

POWERADE Sponsorship Criteria

HOST SCHOOL OBLIGATIONS:

1. POWERADE title sponsor-related obligations
 - Receive and store up to 3 pallets of POWERADE samples, premium items and equipment for the tournament.
 - Distribute POWERADE product samples as follows:
 - a. Host school will distribute powder product (mixed with water and ice as instructed), coolers, cooler stands and branded cups near the fields during the tournament.
 - b. Powder product mixing instructions will require access to potable water and ice.
 - c. Coordinate with CBS College Sports Campus Reps so they may conduct full-bottle sampling during the tournament.
 - d. Host school shall provide access to ice, trash/recycling receptacles, and a table.
 - Use sponsor-provided equipment during the tournament.
 - a. Equipment will comply with NIRSA/NCCS endorsed rules of play.
2. CBS College Sports Network
 - Allow CBS access to fields to video games and practices for use in the production of a video series.
 - Allow CBS parking access, if needed, in accordance with campus parking policies.
 - Allow CBS access to electrical power, if needed, in accordance with campus policies.
 - Allow Campus Reps to collect and post game stats and team standings to the CBS website www.cbsintramurals.com/powerade.
3. Banner Usage
 - Display sponsor banners, provided by NSC, in highly visible locations near the fields/courts of play during the tournament.
 - Use best efforts not to display or allow any other individual or entity to display advertisements for commercial products not affiliated with the tournament, or any other visible advertising or signage at the field/court locations during activation.
 - Use best efforts not to allow any other individual or entity to provide audible advertisements for commercial products not affiliated with the tournament at the field locations during activation.

HOST SCHOOL SPONSORSHIP OPPORTUNITIES:

1. 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.
2. The NSC will contact hosts immediately if we secure any additional national sponsors and inform of any guidelines that need to be followed.
3. 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.