR have served on the Officials Committee three NCCS events (same sport)
  - In addition, when considering candidates for the Director of Officials position:
    - It is imperative to have a person with experience on all levels: officiating, training and evaluating.
    - Strong leadership and communication is essential.
- Responsibilities include
    - Recruit student officials to work the tournament (or at least be involved in the official's selection process).
    - Provide training for these officials, and providing evaluation and positive feedback consistent with the highest standards of the officiating avocation and of NCCS principles of professional development.
    - Selecting and directing clinicians (Officials Committee) and evaluators to assist with the training and evaluation of student officials.
    - Select graduate assistants or outstanding undergraduates to serve on Officials Sub-Committee.
    - Select one committee member to serve as an Assistant Director. The Assistant Director capacity will be to assist in scheduling, evaluation summaries, and other duties that arise.

#### Officials Committee

- Selection process
  - The Director of Officials (in consultation with the Tournament Director) will select professionals and graduate assistants from the NCCS region in which the tournament takes place.
  - If sufficient staff is not available within the region, staff from outside the region may be invited. Ideally, there should be two Officials Committee members and one member of the Officials Sub-Committee at each court/field for the duration of the tournament.
  - There should be a minimum of two committee members (professional or grad) at each court/field for the duration of the tournament.
  - The Director of Officials should serve in a floater capacity and therefore should not be scheduled as an evaluator on any one court. The Director of Officials should also select one committee member to serve as an Assistant Director. The Assistant Director capacity will be to assist in scheduling, evaluation summaries, and other duties that arise.
- Requirements & Guidelines
  - Currently employed or pursuing a career as a professional in the recreation field
  - Professional staff should be a current NIRSA member
  - Willingness to learn and develop professionally in the field
  - Exhibit an interest or experience in student development
  - Available for entire tournament, including pre-tournament staff meetings

#### Officials Sub Committee

- Requirements & Guidelines
  - Currently employed or pursuing a career as a professional in the recreation field
  - Willingness to learn and develop professionally in the field
  - Exhibit an interest or experience in student development

- Available for entire tournament, including pre-tournament staff meetings

The following are other committees that the Tournament should include:

#### Operations Committee

- This committee will assist in anything having to do with running a tournament. Their duties include:
  - Set up fields/courts and all relevant supporting equipment (i.e. tents, water coolers, score clocks, sponsor materials, etc), keeping score, trophy presentation, and field/court breakdown.
  - Provide supervision of games played, responding to medical and/or behavioral issues as well as operational issues such as equipment checkout, scorecards, etc.
  - Respond to grounds and physical plant issues.
  - Develop and implement an Emergency Action Plan to respond to a critical incident.
  - The Operations committee may vary in size from tournament to tournament. The number of fields/courts and different venues will need to be considered when determining the size of the staff.

#### IT Committee

- This Committee will assist in the technical needs of the tournament.
  - Their duties will include: videotaping of games, computer/projector set up, data entry, etc.
  - This committee chair should report to the Tournament Director
- The IT Committee should include at least one person to assist with data entry and updating the web (more may be needed depending upon the number of games and statistics being entered).

#### Brand Management Committee

- Put up all branded materials and signage for event sponsors.
- Execute special events related to sponsorship requirements.
- Coordinate the “extras” for championship games including the singing/playing of the national anthem, announcing team line-ups and in-game announcements.
- Ensure that a photographer is present at the championship games (if not the entire tournament).

