

Michigan State – Detroit

NCAA Bid Proposal

Michael Ferguson, Jonah Nehorayan, Austin Winkey, & Ryan Zamos

Department of Sports Administration, Pepperdine University

SPAD 480: Facilities and Event Management

Professor Watson

Mar. 7, 2022

Table of Contents

1. Introductory Plan.....	#
2. Tournament Management Personnel.....	#
3. Transportation.....	#
4. Lodging.....	#
5. Competition Venue.....	#
6. Game Management/Operations.....	#
7. Bands, Spirit Squads, and Mascots	#
8. Officials.....	#
9. Drug Testing.....	#
10. Media/Radio/Television.....	#



Introduction

- This document serves as Michigan State University and the city of Detroit's bid proposal to host the NCAA championship on behalf of The National Collegiate Athletic Association ("NCAA" and/or "Association"). The information in this Championships Bid Specifications document is being provided to acknowledge the established policies and procedures and recommendations to enable them to conduct a successful NCAA championship.
- Michigan State believes if they are awarded the privilege of hosting an NCAA championship we will collaboratively with the NCAA to create positive experiences for its student-athletes, participating institutions, fans and the community.
 - **NCAA CHAMPIONSHIP POLICY RELATED TO SPORTS WAGERING:**

Michigan State sets forth no predetermined session of an NCAA championship may be conducted in a state with legal wagering that is based on single-game betting or the outcome of any event (i.e., high school, college or professional) in a sport in which the NCAA conducts a championship. This policy currently excludes the state of Nevada.



- **NCAA CHAMPIONSHIP POLICY RELATED TO SPORTSMANSHIP:**

Michigan State sets forth for intercollegiate athletics to promote the character development of participants, enhance the integrity of higher education and promote civility in society, student-athletes, coaches, and all others associated with these athletics programs and Michigan State events will adhere to such fundamental values as respect, fairness, civility, honesty and responsibility. These values will be manifested not only in athletics participation, but also in the broad spectrum of activities affecting the athletics program.

- **NCAA CHAMPIONSHIP POLICY RELATED TO THE USE OF**

CONFEDERATE FLAGS: Michigan State sets forth no predetermined session of an NCAA championship may be conducted in a state where the confederate flag is flown. This policy currently excludes the states of Mississippi and South Carolina.

- **NCAA CHAMPIONSHIP POLICY RELATED TO AUDITING OF**

CHAMPIONSHIP SITES: Michigan State sets forth as the NCAA championship site, random selections for financial and box office audits will be conducted following the championship. Audited sites will be notified after the financial reports have been submitted. Competition venue and honorarium settlements are subject to change until the audits are reviewed and accepted by the NCAA. If selected for audit, the following documentation will be submitted on our behalf: ticket reports; invoices, contracts or timesheets supporting all expenses; general



ledger; bank statements; and the competition venue rental agreement. The documentation supports all information on Michigan State's financial report.

- Additionally, Michigan State will submit in accordance with NCAA policies a plan for crowd control, fan conduct, safety of all participants, and other appropriate guidelines that support the NCAA's position on sportsmanship and its commitment to operating the finest athletics events in the world. Michigan State will submit a safety and security plan upon the awarding of an NCAA championship.

Bid Process

- Following is a schedule of anticipated activities/meetings which comprise the Michigan State's bid process. As needed, adjustments in schedule and logistics may be made, at the discretion of Michigan State and the NCAA.
 - Michigan State seeks to be the designated member institution selected for all NCAA championships. The administration of the championships is under the authority of the respective NCAA sport committee, subject to final authority of the respective NCAA Division I Championships/ Sport Management Cabinet, Division II Championships Committee or the Division III Championships Committee.

Bid Timeline



- May 19
 - Bid Portal Opens
- August 6
 - Bid Portal Closes – 5 p.m. Eastern
- November
 - Sites Announced

Host Determined

- Michigan State bid is in accordance with the deadline for submitting a proposal to host this championship at 5 p.m. Eastern August 6. We look forward to hearing back from the Division I men's basketball committee after their review of all proposals for the Championships/Sports Management Cabinet to review. Michigan State acknowledges the NCAA sports committee decisions are not considered final until they are approved by the respective NCAA Championships Cabinet.
- Michigan State looks forward to being notified directly and in advance by the NCAA staff prior to an official announcement of championship hosts being issued by the NCAA regarding the status of their bid.
- Michigan State acknowledges bids are awarded in principle pending the successful negotiation/resolution of any exceptions declared in bid documents as well as the negotiation and contracting of sufficient hotel and ancillary space as defined in the bid specifications.



- Michigan State will submit a key contact form, marketing plan and emergency management plan at specified times prior to the execution of the championship and pursuant to the agreement.

Announcement of Host

- Michigan State in conjunction with the NCAA will develop a communication plan for the announcement of the bid award. By bidding on the championship, Michigan State agrees that it will coordinate in advance with the NCAA regarding media and all other public discussions, including but not limited to press releases and any public comments or announcements.
- Michigan State will not announce to the media whether we have been awarded the bid without first consulting the NCAA. If Michigan State is not awarded the bid by the NCAA's championship staff, we will not release this information publicly until authorized to do so. If the city of Detroit is awarded a future championship, it will not conduct a press conference, issue a press release or make any public comments or announcement until cleared by the NCAA.

Championships Available for Bid

Division 1 Championships



CHAMPIONSHIP	CHAMPIONSHIP ROUND(S) AVAILABLE FOR BID	Available Years	NCAA OPERATIONS STAFF BID POINT PERSON
MEN'S BASKETBALL	• First-round • Second-third rounds • Regionals • Final Four	2023, 2024, 2025	Andy Arnold aarnold@ncaa.org

Championship Host Personnel

1. In the city of Detroit, Michigan State will serve as the organizing committee (LOC) to act as the local entity responsible for fulfilling the LOC obligations and to provide the NCAA certain services and assistance in connection with the various activities related to each championship.
2. Alan Haller, Michigan State's Athletic Director will serve as the LOC Chair/Tournament Director. Mr. Haller will maintain ultimate responsibility for the local operation of the



event and authorize the Facility/Site Questionnaire and Facility Specifications Agreement.

3. Personnel. All championships should appoint the following individuals:
 - a. Jennifer Smith will serve as the Tournament Manager. Ms. Smith is a knowledgeable person with significant experience in tournament administration and game management. Ms. Smith will ensure the policies of the sport committee and NCAA are implemented and followed in the administration of the tournament. Specific responsibilities may include: direction and supervision of competition venue arrangements, development of participant information, security, lodging, transportation, marketing, financial administration, securing a diverse staff and adherence to policies outlined in the NCAA tournament manual.
 - i. Ms. Smith, tournament manager also will provide the NCAA a post-championships report, which should include the following:
 1. A compilation of all mailings sent and forms used in the preparation and conduct of the event;
 2. A compilation of vital statistics and data, such as the number of copies of various forms used for the championship, etc.
 3. An outline of the local operating structure that assisted with the local organization;
 4. A calendar reflecting the host's planning schedule; and
 5. Suggestions for future conduct of the championship.



- a. Ms. Smith will ensure that individuals are assigned responsibility for the following components of the championships: tickets, drug-testing coordination, game production, fan festival/ancillary events, hospitality coordination, and transportation coordination.
- b. Ashton Henderson will serve as the Facility Manager. Mr. Henderson is a knowledgeable person, preferably who is familiar with the competition venue's facility staff. Mr. Henderson's responsibilities will include assisting the NCAA with direction and supervision of competition venue arrangements, coordinating championship signage installation, working with the broadcast entities and supporting its needs, and assisting in the development of participant information.
- c. Julee Burgess will serve as the Media/PR Coordinator. Ms. Burgess will ensure that the sport committee's policies regarding media are observed. Specific responsibilities, under the direction of the NCAA staff, will include issuing credentials, planning and supervision of media work areas, coordination of all media conferences, lodging and transportation, statistical services, communications, hospitality, and entertainment. Ms. Burgess will coordinate and assist the tournament manager with compiling the post-championships report. Ms. Burgess will develop a PR plan to help generate stories in the local media market related to ticket sales, human interest and overall coverage of the championship.



- d. Scot Schlesinger will serve as the Marketing Coordinator. Mr. Schlesinger will be responsible for developing and implementing an NCAA approved marketing plan and budget containing grassroots marketing and advertising.
- e. Matt Larson will serve as the Lodging Liaison. Mr. Larson will coordinate the room block, confirm rates, schedule meetings and serve as the NCAA's liaison with the hotel community.
- f. Michigan State will be responsible for securing volunteers for various functions during the championships and ancillary events. Volunteers will be needed for assignments, including scoreboard operations, game production, scoring control, spotters, hospitality, media, game programs and merchandise sales.
- g. Michigan State will secure a comprehensive general public liability insurance coverage in effect for the duration of the competition (including practice dates). This coverage will be for a minimum of \$1 million per occurrence for bodily injury and property damage. Michigan State will provide the national office with the appropriate insurance certificate.
 - i. In accordance with the NCAA, Michigan State and the city of Detroit are encouraging the participation, directly or indirectly, by minority or women-owned businesses in providing goods and services in support of NCAA championships and have rigorously explored opportunities for minority and women-owned businesses to provide any necessary goods and services for awarded championships.



Practice, Competition and Ancillary Event Venue(s)

1. General Venue Guidelines

- a. Operational Control.** The NCAA will hold the right to determine and approve all aspects related to the practice, competition, and/or ancillary event venue operations during the championship. This includes, but is not limited to, space allocation and utilization of meeting rooms, storage and tent space, novelty and food/beverage concessions, parking lots and any structures (temporary or permanent) on the practice, competition and/or ancillary event venue property
- b. Exclusivity.** The NCAA will have the exclusive right to use all spaces in the practice, competition, and/or ancillary event venue(s) surrounding area/facilities including, but not limited to concourse display/activity areas, meeting rooms, private clubs, suites and plazas in Little Caesars Arena during the specified “hold” dates. The NCAA will be provided the space at no cost.
- c. Venue Space and Condition.** All practice, competition, and/or ancillary event venue(s) will be provided fully-cleaned with all venue areas in good working condition with no cost towards the NCAA. All practice, competition, and/or ancillary event venue(s) will furnish the premises set up for the championship and the ancillary events with no cost toward the NCAA. The NCAA and its designees will have the right to provide equipment, as defined in the sport-specific bid specification. Michigan State will be responsible for securing or assisting in securing all necessary permits. The practice, competition, and/or ancillary event



venue(s) will not be materially modified in a way that would reduce space to the public, including, aisles, entranceways and hallways without the approval of the NCAA.

- d. **Construction/Renovation.** No construction or renovations to the practice, competition and/or ancillary event venue(s) will be in progress, beginning one (1) month prior to the championship. Any plans for construction or renovation, before the stated championship date, will be fully disclosed and approved by the NCAA. The NCAA, at its sole discretion, may require the practice, competition and/or ancillary event venue(s) to replace lost revenue resulting from such construction or renovation, cover the costs of installing temporary structures or reimburse the NCAA for expenses incurred in restoring the practice, competition and/or ancillary event venue's aesthetics with banners, coverings or other decorative elements in the event that any planned construction or renovation is not complete and in "finished form" no later than one (1) month preceding the championship.
- e. **Third-Party Agreements.** The practice, competition and/or ancillary event venue(s) agree that it will not permit anyone to be entitled to hospitality, entertainment or temporary signage privileges inside or on the premises of the practice, competition and/or ancillary event 13 venue(s) and surrounding areas (e.g., parking lots, frontage property, other adjacent areas made available to the NCAA) unless specifically authorized by the NCAA. Additionally, the practice, competition and/or ancillary event venue(s) will not limit or prohibit the ability of



the NCAA to offer such hospitality, entertainment or signage to its own third-party designees, including NCAA corporate champions and partners, regardless as to whether these designees conflict with practice, competition and/or ancillary event venue sponsors and/or partners.

f. **Practice, Competition and/or Ancillary Event Venue(s) Seating**

Configuration. The NCAA has the right to reasonably modify the practice, competition and/or ancillary event venue(s) seating configuration at any time. The practice, competition and/or ancillary event venue(s) expressly agrees to make all such adjustments without any cost towards the NCAA.

- g. **ADA Seating and Accessibility.** As required by the NCAA, the practice, competition and/or ancillary event venue(s) will be in full compliance with all applicable city, state or federal laws and regulations, including those concerning access and seating for persons with disabilities. The practice, competition and/or ancillary event venue(s) will disclose its history of compliance with ADA regulations and any previous or pending actions or suits and ensure compliance for the championship. The practice, competition and/or ancillary event venue(s) will be responsible for any costs imposed on the NCAA that result from disabled access non-compliance that exists in its condition prior to the onset of the championship.



- h. **Equipment.** The practice, competition and/or ancillary event venue(s) will provide the complete, working systems/equipment without any cost toward the NCAA.
- i. **Playing Rules.** All NCAA championships will follow applicable NCAA playing rules (or official NCAA modifications in sports that the NCAA does not publish playing rules). By submitting a bid, Michigan State confirms Little Caesars Arena satisfies all NCAA playing rules (or official NCAA modifications), as well as any other more stringent NCAA championship policies listed in the sports specific bid specifications. If Little Caesars Arena is awarded and subsequent to the award it is determined that Little Caesars Arena does not meet all NCAA playing rules (or official NCAA modifications), Little Caesars Arena will be responsible for making the necessary modifications to satisfy NCAA playing rules (or official NCAA modifications) at its own expense. If Little Caesars Arena is unable to make the necessary modifications, the NCAA will have the right to move the championship to another location at the NCAA's sole discretion and the non-complying competition venue, Little Caesars Arena and/or Michigan State will be liable for any and all additional costs of moving the championship to another location.
- j. **Risers/Temporary Seating.** The cost of all risers and any other temporary seating will be the responsibility of the practice, competition and/or ancillary event venue(s) or Michigan State.



- k. **Hospitality.** The NCAA reserves the exclusive right to create and sell hospitality packages (which may include tickets) for the championships and any ancillary events. Any hospitality packages thought of by Michigan State must be approved in advance by the NCAA.
- l. **Control of Ticket Sales.** The NCAA will control all ticket sales for the championship, assigning specific duties to Michigan State and venue(s) as needed. Michigan State and venue(s) will cooperate fully with the NCAA's official ticketing vendors and/or ticketing partners (e.g., primary ticket sales system provider, official ticket and hospitality package provider, official fan-to-fan ticket exchange). Every individual, regardless of age, must have a ticket for admission, unless the NCAA makes an exception to the contrary.
- m. **Open Practices.** Specified practice sessions will be open to the public at no admittance charge or parking charge in the practice, competition and/or ancillary event venue(s) lots, unless the NCAA makes an exception to the contrary. Programs, merchandise and concessions will be sold during the open practices and will be conducted in accordance with the direction and parameters of the NCAA and its designees.

2. Lighting/Electrical

- a. The practice, competition and/or ancillary event venue(s) will provide sufficient lighting and electrical power and a sufficient number of power outlets in all broadcast booths, press locations and identified media work and interview areas



for the operation and transmission of television and radio broadcasts, operation and transmission of all NCAA interviews and for the operation of equipment used by the media at no cost toward the NCAA. This includes, but is not limited to, media areas, media workroom, media interview room, interview breakout rooms, audio/video distribution area, the main press area and any work areas assigned to the NCAA's broadcast partner and/or other NCAA designees. Any supplemental lighting and/or electrical power will be obtained from the NCAA's official suppliers in these areas unless authorized otherwise by the NCAA. Lighting and electrical will be provided at the ancillary event venues that sufficiently meets the operating needs of the ancillary events at no cost towards the NCAA.

3. Advertising/Signs/"Look" and Décor

- a. **Advertising/Banners/Signs/Displays.** Michigan State will not permit advertising, marketing identification, banners, signs or displays of any kind to be hung, posted or displayed anywhere within the general public seating/viewing area of the competition, practice and/or ancillary event venue(s) (i.e., any place that can be seen from the playing surface or seats), including the scoreboard, other than NCAA, media partner or NCAA corporate champion/partner banners approved by the NCAA. Any permanently-affixed (or previously leased) advertising banners, signs, cup holders or displays will be covered with décor elements by the competition, practice and/or ancillary event venue(s) and at the expense of the venue(s) as specified by the NCAA, including costs of production



and installation and strike. Similarly, for any surrounding areas/facilities that are to be used by the NCAA for official events, no advertising, marketing, identification, banners, signs, decals, sampling, distribution or displays of any kind will be hung, posted or displayed anywhere within those areas unless authorized by the NCAA.