#### Host Committee

- Greet teams as they arrive for team meetings and contests.
- Provide information about local restaurants, entertainment, and transportation.  
Serve as an ambassador of your institution and community

#### Protest Committee

- The responsibility of this committee is to rule on all protests, appeals and other such issues requiring due process. The committee will have authority to rule on all issues not covered in the tournament rules or event literature. This committee will consist of:
  - Tournament Director
  - Director Operations
  - Director of Competition
  - Director of Officials

- NCCS Representative

### **Meeting Agendas**

- The Tournament Director should conduct a meeting with all the staff members prior to the start of the event.
- Items to be discussed are:
  - The role that each committee chair/members will have during the tournament.
  - Game schedules
  - Map of the fields/courts
  - Directions to the hotel
  - Social events
  - Handout staff shirts, nametags, and if appropriate the work schedule.
- After that is completed, each committee will need to break and have their committee specific meetings
  - All-Tournament Committee will need to review the criteria for selection, number of All-Tournament members for each division/category, etc.
  - Officials Committee will need to review the rules, discuss any new rule changes or points of emphasis, problem areas from other tournaments, and the criteria for All-Tournament Officials.
  - Operations will need to review the field/court locations and numbering, the set up/tear down process, storage/location of equipment, and review responsibilities during the tournament (trash pick-up, refill water coolers, etc).
- The Captain's Meeting will be administered by the Tournament Director.
  - Tournament guidelines/expectations and sportsmanship will need to be discussed and communicated as a point of emphasis.
  - Logistical information will also need to be reviewed such as field/court location, tournament schedules, parking, hotel location, and behavior at the hotel.
  - The Officials Chair should review the rules and protest procedure at the Captain's Meeting.
- The Officials Meeting should be lead by the Officials Committee Chair and will need to discuss the tournament schedule, field/court location and numbering, schedules, review rules and point of emphasis, and give out any other logistical information.

# SECTION 3

## OFFICIALS

### ***Officials Application and Selection Process***

#### Selection

- Officials for the tournament will be selected through a bid process.
- Officials must submit application and bid information within the prescribed deadline period for consideration. The initial deadline for consideration should be three weeks prior to the tournament.
- An email should be sent to all applying officials indicating their application was received.
- The Director of Officials and Tournament Director will be responsible for the final selection of officials.
- EVERY EFFORT should be made to have as many institutions from within the region represented.
  - Examples of “every effort” include: phone calls and emails to directors from within the region.
  - When determining the final officials’ roster, no more than two officials per institution should be *initially* selected.
  - If roster spots remain available, selection can then be made regardless of institutional affiliation.
- A minimum of two weeks prior to the event, email notification should be sent to all officials, both those selected and those not selected to work the tournament.
  - Officials selected to work the tournament should be informed of uniform requirements in this notification email.
- When selecting officials to work the regional tournament, primary consideration should be given to the true “student” official. Similar to the restriction on players at the tournament, officials who are current NCAA collegiate referees should not be selected to referee at NCCS events (if it can be avoided).
  - Students who have this type of experience can be more useful serving in some committee capacity. In addition to being better for the tournament, it will also better facilitate that student’s personal growth and development.

#### Number

- The total number of officials should be equal to 1.5 crews per field/court. Ideally, however, the number would be 2 officials per field/court.
- All games should be officiated using four officials for football and three officials for basketball. Examples:
  - 5 flag football fields = 30 officials
  - 5 basketball courts = 23 officials

#### Amenities

- A dressing area separate from the team dressing area must be provided for officials. This dressing area should also include showers and restrooms.
- Please ensure that officials have transportation to and from the host site.
- Hotel rooms should have no more than four officials.
- Hotels may be willing to provide shuttle service to and from game/meeting sites as part of agreement.

## **Training**

### Officials Committee

- The members of this committee will be responsible for evaluation and education of the students.
  - Their duties will include, on court and video evaluation along with a pre-tournament education clinic.
  - It is necessary that the members of this committee be present for the entire tournament, including the pre-tournament staff meeting.
- Email communication regarding training agendas should be sent no later than one week prior to the tournament.
- The Officials Committee should meet 1.5 to 2 hours before the scheduled officials meeting, and this meeting should be scheduled to end 30 minutes prior to the start of the officials meeting. The Director of Officials should utilize this meeting to:
  - Explain an evaluation/critique/teaching philosophy that is “student development” oriented
  - Cover the general schedule of events, including: game times, meeting times, meals, etc.
  - Set forth expectations of Officials Committee members.
  - Provide training, if needed, on use of audio visual equipment focusing on guidelines for proper “film breakdown” techniques.
  - Review student official training agendas. See Appendix #12 for sample agendas