- b. **Alcohol/Tobacco/Gambling.** All alcohol, tobacco and gambling advertisements/corporate identification on the concourse level competition, practice and/or ancillary event venue(s) will be covered as specified by the NCAA. All other advertisements/corporate identification in the noted areas will, at a minimum, not be backlit unless otherwise authorized by the NCAA.
- c. **External Signs.** All exterior Little Caesars Arena corporate signage, other than professional franchise identification, will be covered as specified by the NCAA and will be covered with décor as defined by the NCAA at the expense of the competition, practice and/or ancillary event venue(s).
- d. **Commercially-Named Venues.** Commercially-named competition, practice and/or ancillary event venue(s) may show 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 will be approved by the NCAA.



- e. **Covering Existing Signage.** The practice, competition and/or ancillary event venue(s) will not limit or prohibit the ability of the NCAA to use signage of its own third-party designees in covering such existing signage.
- f. **NCAA Corporate Champion and Partner Signage.** The NCAA will have the right to display NCAA corporate champion/partner banners and NCAA signage everywhere around the competition, practice and/or ancillary event venue(s) in various locations, including but not limited to on the concourse, within the competition bowl and Little Caesars Arena's exterior without limitation. The NCAA will have the right to display banners and the like (e.g., inflatables, projections, kiosks, decals, window clings, lighting, street teams, logos, etc.) on the concourse (without limitation) and in other areas designated by the NCAA everywhere around the competition, practice and/or ancillary event venue, identifying its media partners and corporate champions/partners.

Commercial Identification, Signage and Official Marks

1. No advertisements will be displayed on the media tables or scorer's table before or during the championship games.
2. No advertisements will be displayed on Little Caesars Arenas's playing surface before or during the championship games.
3. The NCAA will provide Little Caesars Arena with the decals/field stencils for the playing surface markings for the championship.



4. There will be no announcements, except ones approved by the NCAA, or for public emergencies, allowed over the public address system.
5. There will be no video board or LED content, except ones approved by the NCAA, allowed during the time that the NCAA is on site for the championship.
6. Only NCAA officials marks may be used in promotion of, or in the branding of, the championship. All usage of marks will follow NCAA brand guidelines and will be approved by NCAA staff before the event begins.
7. The NCAA will be at no charge, will have full access to, and control of, any and all LED and other digital signage inventory, both internal and external to Little Caesars Arena. This includes video screens, TV monitors, LED fascia, video walls, and all external signage, digital or otherwise. This includes any and all digital inventory to be made available at the time of the championship event, inclusive of any inventory that may be added by Little Caesars Arena after this bid document is signed.

Broadcasting, Media and Internet

1. **Television Truck Parking and Technical Setup.** We will provide adequate television facilities and space at no cost for all NCAA championship venues for broadcast partners. An area for parking the mobile unit will be available within 150 feet of the power service closest to the anticipated camera positions or announce booth. There will be provided enough room for two TV production trucks 65 feet long by 25 feet wide. There will be room for a third vehicle (Uplink truck) to park in close proximity (within 100 feet) to the primary mobile unit. In addition, the primary television entity will have adequate space in



the television compound to install up to three production work trailers. Little Caesars Arena, local organizing committees (LOC) and/or Michigan State will not charge the NCAA a fee for television crew parking at Little Caesars Arena.

2. **Television Power Requirements.** Little Caesars Arena will provide the access to sufficient and reliable electrical power to operate high definition color telecast. Minimum power requirements are as follows:

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

3. **Lighting Requirements.** All potential sites that submit a bid to host a future NCAA championship event will provide a professional lighting survey. Some NCAA



championship sites are awarded in advance and Little Caesars Arena will provide a follow-up professional lighting survey to the NCAA at least four months prior to the event. If requested, Musco Sports Lighting (NCAA preferred vendor) will conduct a lighting survey at no charge to Little Caesars Arena. Little Caesars Arena can provide at its own expense supplemental lighting to meet the NCAA lighting requirements.

4. **Announce Booth/Announce Position.** The booth or courtside will have 12 power outlets at 20 amps each. There will be six seating spaces required for announce positions. The primary television entity will have access to the first choice of all available television booths or courtside table space at no charge. An 18 additional six announce positions with the same power requirements may be needed if the NCAA's national radio partner is providing live coverage of the event. The NCAA will inform Michigan State six months in advance if national radio coverage is being provided. For outdoor championships, the announced position will provide protection from the weather. Protection includes coverage from the sun, rain or snow and a climate controlled area.
5. **Camera Locations and Platforms.** Little Caesars Arena will provide locations for all camera positions that are industry standard for a national telecast for specific sports. Any existing camera platforms sufficient for a broadcast of the event at Little Caesars Arena meet Occupational Safety and Hazard Association (OSHA) standards. If not, Little Caesars Arena is responsible for ensuring OSHA compliance at Little Caesars Arena's expense. The network will have the right to install, maintain and remove wires, cables and apparatus for the broadcast. The network will cover or secure any exposed wires. The



installation of any temporary camera platforms or lifts will be at the network's expense.

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

6. **Venue Fees.** Little Caesars Arena, LOCs and/or Michigan State will not charge any venue fees to the broadcast entity. The broadcast entity will pay for services and personnel it deems necessary for the telecast. Little Caesars Arena will work with the broadcasting network to secure the best possible rates for production if union entities exist in Little Caesars Arena.
7. **Meal Area/Catering.** Little Caesars Arena will provide an adequate location for the television entity to accommodate crew catering. Depending on the event, television crews normally number in size between 40 and 80 people. Little Caesars Arena will provide adequate tables and chairs for the crew catering at no charge towards the NCAA.
8. **Audio/Video Distribution Area.** Little Caesars Arena will provide two eight-foot tables in close proximity to the broadcast mobile unit or an alternative area approved by the NCAA media coordinator accessible by the media for mult box setup. Little Caesars Arena will provide adequate power based on the NCAA projected estimate of media attending the championship. For select championships, an area in the press conference room will be made available for an NCAA crew to shoot the press conferences and



uplink them for national media. The NCAA crew will also provide the audio/video distribution in this area.

9. **Interview Room.** Little Caesars Arena will provide a separate room for the primary broadcast entity at no charge. The room will have power for television needs. For selected rounds of championships, broadcast partners may request multiple spaces if available.

10. Media/Additional Uplink Parking

- a. **Satellite Truck Parking/Other Remote Equipment.** Little Caesars Arena will provide parking spaces adjacent or close to Little Caesars Arena for satellite trucks and mobile equipment of all credentialed electronic media.
- b. **NCAA Satellite Uplink Trucks.** For selected championships and championship rounds, the NCAA will use a satellite truck to uplink the news conferences. Little Caesars Arena will provide a parking position as close to the media interview room as possible while allowing the truck a clear view of the southern horizon.
- c. **In-House Cable or Satellite.** Competition venues that have cable or satellite television access will provide the NCAA with a network feed at no charge.
- d. **In-Venue Production.** Little Caesars Arena will provide video boards, LED equipment, matrix boards, video camera equipment, clear com/radio communication, etc. for use at its expense. The NCAA will provide planning resources, including public address announcer script templates and video content,



for use. Little Caesars Arena will provide a full in-venue production staff based on available equipment and technology for all event days at its expense.

- e. Little Caesars Arena will provide a secure high speed data network to support the NCAA, host institution staff, radio-rights holders, media and other users approved by the NCAA. Little Caesars Arena will provide dedicated bandwidth to support back-of-house locations such as the print media workroom, photo workroom, NCAA and host institution staff work areas, and other areas designated by the NCAA. The data network will include hardware and software to support industry-standard security requirements; this includes providing encryption tools, a methodology to restrict user access, and support for real-time reporting of usage and bandwidth utilization. Little Caesars Arena will provide technical support during the championship at no cost towards the NCAA or the other users. If the network is managed by a third-party contractor, technical staff will be on-site during the championship.

Food and Beverage Concessions

1. Little Caesars Arena and/or practice venue(s) will retain, operate and control all food and beverage concession rights unless otherwise prescribed by the NCAA.
2. Little Caesars Arena will provide food and beverages in all refreshment areas, restaurants and suites at the same cost of other events at Little Caesars Arena.