### Officials Sub Committee

- The members of this committee will primarily be composed of graduate assistants or outstanding undergraduate students.
- The purpose of this committee is to give access to those that might not have the necessary experience to serve on the officials committee.
  - Sub-committee members will be paired with members of the officials committee, providing ample opportunities for further student development.
  - The sub-committee’s duties will include on court/field and video evaluation along with a pre-tournament education clinic.
  - It is necessary that the members of this committee be present for the entire tournament, including the pre-tournament staff meeting.

### Game Officials

- The initial training session for game officials should be scheduled to last between two and three hours, and include both classroom and on-field/court time.
- This training session should be before play begins, on the first day of the tournament or if possible the day before.
- This training session should focus on the following: *See Appendix #12 for recommended official's clinic agendas.*
  - Advanced officiating concepts (3-person for basketball and 4-person for football).
  - Conflict resolution
  - Game management strategies
  - Philosophy of officiating
  - Communication:
    - Working with new partners
    - Officiating new teams
  - Receiving evaluations

- General tournament expectations:
  - All officials should arrive and must be on the field/court 30 minutes prior to the game.
  - Behavioral
  - Interactions with teams and/or other officials (off and on the court).
  - Social events
  - DO NOT include officials in social gatherings held in connection with the championship participants.
  - Field/Court/Facility lay out
  - Meals
  - Meetings
  - Uniforms

### ***Meetings for Game Officials***

- Meeting times and locations should be set in advance and discussed at the initial training session for officials.
- Meetings should be held one hour prior to the start of all subsequent days of the tournament.
  - All officials should come dressed and ready to officiate.
- It is highly recommended an officials meeting be held at the end of the day's action as well.
- Utilize these meetings to discuss any problems, answer any questions and distribute game assignments.
- All members of the Officials Committee should have an opportunity to provide feedback and comments regarding the previous day.
- Must coordinate with the Tournament Director to ensure that meeting times are considered when games are being scheduled.
- The room for these meetings should have audio visual and internet connectivity and provide comfortable seating.
- The Tournament Director should provide the following:
  - Computer
  - TV with VCR and/or DVD
  - Projection screen
  - Dry erase board
  - Copy machine and/or printer if possible.

### ***Schedules***

- The scheduling should be completed by the Director of Officials and the assistant director.
- Too much involvement in the scheduling process can lead to difficulty.
- The Director of Officials and the assistant director are responsible for devising a method to track the number of games worked by each official. The Tournament Director will need this information to properly pay the game officials.

### **Scheduling Philosophy**

- The initial game schedule should be distributed at the meeting prior to the first game.
- All subsequent game schedules should be distributed at morning meetings and natural tournament breaks, such as meals.
- If possible, the initial schedule should have officials from different skill levels working on the same crew

- Through pool play, every effort should be made to schedule officials to equal numbers of games
- Every effort should be made to rearrange officiating crews at the natural breaks that occur in the tournament game schedule.
  - This ensures that officials get an opportunity to work with as many partners as possible.
  - Additionally, it allows the Officials Committee the opportunity to observe officials' teamwork abilities when working outside of their comfort zone.
- If possible, officials scheduled to work the last game of the night should not be scheduled to work the first game the next day. This can be difficult because crews will, more than likely, be rearranged for the next day.
- If the integrity of the tournament would not be impacted, every effort should be made to schedule every official to work one game on the final day.

#### Scheduling Method

- Input from Officials Committee Members should be given, especially when determining schedules for the second and/or third days of the tournament.
- The Director of Officials should solicit the following information:
  - Crew leaders
  - Weaker/less experienced officials
  - Potential personality conflicts
- From this information, the Director of Officials and the Assistant Director should rank each official as a 1, 2, or 3 (in BB) or 1, 2, 3, 4 (in FFB). Every effort should be made to have crews comprised of at least one official from each category.

#### What to Avoid

- Scheduling an official to referee a game involving his/her own institution.
- While officiating, no official should wear institution-related apparel, be it from his/her own school, fraternity/sorority, or from another institution participating at that tournament.
- Scheduling officials to long stretches of games, e.g. back-to-back. Every effort should be made to give each officiating crew one game off. See Evaluation section below.

### **Evaluation**

#### Philosophy

- The purpose of evaluations is to educate, instruct and develop both student officials and Officials Committee Members
- Evaluations of student officials should focus on constructive criticism and as such should be presented in a positive manner.
- Ed Hochuli's "Ten Commandments of Observing" (Appendix #13) should be adopted and practiced by all Officials Committee Members.
- Officials Committee Members are educators first and should treat the evaluation process as such
  - Regional tournaments **are not** officiating camps.
- "Tearing down" or "breaking down" student officials should be avoided unless absolutely necessary
  - KEY CONCEPT: Behavioral/off-court issues are different than officiating/on-court related issues.

- In the spirit of learning, the student officials should be asked to provide constructive and developmental comments through the Officials Committee Members Evaluation Form (Appendix 2)
  - The goal of this evaluation is to provide honest and unbiased feedback from officials about their experiences with Officials Committee Members.
  - Officials Committee Member Evaluations can be completed at a time convenient for each tournament. A few options may include: after each verbal feedback session from clinicians, at a break in game play, prior to the elimination of officials from tournament games, lunch and/or dinner breaks, etc.

### Film

- If possible, one court/field should be set up with a video camera.
- Ideally, a DVD video recorder should be used in order to better facilitate making copies of the game(s) for each official.
- Additionally, in an ideal situation, the on court/field evaluator(s) for the “film court/field” will be able to use a wireless microphone.
  - When using the microphone, evaluators should keep in mind the official’s evaluation philosophy.
- If possible, the host institution should provide one student to serve as an audio-visual specialist.
- One film breakdown room should be provided, near the filmed court/field, in order to facilitate the learning process, i.e. film break-down.
- Each official should receive, prior to leaving the tournament or in the mail, a copy of the game(s) he/she worked on the filmed court/field.

### **Playoffs**

- If the integrity of the tournament would not be impacted, every effort should be made to schedule every official to work one game on the final day.
- After the first round of bracket play, the pool of officials should be narrowed down.
- Input from the Officials Committee becomes critical at this juncture. Different methods can be utilized, including: private ballot; open discussion; and a combination of discussion, then balloting.
- When considering scheduling the final game(s), every effort should be made to ensure *that an official does not work a semi-final in the same bracket in which s/he may also work the championship game.*

### **All-Tournament**

#### Selection

- When the Director of Officials with the *officials Committee*, several things must be considered:
  - Overall tournament performance
  - Being responsible in all off-court actions and a good representative of his or her respective institution and of the tournament staff (e.g. attendance at all meetings, etc.).
  - Attitude, receptivity for critique, communication, leadership with other officials, and improvement.
- In addition to the Officials Committee, the tournament officials should be given an opportunity to voice their opinions about the best officials at the tournament. This can be done most effectively via private ballot. (E.g. sometime during the meeting on the morning of the last day of the tournament, distribute paper and ask each official to rank the three best officials).

- The Director of Officials should have feedback from the officials prior to meeting with the Officials Committee.
- If an NCAA college referee is officiating at a regional or national tournament, that official should NOT be considered for an All-Tournament Award or a travel stipend.

#### Announcement

- At the conclusion of the tournament, the Director of Officials or the Tournament Director should announce the recipients of the All-Tournament Awards.