3. No food, beverages or merchandise will be given or handed out in the seating areas during actual competition; however, they can be sold in the seating areas before and between contests as specified by the NCAA.
4. No alcoholic beverages or nonalcoholic beer may be sold or dispensed for consumption in Little Caesars Arena from the time the doors open until 90 minutes after the conclusion of the games and practices, nor will any such beverages be brought to Little Caesars Arena during the championship (i.e., during the period from the time access is available to spectators until all patrons have left Little Caesars Arena or area used for competition) unless otherwise approved by the NCAA. If permitted by private lease agreement, alcoholic beverages may be consumed inside the private suites. However, alcoholic beverages may not be delivered to private viewing suites on the dates of NCAA practice or competition. Additionally, it is not permissible for alcoholic beverages to be distributed or consumed in Little Caesars Arena outside the private viewing suites unless otherwise approved by the NCAA.
5. The NCAA will determine in its sole discretion whether alcohol will be sold or distributed at the ancillary events. Little Caesars Arena, Michigan State and/or caterer will be responsible for any permits unless otherwise directed by the NCAA.
6. Promotional items (e.g., cups, shakers, flags, signs, etc.) with commercial slogans or identification or other unauthorized markings are not permitted inside the practice, competition and/or ancillary event venue(s), inside surrounding areas/facilities that are to be used, or outside on practice, competition and/or ancillary event venue property unless



expressly approved in advance by the NCAA. Items such as newspapers, handbills, flyers, memorabilia, t-shirts, caps, etc. (except products sold or authorized by the NCAA or its vendors) may not be distributed on these premises. Demographic or other studies may not be conducted unless approved in advance by the NCAA.

7. An economic impact study can be executed at an NCAA championship to examine the effect of the championship(s) on the local economy. In some cases, the NCAA will conduct an onsite study and will provide the data to Michigan State once the study is completed. In other cases, the NCAA will support Michigan State's efforts to execute a study. This can be done using Michigan State's own approach/tools or the NCAA's Economic Impact Study "In-a-Box" tool."

Merchandise Concessions

1. The NCAA retains the exclusive right to sell souvenir products at all rounds and sites of the 89 Championships; host institutions/conferences and sponsoring agencies for all NCAA championships are required to sell items provided by the official NCAA event souvenir merchandiser.
2. The official NCAA event souvenir merchandiser is Event 1, Inc. a subsidiary of GEAR FOR SPORTS, Inc.
3. Event 1, Inc. will enter into an agreement with the official vendor of Michigan State, and will supply merchandise and inventory reconciliation forms to the official vendor. The official vendor of Michigan State at the site of the championship(s) is responsible for complete retail vending accountability, including full responsibility for inventory. When



the requirements listed below are met, Michigan State will receive a 20 percent commission fee for providing these services. The 20 percent commission fee will be from net sales. The following is a list of the requirements that will be met to qualify for the 20 percent commission fee:

- a. Receive and count in all inventory upon arrival
- b. Immediate notification (within 24 hours of receipt) to Event 1, Inc. of any discrepancies in initial inventory counts. Non-notification will represent Michigan State's acceptance of initial inventory provided.
- c. Total management, control, and accountability of the merchandise. If goods are lost, stolen or damaged, those goods are the responsibility of Michigan State.
- d. At the conclusion of the event, everything sent will be returned to Event 1 within two days.
- e. An appropriate number of selling locations and sellers throughout the facility in order to meet the demands of the projected crowds.
- f. Selling locations that are well displayed and fully stocked prior to the public's access to them.
- g. A complete inventory accounting of all merchandise sold with a final inventory count and merchandising report supplied to Event 1, Inc., no later than 24 hours after the event.
- h. Total gross sales revenues and a final copy of the inventory report will be sent to Event 1, Inc., within five business days of the conclusion of the event.



- i. The remaining inventory forwarded to Event 1, Inc., or the next event site as determined by Event 1, Inc., within two days of the conclusion of the event.
 - j. Having met each of the above requirements, Event 1, Inc. will pay to Michigan State, a commission equal to 20% of sales net of taxes and credit card service fees. The Michigan State will keep commissions earned and the remaining money owed to Event 1 will be sent within 7 days of the conclusion of the event.
4. Michigan State may not sell or allow for sale any merchandise that infringes upon the exclusive rights of Event 1, Inc.
5. A buy-out option can be made with Event 1/NCAA when Michigan State wants to sell merchandise that features the Michigan State mark or logo at the NCAA competition. This can only be done when Michigan State agrees to purchase the entire product that Event 1 provides. Michigan State will receive a 20 percent commission fee of net sales, gross sales minus credit card fees and taxes, on products supplied by Event 1. Michigan State 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 will not be less than a comparable shipment to a comparable site of the previous year's championship [NCAA Bylaw 31.6.2-(a)].

Souvenir Game Programs

1. The NCAA or its designee has the exclusive right to market, sell or distribute game programs at or in areas adjacent to the competition, practice and/or ancillary event



venue(s) during the term of the Agreement. The game programs may come in the form of a digital game program accessed online (or via mobile) or hard-copy. The NCAA will notify Michigan State six months in advance as to which format the game program will be produced. If the NCAA elects to distribute a hard-copy of the game program, the competition, practice and/or ancillary event venue(s) will sell the programs delivered by the NCAA or its designee at designated times (e.g., open practice day and on each game day). The competition, practice and/or ancillary event venue(s) will provide and pay all vendors. For selected championships, if the NCAA elects to distribute a digital game program, Michigan State will have the right to produce heat sheets, bout sheets and/or rosters at its own expense.

NCAA Corporate Champion and Corporate Partner Program

1. Michigan State will 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. The NCAA's corporate champions/partners are dedicated to emphasizing the role of athletics in higher education by supporting NCAA programs throughout the year and by supporting NCAA youth clinics and fan interactive experiences.



Fan Festival and Ancillary Events

1. **Facility Space.** During the championship, the NCAA may request venue(s) or space(s) for use as a fan festival area or to host various ancillary events. Michigan State will provide, free of charge, venue(s) or space(s) that will ideally be adjacent to Little Caesars Arena, but will not be outside of a ½ mile radius of Little Caesars Arena. In certain instances, the NCAA may desire venue(s) or space(s) outside of the ½ mile radius of the competition venue (e.g., to conduct an event in a high traffic urban center or if the venue is further than a ½ mile radius from a high traffic urban traffic center). In these instances, Michigan State will provide the venue(s) or space(s) at no cost to the NCAA. Furniture, fixtures and equipment will be provided to the ancillary events at no cost to the NCAA. Michigan State will be responsible for providing adequate restroom facilities for the ancillary events.
2. **Indoor or Outdoor Space.** Both indoor and outdoor space will be considered for ancillary events. For hosts in cold-weather cities without access to indoor facilities, a large climate-controlled and well-lit tent which is in compliance with all applicable city, state or Federal laws and regulations, including those concerning access for the disabled also will be considered.
3. **Supervision and Management.** Michigan State will assign one person to produce, coordinate and manage all aspects of the fan festival/ancillary events, unless the NCAA chooses to engage a third-party vendor to manage the fan festival/ancillary events. Responsibilities of Michigan State may include, but are not limited to: procurement of



appropriate space; communication with NCAA staff and partners about space needs; space allocation; management of advance shipping, set-up and tear-down; on-site oversight of the fan festival; as well as production, coordination and management of the on-stage ancillary events including procuring and managing the selected audio-visual vendor. The NCAA will provide guidance, oversight and approvals for all of these areas, but may ask the Michigan State representative to be the lead organizer and day-to-day contact for these events if the NCAA does not choose a third-party vendor.

4. **Exclusivity.** Confirmation that no agreement or understanding will be made that would entitle any corporation or third party to contract space within the chosen venue(s) or in the same outdoor space(s) as the NCAA fan festival/ancillary event without the approval of the NCAA.
5. **Office Space.** Office space for the NCAA and any affiliated production companies, preferably overlooking the fan festival/ancillary event space, will be provided whenever possible.
6. **Tractor-Trailer and Box Truck Space.** Space for several tractor-trailers and box trucks to load-in, load-out, and, if necessary, parking will be provided at Little Caesars Arena used for the fan festival/ancillary event. Since certain tractor-trailers and box trucks may be used as part of a permanent fan festival/ancillary event display at the fan festival/ancillary event, an adequately sized entry to Little Caesars Arena for these vehicles should also be provided. This space will be a secured area within a mile of the



chosen venue or space; Michigan State is responsible for ensuring sufficient lighting is available in this area.