# SECTION 4

## BUDGETING & MARKETING

### ***Budgeting and Marketing Introduction***

- The section will address the areas of Budgeting, Marketing, Promotion, and the Bid Process. These four areas have separate, independent criteria and processes, but the four are fundamentally interdependent to successfully operate a successful sports tournament.
- For purposes of this manual the four areas will be defined as follows:
  - *Budgeting* – zero based income and expense calculations designed to meet the minimum standards for the event.
  - *Marketing* – solicitation of donations for cash, product, and services to enhance event.
  - *Promotion* – recruitment of participants (teams), officials, student staff, and professional staff necessary to manage the event.
  - *Bid Process* – NCCS established procedure for the application and selection process of host sites for extramural events.

### ***Budgeting and Financial Administration***

- Budgeting is the most important component of these interdependent areas. Without clearly defining the financial requirements, a host institution cannot submit an accurate bid proposal. A thorough, established budget is the foundation for a successful event.
- To ensure the financial success of the tournament, it is imperative that the host institution has a solid understanding of the procedures that will be used in the financial administration of the championship.
  - *Average Expenditures*: Speak with the NCCS Committee or NIRSA to determine the average expenditure for regional competition during the previous year. Acknowledging that economic standards vary throughout the country, the average expenditure figures should be used as guidelines for you to use in projecting estimated costs for serving as the host institution for a regional or national championship.
  - *Commercial Involvement*: The NCCS Committee encourages host institutions to solicit financial support for the tournament from local vendors, chambers of commerce, local Support Foundations/Authorities, and other interested groups to underwrite expenses for entertainment, meetings, and banquets. NIRSA has hired a Sports Marketing Agent – HyperLife Marketing to sell all the NCCS sport properties. Any local support obtained would need to be approved by NIRSA's Marketing Director.
    - Local community marketing dollars can assist with publications, mailings, and potentially venue fees. They also can assist with hotels and provide greater leverage with businesses in your local community. For example, the economic impact of the NCCS National Soccer Championships with 80 teams was approximately \$1 million to the local Pensacola area.
  - *Financial Report*: The financial report is to be submitted to the NCCS Committee within 60 days after the completion of the championship competition.

- *Proposed Budget:* In addition to going through the formal bidding process to host regional, prospective host institutions must submit a proposed budget for approval by the NCCS Committee and the NIRSA National Center. The NCCS Committee philosophy that an institution it will not incur a deficit in conducting the tournament provided it stays within the budget.
- The host institution is responsible for all expenditures over the approved budget.
- In Appendix #4 and #5, you will find sample budgets for 24 and 48 team tournaments. The budgets are zero based and assume no financial impact or contribution from the host site.

## **Expenses**

### Wages

- Game Officials
  - The host institution is responsible for paying the game officials
    - At the first meeting, give the game officials the appropriate forms, as needed
    - If possible, arrangements should be made to pay the officials immediately after the tournament. However, if this is not possible, the officials' payment should be sent to officials as soon as possible following the completion of tournament games.
- The minimum standards are listed below:
  - Basketball
    - 3-person crews and \$10 per game for games worked Not recommended to increase game fee unless such increase is approved across the board for all regions.
  - Football
    - 4-person crews and \$10 per game for games worked. Not recommended to increase game fee unless such increase is approved across the board for all regions.
  - Scorekeepers
- Basketball and Football
  - One student paid \$7.25 *per game worked*.
  - It is recommended that Scorekeepers come from the student population of the host institution. Local staff can provide information to visiting teams, which should enhance their stay and promote socialization between students from different institutions.
  - It is highly recommended that the officials from the host institution serve as tournament scorekeepers.
- Time Keepers
  - *Basketball*
    - One student paid \$7.25 per game worked. With the running clock format, other staff can perform these duties to reduce wage costs.
  - *Football*
    - No time keeper required.
- Operations
  - *Basketball and Football*
    - Four students paid \$7.25 per game worked during tournament playing hours plus two hours set-up and two hours strike each day.
    - This crew manages set-up/strike, manages equipment needs/repairs,

- cleans spills, fills water coolers, etc.
  - This crew can also assist with hospitality and tournament central/host table duties
  - Wages can be reduced by utilizing host institution full-time staff, graduate assistants, or student staff earning internship credit or other academic credit for their tournament experience/service
  - Graduate Assistant and/or Full-Time Staff guests can also fill roles to conserve wages, but at the expense of hotel, apparel, and hospitality costs
  - Guest staff assigned to the All-Tournament Committee can fill wage positions as their responsibilities often do not begin until the start of elimination play.
- Trainer/EMT Service
  - One Certified Athletic Trainer or EMT on site for all contests.
  - Market value is generally established at \$35 per hour.

#### Hotel

- Adequate housing should be no more than 4 students *per room*, and 2 full-time staff per room.
- All staff should be housed at the same hotel or bordering hotels.

#### Meals, Snacks, and Drinks

- One meal Friday, 3 meals Saturday, and 2 meals Sunday.
- Snacks and drinks for referees and event staff throughout the tournament.
- Save costs by securing a hotel serving complimentary breakfast.

#### Banquet / Welcome Reception-Participants

- Though not required it is suggested that the host institution/sponsoring agency arrange for a banquet or welcome reception prior to regional/national tournaments.

#### Awards

- Regional winners who receive and accept an award package (paid entry fee or travel stipend) must attend the NCCS National Championship.
- Team prize for sportsmanship in each division.
- Team and individual prize for top two teams in each division:
  - First place teams should receive a team trophy and individual awards.
  - Second place teams should receive a team trophy and if the event's budget permits, individual awards.
  - Third and fourth place teams may receive finalist plaques/trophies based on the number of entries.
  - Individual awards are recommended for All-Tournament Selections (in each division) and for the top Officials selected.
    - The Tournament host shall provide an award plaque for the selection of All-Tournament/ (All-Tournament Officials should also receive a bid to the NCCS National Championship).
  - Other possible awards to be considered are Tournament MVP, and Honorable Mention Officials.
- The host institution realizes that all or some of these awards may be supplied by the

event sponsor, however, if this is not the case, the cost of these awards should become a part of the event's budget.

#### Participant T-Shirts (Suggested)

- One shirt for each player and coach listed on the approved roster. (typically provided by the NCCS/NIRSA)

#### Staff Apparel

- One T-shirt for each working staff member. Enhancements include: multiple shirts, apparel upgrades, jackets, hats, visors, etc.
- Staff Appreciation Gifts.
- One item for each non-wage staff member. Examples include portfolios, glassware, whistles, bags, etc.
- Gifts specific to officials working the tournament

#### Equipment and Supplies

- Necessary items to conduct the tournament including balls, back-up jerseys, water coolers, banners, office supplies, etc.
- The host site should provide equipment for each field/court (cones, flags, timers, nets, cones, etc.).
- This equipment should be the same or equivalent at each field/court.
- There is an understanding that the host institution provides all equipment owned by that institution at no cost, or partner with another university to borrow any needed equipment.
- If the event has to rent any equipment, this expense should become a part of the event's budget.
- *Game Balls*
  - The Tournament Host shall provide game balls.
  - Each game field/court should have a minimum of one (1) men's and one (1) women's and/or one (1) co-rec ball for competition play. These should be official tournament balls used only during competition.
  - The ball should be an official High School Federation ball. The ball should be stamped and/or labeled as such.
- *Practice Balls*
  - The Tournament Host shall provide men's/women's warm-up balls for each competition field/court.
  - A minimum of three balls per field/court shall be provided.
  - Teams participating in the tournament are allowed to use their own balls during warm-up.