7. **Parking Spaces.** A minimum of 20 complimentary parking spaces for NCAA staff and designated fan festival/ancillary event participants will be available and will be in close proximity to the chosen venue or space.
8. **Financial Arrangements.** Space will be provided to the NCAA at no charge including all basic associated charges such as security, power, water, phone/internet, cleaning, heating/air-conditioning, lighting, set-up and tear down (for temporary structures).
9. **Products.** The NCAA and its designated representatives will have the right to provide complimentary sampling of food and beverages of its choice in sizes no smaller than four ounces in the fan festival/ancillary event area. Promotional giveaway items also should be permitted, but will be shared with Little Caesars Arena for mutual agreement. The requirements in this section apply if there is a concession agreement in place that specifically limits sampling sizes. Otherwise, sampling will be at the discretion of the NCAA.
10. **Merchandising.** The NCAA, or its designee, will have the exclusive right to market and sell products licensed by the NCAA and will administer all souvenir merchandising within the fan festival/ancillary event space. The NCAA, or its designee, will not be charged a royalty exceeding 10% for any such sale.



11. **Electrical.** At no expense to the NCAA or its designee, Little Caesars Arena will provide sufficient electrical power and a sufficient number of power outlets for the fan festival/ancillary event space.
12. **Advertising.** Other than permanent advertising signs outside Little Caesars Arena proper, no promotional, public relations, political or advertising activity may take place in Little Caesars Arena during the time it is used for the NCAA fan festival/ancillary event without approval from the NCAA. No advertising banners, signs or displays of any kind may be hung, posted or displayed anywhere within Little Caesars Arena space during the dates of the NCAA fan festival/ancillary event without the approval of the NCAA. Any permanently affixed advertising, banners, signs or displays within the NCAA fan festival/ancillary event area will be covered by Little Caesars Arena at its expense.
13. **Staffing.** Little Caesars Arena or Michigan State will provide and pay for all services deemed necessary for the fan festival and ancillary events by the NCAA or its designee, including but not limited to: security; janitorial services; a first-aid room staffed by paramedics or other certified emergency medical personnel; maintenance and clean up for all areas used by the NCAA or its affiliates; recycling resources, volunteers and any necessary police support. All such personnel are to be under the sole direction and control of Little Caesars Arena or Michigan State and are not to be considered employees or agents of the NCAA or its designee. All staffing plans will be submitted to the NCAA for approval.



14. Food and Beverage Vendors. The NCAA or its designee will control all food and beverage rights and retain all food and beverage net revenue for the ancillary events unless other arrangements are authorized by the NCAA. Also, the NCAA may restrict the sale of certain food and beverage products within the ancillary events if they conflict with NCAA corporate champions or partners. For clarity, there will be no food and beverage buyout required in the ancillary events, and the NCAA will have the ability to (a) allow its quick-service restaurant or casual dining sponsor to serve food within the ancillary events with no buyout, and (b) bring into the ancillary events outside food and beverage for staff, crew and volunteer meals if desired. Additionally, the NCAA will determine in its sole discretion whether alcohol will be sold or distributed at the ancillary events. Little Caesars Arena, Michigan State and/or caterer will be responsible for any permits unless otherwise directed by the NCAA.

15. Control of Ticket Sales. The NCAA will control all ticket sales for fan festivals/ancillary events, assigning specific duties to Michigan State and venue(s) as needed. Michigan State and venue(s) will cooperate fully with the NCAA's official ticketing vendors and/or ticketing partners (e.g., primary ticket sales system 27 provider, official ticket and hospitality package provider, official fan-to-fan ticket exchange). The NCAA will not be responsible for securing an exemption to any exclusive contracts Michigan State, Little Caesars Arena or surrounding areas/facilities might have, nor will the NCAA be responsible for any buyout or other means necessary to secure such an exemption. Every individual, regardless of age, will have a ticket for admission, unless



the NCAA makes an exception to the contrary. Michigan State or Little Caesars Arena will not require or impose a venue ticket fee or surcharge on the sale of tickets.

Lodging Specifications

a) Lodging Liaison:

- i) (contact information found in attachment E in appendix).

b) General Information For All Hotels:

- i) Eight different hotels have been selected for this event, all within extremely close proximity to Little Caesar's Arena. All rates, phone numbers, contact information, and proximities can be found under attachment E in the appendix.

c) Participating Institutions' Hotels:

- i) There will be eight different pods that will be staying in eight different hotels throughout the event (see details on attachment E). Pod one will be staying at the Hilton Garden Inn. Pod two will be staying at the Greektown Hotel. Pod three will be staying at Hotel Indigo. Pod four will be staying at the Trumble and Porter Hotel. Pod five will be staying at the Atheneum Suite Hotel. Pod six will be staying at Fort Pontchartrain. Pod seven will be staying at Courtyard by Marriott. Finally, pod eight will be staying at the Comfort Inn.

d) Media Hotel:

- i) Media members will be staying at Courtyard by Marriott, for a confirmed rate of \$177 dollars per night. Courtyard by Marriott can be reached via (313)222-6509

e) Game Officials' Hotel:



- i) Game officials will be staying at the Detroit Foundation Hotel, for a confirmed rate of \$202 dollars per night. The Detroit Foundation Hotel can be reached via (313) 800-5500.

Ticket Policies/Operations

Ticket Design/Printing. The NCAA will manage the design and printing for championship tickets, assigning specific duties to Michigan State and Little Caesars Arena as needed. The NCAA will forward artwork of the proposed ticket design to Michigan State and Little Caesars Arena for review and input. The NCAA logo will be the only logo used on the front or back of the tickets unless specifically authorized by the NCAA. The name of Michigan State 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 Michigan State or Little Caesars Arena to coordinate the printing. Michigan State will incur all expenses associated with ticket printing.

Ticket Pricing. With input and a recommendation from Michigan State, the NCAA will establish all ticket prices, including tickets for suites and standing room only. One hundred percent (100%) of the revenues from ticket sales will be included in the championships receipts to help offset the NCAA guarantee (if applicable), championship expenses, and further revenue sharing opportunities. As further noted in Section VII - Government Guarantees, revenue from the sale of championship tickets and championship-related event tickets will be exempt from sales, amusement, entertainment taxes and other surcharge obligations to the extent possible. The NCAA is a 501c(3) tax



exempt organization and the bid respondents will specify any state or local tax exemption that will be granted to the NCAA. If a tax exemption is not applicable, then all applicable taxes and rates will be disclosed (disclose in the sport-specific facility questionnaire) and any increases in the tax rates from the time the bid submission will be absorbed by the bid respondent or rebated back to the NCAA if bid respondent is approved for a NCAA championship.

Control of Ticket Sales. The NCAA will control all ticket sales for the championship, assigning specific duties to Michigan State and Little Caesars Arena as needed. Michigan State and Little Caesars Arena will 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 will not be responsible for securing an exemption to any exclusive contracts Michigan State, Little Caesars Arena 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 Little Caesars Arena on game days will be by ticket or NCAA-issued credential only. Every individual, regardless of age, will have a game ticket for admission, unless specified by the NCAA or venue policy. Unless specifically granted an exception, the NCAA requires that Little Caesars Arena utilize a ticket scanning system at all general public access points into Little Caesars Arena. Little Caesars Arena 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 will control all seating assignments within Little Caesars Arena, including club seating, press boxes, hospitality clubs and restaurants. The NCAA will be responsible for determining the allocation and the location of all ticket allotments. Michigan State or Little Caesars Arena may not resell allotted championship game tickets at any price, nor may enter into a sponsorship agreement or hospitality/travel package agreement with any ticket broker, tour package or other secondary ticket marketer to provide championship tickets in return for other considerations unless specifically authorized by the NCAA.

Suites

- a. At the time of the bid, Little Caesars Arena will stipulate a quantity of private viewing suites available for the sole use of the NCAA or its designees. Preferred consideration will be given to those sites offering suites for NCAA use. All revenue from such suites will belong to the NCAA.
- b. The NCAA will provide tickets, as necessary to Michigan State and/or Little Caesars Arena for those suite holders displaced to fulfill the NCAA suite seat requirements.
- c. Subject to NCAA approval, suites not made available to the NCAA or its designees will remain under the control of Little Caesars Arena, but the face value ticket revenue for such suite seats will belong to the NCAA.
- d. Suite holders will have the opportunity to purchase tickets for the suite to which they have purchased tenant rights. Little Caesars Arena's box office staff if



assigned by the NCAA, will 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.

Michigan State Ticket Policies

- e. **Allocation.** For all championships accepting bids other than Division I men's basketball, the NCAA will allocate to Michigan State a maximum of 10% of the saleable competition venue seats. These tickets will be used to accommodate Michigan State guests, including but not limited to local contributors.
- f. **Budget Relief.** At its sole option, the NCAA will notify Michigan State of certain budget relief that may be provided in exchange for a reduction in Michigan State's ticket allotment.
- g. **Ticket Allocation Limitation.** No more than 20 tickets will be made available from Michigan State or Little Caesars Arena to any one entity without NCAA approval.
- h. **Assignment Information.** Michigan State will provide the NCAA with the names of those individuals assigned to each seat within Michigan State's ticket allocation.