#### Participant Insurance

- Required by the NIRSA for each participant.
- NCCS and NIRSA regulations require that host institutions and sponsoring agencies of NCCS championships shall have in place primary comprehensive general public liability insurance coverage.
- Self-insurance programs must meet the provisions of this regulation.
- It will be necessary for your institution to provide the NIRSA National Center with the appropriate certificate of insurance or documentation of self-insurance with your

proposed budget before you will be considered as a host site.

- Note: If you must purchase a special events insurance policy, please submit confirmation in writing along with your proposed budget. However, the certificate of insurance form must be submitted to the NIRSA National Center prior to the championship.

### **Marketing**

- The keys to successfully soliciting donations are preparation and timing. Local, regional, and national sponsorships are all feasible for an extramural tournament. Most businesses plan their fiscal year at least one year in advance.
- Securing cash or product donations are necessary to meet the attached zero based budgets, or hosts will be required to absorb financial impact.
- A universal marketing proposal should be developed outlining the guaranteed exposure for donating businesses as follows:
  - Numbers of guaranteed hits on web sites.
  - Numbers of student traffic exposures in rec sports facilities.
  - Print exposure in name and logo on promotional materials, t-shirts, banners, etc. to be displayed at each campus in the region, at all NIRSA conferences, etc.
  - Verbal exposure in form of announcements at all NIRSA events and on campuses.
  - Timeline for exposure

### **Promotion and Publicity**

- A minimum standard for team registration numbers needs to be established. A minimum of 24 teams should be a realistic goal for each region (15 men's teams and 9 women's teams). A minimum of 32 teams for flag football (15 men's, 9 women's and 8 co-rec teams).
- Programs that historically participate will likely continue to participate, so the goal of promotion should be to reach the programs and schools in each region that have not yet participated.

### **Promotion**

- Direct mail fliers to the previous year's participants.
- Mail promotional materials to schools in your region.
  - NIRSA can provide mailing labels.
- Provide discounts for early registration, multiple team registration, and loyalty discounts for programs that have participated for a minimum number of years.
- Send email announcements to the NIRSA list serve to inform the public about your upcoming tournament.
- Utilize social networking websites (Facebook, MySpace, Twitter, etc.)
- Produce a press release for your local news affiliates. Place an announcement on your school's master calendar.
- Provide the NIRSA National Center with materials that can be placed on their website.
- Announce upcoming tournaments at intramural captain's meetings.
- Place your tournament information on your own website.
- Provide links to the other regional sites to be placed on all tournament websites. (hope that's what you were going for)

### Publicity

- Provide a professional photographer for the tournament.
- Provide each team with a team photo after the completion of the tournament.
- Provide each tournament committee member with a group photo after the completion of the tournament.
- Provide each official with a group photo after the completion of the tournament.
- Provide the NCCS Committee and the NIRSA National Center with championship photos.
- Take a variety of action shots (spectators, team meetings, official's huddles, sponsors, game action, special events, host site, special guests, etc). These can be used for promoting future events.
- Provide complete statistics for teams and media after each session of games. Create a final statistics sheet to be mailed to each competing team. If possible, add narrative game highlights and photos to your statistic sheets. The human interest element creates more buzz around the tournament.
- *Media*
- Contact the local newspaper, radio, and television outlets to receive Public Service Announcements.
- Distribute all daily results to the media via fax and designate a Media Relations Director to be responsible for this and any other items of interest.

### ***Sponsorship Opportunities***

- Host schools may pursue local sponsorships at this time for the tournament so long as they are not competitors of the Program Sponsors; any sponsor **MUST** be approved by NIRSA Marketing Director.
- The NSC will contact hosts immediately if we secure any additional national sponsors and inform of any guidelines that need to be followed.
- Up to two presenting sponsors may be identified at a future date for the 2010-11 NCCS Regional and National Championships. Host schools will be asked to consider, in good faith, allowing these sponsors to fully implement their sponsorship as well.