Competition Venue Responsibilities



- i. **Seating Manifest.** At the time of the bid, Little Caesars Arena will forward the NCAA a complete ticket manifest with a PDF or CAD drawing of Little Caesars Arena's configuration and cooperate fully with any NCAA ticketing partners.
- j. **Broadcast Partner Site Survey.** The NCAA's broadcast partner, in conjunction with the NCAA and Little Caesars Arena, will conduct a site survey approximately nine months in advance of the championship to determine the host set location, camera locations and determine the need for "seat kills."
- k. **Final Manifest.** Upon completion of the site survey and determination of "kill" seats, Little Caesars Arena will provide the NCAA with a final seating manifest, reflecting all saleable seats, available suites and available hospitality/party suites.
- l. **General Public Assignments.** Subject to NCAA approval, the assignment of general public seats is Little Caesars Arena box office's responsibility, unless directed otherwise by the NCAA. The seat locations will be designated by the NCAA. Little Caesars Arena will 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 will assist with all lost, stolen, or misdirected ticket issues. Little Caesars Arena will be responsible for the labor necessary, as well as costs incurred, to process and distribute lost, stolen, or misdirected tickets.
- m. **Participating Institutions' Shipments.** Little Caesars Arena's box office will send the tickets allocated to the participating institutions to Michigan State's



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 will be sent with the participating institution's tickets. Little Caesars Arena will be responsible for the labor necessary, as well as costs incurred, to ship these tickets.

- n. **Sales Reports.** Little Caesars Arena's box office will be responsible for providing the NCAA with timely and accurate sales reports. The NCAA will be responsible for determining the schedule in which reports will be received from Little Caesars Arena's box office. Little Caesars Arena's box office will cooperate fully with the NCAA's official ticketing vendors and/or ticketing partners in providing the reports.
- o. **Final Ticket Database.** Little Caesars Arena's box office will send the ticket database to the NCAA tournament manager upon request. Ticket databases should include the following field information: Last Name, First, Name, City, Email, Phone, Address, State, Zip Code, Country, Event, Event year, Event Zip, Sport and Source.

Marketing

Michigan State shall develop and monitor a comprehensive plan and projected budget (e.g., marketing, advertising, promotions, printing, public relation, social media and grassroots



opportunities including database marketing, marketing services, and regular season efforts) in assistance of box office sales and/or ancillary event attendance, with guidance and approval from the NCAA, and should be submitted by a collectively decided upon date.

Michigan State's marketing plan and budget can include approaches, major ticket sales phases, and expenses linked to the championship's marketing. Target demographics, venue capacity, market size, historical and expected attendees all will be considered in determining the marketing budget.

1. Marketing. To help the NCAA with day-to-day execution, Michigan State will appoint an individual with effective promotional experience and great knowledge of the local market.

Develop a sales and promotional strategies and budget to market sales as well as all live events at the championship, among many other responsibilities. Create a marketing team comprised representatives from the host, venue, CVB, and/or Sports Commission.

2. Media/Advertising Buying. Michigan State will appoint a marketing liaison with extensive advertising knowledge to work with the NCAA. The marketing liaison will become the point person for any and all media advertising purchases. This person will work in the market to coordinate advertising buys, ticket sales, and other event information for various NCAA-approved fan events.

3. Community Awareness. With community affairs calendars, social networks, community newspapers, the Convention & Visitors Bureau, Chambers of Commerce, as well as other means,



Michigan State should establish effective methods to engage the community. It is critical to guarantee that local citizens have the opportunity to get to know more about and enjoy the championship's environment.

4. Grassroots Efforts: Michigan State should explore all options for reaching out to specific audiences with information about the championship. Coaches, education systems, recreation facilities, sport groups, and young leagues/teams in the area should all be informed about the championship. Email, digital, social media, marketing collateral, and attendance at events and places should all be used to disseminate information.

5. Database Outreach: As asked, Michigan State is anticipated to transmit championship, fan, and ticket info to all relevant databases (e.g., facility, season ticket holders, alumni, donors, sports commission, youth, conference, related parties, important stakeholders, etc.). Michigan State is urged and required to contact universities within a specified mile radius of each site and request that championship statistics be supplied to available databases. Should neighboring universities agree to distribute championship information to their networks on behalf of hosts, hosts should indeed be prepared with NCAA approved electronically promotional materials.

Database of Final Ticket. Upon request, Michigan State will transmit the ticket database towards the NCAA tournament manager. The following fields should be included in ticket databases: Last name, first name, city, email, phone, address, state, zip code, country, event, event year, event zip, sport, and source are all required fields.



6. **Public Relations.** Michigan State will pick someone with strong ties to the local press. Developing a thorough public relations strategy for all fan engagement activities and ticket revenue for the championship, in collaboration with the NCAA, is one of the responsibilities. During the regular season, host institutions/conferences should enlist the help of local publications to carry features mostly on the nation's top players, coaches, and teams. Local newspapers should carry weekly features commencing at a mutually agreed-upon time, and the host institution/conference should supply features to papers in the area as well as nearby communities. Newspapers should be asked to provide explicit details on how to acquire tickets as well as special ticket offers and promotions.
7. **Creative.** Michigan State is not permitted to produce or design marketing-related things. In order to promote the championship, the NCAA will furnish all promotional artwork.
8. **Assets relating to Michigan State.** Michigan State is in charge of producing a list of assets that can be used to promote ticket sales, such as indoor and outdoor signage, electronic banners, broadcast inventory, in-venue promotional inventory, and so on. By a mutually agreed-upon deadline, dates of availability, specifications, and delivery details should be submitted.
9. **Promotional Items.** Bumper stickers, balloons, key chains, refrigerator magnets, and other items can be made for NCAA-approved marketing campaigns. If such products are made, they must be distributed rather than sold. The items must be obtained through an authorized NCAA licensee and must have received prior NCAA approval.



10. Ticket marketing. The NCAA can not provide free tickets to its playoff events. The NCAA, on the other hand, will allow ticket purchases for championship promotion purposes. The NCAA must authorize any ticket marketing in advance.
11. Commission Plan for Ticket Sales. Michigan State might design a ticket revenue commission plan. Prior to engaging in any deal with any outside party, the NCAA must approve any commission plans.
 - a. To be considered with this privilege, a brief proposal must be presented to the NCAA for approval, along with a commission plan, a list of participating groups, and ticket distribution method(s).
12. NCAA Marks Use. Any use of the NCAA's name, logos, or marks must be approved by the NCAA. The NCAA must authorize any commercial entity's logo so it could be used in connection with the NCAA's name or marks.
13. Website for the Championship. The NCAA will run a website at NCAA.com that will act as the championship's official website. This link will be the only source of Championship information provided by Michigan State. Every other website that assists the event (e.g., volunteers registration, fans housing, etc.) must have a direct connection from the official site, and all traffic should indeed be directed to these links through the primary site. Michigan State will also be obligated to provide site-specific data for inclusion on this site, and the social networking liaison will be in charge of updating the site on a regular basis. In promotional materials, the official NCAA championship site is also the only URL affiliated with the championship.



- a. On a collaborative basis, the NCAA Championships Marketing team will provide comments and authorization for the final marketing plan and budget. After the final strategy and budget have indeed been approved, any changes to the marketing budget must be presented to the NCAA for evaluation and approval.

The NCAA must approve any promotional/advertising/collateral material in advance.

Agreement to Terms and Conditions:

The championship host that is bidding on this championship agrees to all terms and conditions as outlined above in this Championship Bid Specifications Agreement. We agree to comply with all the requirements listed in this document and to administer the designated championship in accordance with the policies of the NCAA and the applicable NCAA sports committee. Prospective hosts that agree with all the requirements listed in this document for the designated championship shall signify agreement by selecting "Yes" below.

☐ YES ☐ NO

Prospective hosts who do not agree with all requirements in this document shall select "No" above and complete Attachment A specifying the terms the prospective host is proposing. Please note any proposed revisions to the language in this document must be specified in Attachment A to be considered. Any revisions, deletions, stipulations, etc. made directly in this document to the specifications listed above shall not be accepted.

Attachment A: Enhancements and Exceptions



Enhancement or Exception	Page #	Clause	Proposed Language
Fan Festival and Ancillary Events	25	Facility Space	The host city shall provide, free of charge, venue(s) or space(s) that will ideally be adjacent to the competition venue, but due to special circumstances will be outside of a 1/2 mile radius of the competition venue.
Lodging	31	Lodging Specifications	The NCAA has partnered with a local agency to manage the NCAA Championship Housing Program and all championship housing needs. A local agency serves as the housing partner for hundreds of events annually and, through strong relationships with various hotel brands, is able to deliver the appropriate mix of amenities, location and price for hundreds of thousands of room nights each year. Utilizing their expertise, they will be responsible for managing the selection and contracting process for all championship housing accommodations.

Attachment B: Facility Space Assignments

ATTACHMENT C

2016-2018 NCAA Division I Men's Basketball Championship		
Facility Space Assignments		
Site: Little Caesars Arena, Detroit Michigan		
SPACE REQUIREMENTS	ASSIGNED SPACE	COMMENTS
OFFICE SPACE		
Basketball committee office	Artist compounds Room 1 out of 5	Room for four people. Security placed outside door or be locked. Soft furniture and table round(s).
NCAA Executives office	Artist compounds Room 2 out of 5	Room for four people. Security placed outside door or be locked. Soft furniture and table round(s).
Officials' evaluator's office	Artist compounds Room 3 out of 5	Room for up to four people (minimum 10' x 12'). Room set-up based on size.
Pre-tournament meeting room	Players Club	20 people (first round); 40 people (second-/third rounds); 20 people (regional rounds). Set in hollow square, with additional seats on the outside perimeter. This room typically is also used as the transition meeting room on the off day.
SID meeting room	The Budweiser Biergarten	20 people (first round); 30 people (second-/third rounds); 20 people (regional rounds). Set in hollow square, with additional seats, if necessary, on the outside perimeter.
Transition meeting room	Players Club	20 people. Hollow square (all rounds). Additional seating on the outside perimeter.
GAME OPERATIONS		
Team locker rooms Are there small rooms located within or near each team locker room that can be used for a coaches' office?	Part of the Red Wings & Pistons Locker rooms	All team locker rooms should include a game clock, athletic training table (not generic 6' or 8' tables), a television, and a marker or chalk board.
Team 1	Red Wings Locker room	
Team 2	Pistons Locker room	
Team 3	Red Wings Locker room	After Scheduled game that happened before
Team 4	Pistons Locker room	After Scheduled game that happened before
Officials' locker rooms	Pistons Visiting Team locker room	Two separate rooms with shower facilities.



**CHAMPION
YOUR CITY**

Drug-testing area	Suite 8,9 out of 62 inside Little Caesars Arena	Two separate rooms (with toilet facilities) and separate entrance/check-in areas, preferably not located next to each other.
Spirit squad warm-up/band storage area	Suite 1 out of 62 inside Little Caesars Arena	400 sq. ft. minimum, carpeted, high ceilings.
Merchandise storage area	Suite 2 out of 62 inside Little Caesars Arena	

SPACE REQUIREMENTS	ASSIGNED SPACE	COMMENTS
TURNER/CBS SPORTS/WESTWOOD ONE		
Dining area	Mike's Pizza Bar	60 people (all table rounds).
Interview area	Artist compounds Room 4 out of 5	300 sq. ft. minimum.
TV talent "green" room	Artist compounds Room 4 out of 5	Large enough room to accommodate four people, preferably with restroom facilities.
Westwood One interview room	Artist compounds Room 5 out of 5	Can be a 10 x 10 room, or smaller, quiet setting; 4 walls and a door.
PARKING		
Team bus parking	Little Caesar Arena Garage Drop off and Pick up through Loading dock 1	Can be near the team drop-off/pickup area, if space permits.
Band/spirit squad parking	Little Caesar Arena Garage Drop off and Pick up through Loading dock 2	Can be near the band/spirit squad drop-off/pickup area, if space permits.
Turner/CBS Sports truck parking	2501 CASS parking Garage Drop off and Pick up through Loading dock 3	Minimum of 5,000 square feet for up to four production trucks, plus an uplink truck.
Satellite truck parking	2721 CASS parking Garage Top Floor Drop off and Pick up through Loading dock 4	Minimum 10,000 square feet outside the venue with unrestricted access to southern sky.
NCAA parking	Little Caesar Arena Garage Drop off and Pick up through Loading dock 5	There shall be 225 spaces reserved. Media will request parking via the online credential system.
MEDIA OPERATIONS		

Media seating (courtside)	Seating Section 109	Minimum of 180 seats with view of playing floor.
Media seating (upper/press box seating)	Suite 16 out of 62 inside Little Caesars Arena	
Media work room	Control Room	Minimum of 150 seats at eight-foot tables; electrical power on all tables. Include space for media buffet and refreshment tables.
Photography work area	Control Room side monitor room	Minimum of 500 sq. ft. (minimum of 40 photographers) and can be a part of the main work room.
Media refreshment area	Suite 10 out of 62 inside Little Caesars Arena	Area near the media work room to accommodate a minimum of 75 individuals
Duplication area	Suite 15 out of 62 inside Little Caesars Arena	Two 8-foot tables and electrical power needed.
Media interview area	Red Wings or Pistons Locker room theater room	Seating for a minimum of 100 people, theater style.
Audio/video distribution area	Suite 11 & 12 out of 62 inside Little Caesars Arena	18 eight-foot tables; preferred location is next to, or in the back of, the interview room.
Holding area	Suite 13 out of 62 inside Little Caesars Arena	Six chairs, soft furniture, towels. Prefer a dedicated, separate room from the interview area, if possible (instead of a pipe & draped area adjacent to the dais).
Upper video position	Suite 14 out of 62 inside Little Caesars Arena	Space for five cameras allowing for six-feet of space for each camera.
Interview breakout rooms (regionals only)	Suite 3,4,5,6,7 out of 62 inside Little Caesars Arena	Five separate areas, with a head table in each, and seating for a minimum of 20 people each.
SPACE REQUIREMENTS	ASSIGNED SPACE	COMMENTS
HOSPITALITY		
NCAA hospitality	The Rehmann Club	Private meeting room that can accommodate a minimum of 300 individuals.
NCAA corporate champion/partner hospitality	Family Room for Wings & Pistons	Areas for NCAA corporate champion/partner hospitality, and/or PrimeSport hospitality.

Attachment C: Ticket Pricing

ATTACHMENT D

Venue Public Sales (on-line or phone sales only)						
PRICE BREAKDOWN	All-Session	All-Session	All-Session	All-Session	All-Session	All-Session
SAMPLE FACE VALUE PRICE	\$ 300.00	\$ 300.00	\$ 270.00	\$ 230.00	\$ 200.00	\$
(less taxes and fees)						
cketing Provider Service Charge	\$ 15.00	\$ 38.00	\$ 38.00	\$ 38.00	\$ 38.00	\$
Facility fee	\$ 3.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$
Tax	\$ -	\$ 18.00	\$ 16.20	\$ 13.80	\$ 12.00	\$
Credit Card Fee	\$ 9.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00	\$
(equals)						
BASE TICKET PRICE	\$ 273.00	\$ 184.00	\$ 155.80	\$ 118.20	\$ 90.00	\$
NOTES:						
NCAA all-session ticket sales use the inside fee pricing model.						
The consumer will only see and pay the FACE VALUE PRICE (above).						
BASE TICKET PRICE will calculate based on your entries.						
Using the five above sample FACE VALUE PRICES, complete the gray sections where applicable using the definitions below.						
Ticketing Provider Service Charge						
Actual = \$38	Enter the actual charge (\$15, for example) per the contract with your vendor.					
It is possible that vendors, rates, etc. may change from now until the time of the event.						
Facility fee						
Actual = \$55	Enter the all-session facility fee, if applicable.					
For example, if you have a \$3.00 facility fee and there are three sessions, enter \$9.00 or \$3.00, given your rules)						
Tax						
Enter the value of applicable tax(es), if not exempt.						
Actual = 6%	Provide a description of the tax(es) below including name, how applied and rate or flat fee.					
Credit Card Fee						
Actual = \$5	Use the exact rate charged or a blended rate based on the ticket price listed. 3% used in the above example.					
Tax Description:						
Based on Michigan Sales Tax Rate of 6%						

Session	
150.00	
38.00	
55.00	
9.00	
5.00	
43.00	



Attachment D: Lodging

NCAA Division I Men's Basketball
Preliminary Round Proposed Hotel Assignments

ATTACHMENT E

Site: Detroit (Little Caesars Arena)

Bid Year (s): 2023

Round: Final Four

Proposed Team Hotels (by pod/seed)	Hotel Name	Primary Hotel Contact	Phone No.	Confirmed Rate	Proposed Meeting Space	Proximity to Competition Venue	Date of Last Renovation	Completion date of Upcoming Renovations
Pod 1	Hilton Garden Inn Detroit	Karen Brookstein	3139670900	\$192.00	Lobby	1.6 miles	N/A	N/A
Pod 2	Greektown Hotel	Tracy Moreland	3132232999	\$178.00	Lobby	1.8 miles	2019	N/A
Pod 3	Hotel Indigo Detroit	Michael Schwartz	3138877000	\$151.00	Lobby	1.7 miles	2017	N/A
Pod 4	Trumble and Porter Hotel	Gus Karagatsoulis	3134961400	\$147.00	Lobby	2.4 miles	N/A	N/A

Proposed Media/ NCAA Headquarters Hotel	Hotel Name	Main Contact	Phone No.	Confirmed Rate	Proximity to Venue	Date of Last Renovation	Completion date of Upcoming Renovations
	Courtyard by Marriott	Yassir Yasso	3132226509	\$177.00	4.3 miles	N/A	N/A

Proposed Officials Hotel	Hotel Name	Main Contact	Phone No.	Confirmed Rate	Proximity to Venue	Date of Last Renovation	Completion date of Upcoming Renovations
	Detroit Foundation Hotel	N/A	3138005500	\$202.00	4.3 miles	N/A	N/A

Lodging Liaison**	Name	James Daniels
	Title	Hotel Liaison, MGM Grand Detroit
	Office Phone	8778882121
	Fax Number	N/A
	Cell Phone	N/A
	Email Address	jdaniels@del.mgmgrand.com

* Pod 1 is the pod with the highest seeded team. If both pods have the same seed number (i.e., two teams ranked as #2) the higher seeded pod will be
** All questions regarding lodging should be directed to the host lodging liaison.

Attachment E: Lease Agreement

6. Indemnity.

- a. VENUE shall indemnify and hold the NCAA harmless from any and all suits, claims, demands, damages, liabilities, costs, expenses and attorneys' fees arising out of any act or omission of VENUE of the rights granted to it pursuant to this Agreement, provided that such suits, claims, demands, damages, liabilities, costs, expenses and attorneys' fees are not approximately caused by any breach of this agreement by the NCAA and provided, further, that the NCAA shall notify the VENUE within a reasonable time of any such claim or litigation to which this indemnity shall apply.
- b. The NCAA shall indemnify and hold VENUE harmless from any and all suits, claims, demands, damages, liabilities, costs, expenses and attorneys' fees arising out of the exercise by the NCAA of the rights granted to it pursuant to this agreement, provided that such suits, claims, demands, damages, liabilities, costs, expenses and attorneys' fees are not approximately caused by any breach of this agreement by VENUE and provided, further, that VENUE shall notify the NCAA within a reasonable time of any such claim or litigation to which this indemnity shall apply.
- c. The HOST shall indemnify and hold the NCAA harmless from any and all suits, claims, demands, damages, liabilities, costs, expenses and attorneys' fees arising out of the exercise by HOST of the rights granted to it pursuant to this agreement, provided that such suits, claims, demands, damages, liabilities, costs, expenses and attorneys' fees are not approximately caused by any breach of this agreement by HOST and provided, further, that HOST shall notify the NCAA within a reasonable time of any such claim or litigation to which this indemnity shall apply.

7. **Notice.** All notices required or permitted under this Agreement may be given to a party personally or by mail, addressed to such party at the address stated below or to such other address as one party may from time to time notify the other in writing. Any notice so given shall be deemed to have been received when deposited in the United States mail so addressed with postage prepaid:

If intended for VENUE, to:

Name	Little Caesars Arena
Street Address	2645 Woodward Ave
City, State, Zip	Detroit, MI, 48201
Telephone	3134717000

If intended for HOST, to:

Name	Michigan State University
Street Address	250 Administration Building
City, State, Zip	East Lansing, MI 48824
Telephone	5173551855

If intended for the NCAA, to:

Name	Mr. Dan Gavitt
Title	Vice President of Men's Basketball
Association	National Collegiate Athletic Association
Address	1802 Alonzo Watford Sr. Dr.
City, State, Zip	Indianapolis, Indiana 46202

With a copy to:

Name	Mr. Scott Bearby
Title	Managing Director of Legal Affairs
Association	National Collegiate Athletic Association
Address	1802 Alonzo Watford Sr. Dr.
City, State, Zip	Indianapolis, Indiana 46202

8. **No Partnership.** Nothing contained in this Agreement shall be deemed to constitute HOST, VENUE and the NCAA partners or joint venturers with each other.
9. **No Waiver.** No waiver by HOST, VENUE or the NCAA of any default or breach of any covenant, condition, or stipulation herein contained shall be treated as a waiver of any subsequent default or breach of the same or any other covenant, condition, or stipulation hereof.
10. **Governing Law.** This Agreement shall be considered to be entered into in the State of Indiana and shall be interpreted in accordance with the laws of that state.
11. **Severability.** In case any one or more of the provisions contained in this Agreement shall for any reason be held to be invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability shall not affect any other provision hereof and this Agreement shall be construed as if such invalid, illegal, or unenforceable provision had never been contained herein.
12. **HOST and VENUE'S Representation.** HOST and VENUE represent and warrant that it has the right to commit Little Ceasars Arena (Venue), the facility parking lots and other "surrounding, exterior area" owned or controlled by the VENUE attached hereto as Exhibit B as may be identified to the terms and conditions set forth herein, and that said facility, parking lots and surrounding area shall be in a reasonable and safe condition. The NCAA retains the right to inspect the facility and parking lots and to require reasonable changes prior to, and as a condition of, commencement of the championship, but the NCAA assumes no duty to see that the facility and parking lots are safe.
13. **Entire Agreement.** This Agreement and the Bid Specifications incorporated by reference and attached hereto

as Exhibit A contain the complete agreement of the parties hereto, superseding all oral or written previous and contemporary agreements between the parties and relating to matters herein, and except as otherwise provided herein cannot be modified without written agreement of the parties hereto attached to and made a part of this Agreement.

14. **Mediation and Arbitration.** The parties agree that any disputes arising hereunder that the parties cannot resolve between themselves shall be addressed in the following manner:
 - a. First, the parties shall engage the services of a mediator through the American Arbitration Association. The parties shall share the cost of the mediation equally. Unless the parties agree otherwise, the mediation shall be in the city where the NCAA national office is located at a time reasonably agreeable to all parties. All parties may be represented at such mediation by attorneys, and each side shall have present a member of senior management with full authority to bind said party to any resolution that may be mediated.
 - b. Second, in the event mediation fails, any controversy or claim arising out of or relating to this Agreement, or the breach thereof, shall be settled by arbitration in accordance with the Commercial Arbitration Rules of the American Arbitration Association, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. Unless the parties agree otherwise, the arbitration hearing shall be held in the city where the NCAA national office is located.
15. **Copies to Chief Executive Officers.** Upon the request of the chief executive officer of any active member institution that is directly affected hereby, the NCAA may provide a copy of this Agreement to such person.
16. **Final Execution.** This Agreement shall not be binding upon the NCAA unless and until it is duly executed by the President of the NCAA, or his designee.
17. **Confidentiality.** HOST and VENUE understand that they may acquire information that the NCAA deems confidential, including trade secrets and unpublished data to which the NCAA has proprietary rights. Confidential Information shall also include information of a third party that the NCAA is under an obligation to maintain in confidence. HOST and VENUE shall retain this information in strict confidence and shall not use it for benefit of self or others or communicate it to others without the NCAA's prior written agreement.

IN WITNESS WHEREOF, the parties hereto have duly executed this Agreement as of the day and year first above written.

NCAA

Signature: _____

Printed Name: Mark Emmert _____

Title: NCAA President _____

Date: 3/6/22 _____

VENUE

Signature: _____
Printed Name: Chris McGowan _____
Title: President and CEO, Sports +
Entertainment _____
Date: 3/6/22 _____

HOST

Signature: _____
Printed Name: Alan Haller _____
Title: Athletic Director, Michigan State
University _____
Date: 3/6/22 _____



EXHIBIT A

Attachment by NCAA of Preliminary Round Bid Specifications and HOST Responses to those Specifications included in this lease.

EXHIBIT B

Attachment by Venue of a diagram indicating the surrounding, "exterior area" owned or controlled by the Venue.