



MEMORANDUM

January 25, 2010

P.O. Box 6222  
Indianapolis, Indiana 46206  
Telephone: 317/917-6222

Shipping/Overnight Address:  
1802 Alonzo Watford Sr. Drive  
Indianapolis, Indiana 46202

www.ncaa.org

TO: Selected Newspapers, Radio and Television Stations  
Selected Advertising, Marketing and Promotion Agencies  
Selected Other Businesses/Corporations.

FROM: David Knopp  
Managing Director of Strategic Activation  
NCAA Corporate and Broadcast Alliances.

SUBJECT: Use of NCAA<sup>®</sup> Marks/Tickets related to the 2010 NCAA Division I Men's and Women's Basketball Championships.

As an entity located in an area hosting part of the [2010 NCAA Division I Men's or Women's Basketball Championships](#), you are a key component of a community that embraces NCAA national championships and helps to provide a quality experience for participating student-athletes.

If you have recently hosted an NCAA championship, you may have received an NCAA memorandum similar to this one. However, we thought it would be helpful to provide you with updated information should you be considering advertising or marketing activities in association with the tournament games held in your area in March.

The NCAA's efforts to protect the goodwill associated with its championships are no different than the efforts that you undertake, for instance, to protect your business' name or logo. Just as you want to be able to determine who uses your name commercially, so does the NCAA.

**News Reporting on NCAA Championships and Events**

Media/news entities do not need written consent to use [NCAA marks](#)/logos for editorial content in coverage of NCAA events.

**Use of NCAA Tickets and Marks in Promotions**

In your advertising and marketing plans, we ask that you refrain from any direct or indirect usage of the NCAA's tickets or marks/logos or specific references to NCAA championships unless and until you have obtained the prior written consent of the NCAA (and specifically our corporate alliances staff). Only [NCAA Corporate Champions and Corporate Partners](#) are authorized to use tickets in advertising, marketing or promotional activities (e.g., giveaways).

N a t i o n a l C o l l e g i a t e A t h l e t i c A s s o c i a t i o n

*An association of more than 1,200 members serving the student-athlete*

Equal Opportunity/Affirmative Action Employer

### **Use of NCAA Terminology in Marketing/Advertising**

Federal regulations support the NCAA's efforts to prohibit the unauthorized use of the NCAA's name and trademarks (including "Final Four<sup>®</sup>" and "March Madness<sup>®</sup>"). These regulations also prohibit any use of NCAA championship tickets in sweepstakes, promotions or contests, or any other unfair attempt to associate with or exploit the goodwill of any NCAA championship event. This includes a prohibition against the display of any commercial identification within an NCAA championship bracket. In addition, [NCAA trademarks](#) are not to be used as part of Internet domain names, nor may NCAA trademarks be used on the Internet for commercial purposes.

### **NCAA Marketing and Licensing Programs**

Although the Division I Men's and Women's Basketball Championships enjoy a great deal of attention, the NCAA conducts a total of 88 championships each year. In conjunction with all these championships, the NCAA has developed licensing and marketing programs that make use of the NCAA's trademarks and championships marks. Such programs are carefully controlled and protected to be consistent with the purposes and objectives of the NCAA, and to provide its member institutions and conferences with benefits and services year round. As such, the NCAA monitors unauthorized use of its trademarks, tickets and references to all of its championships. The policies above apply to all 88 NCAA championships and the NCAA requests your cooperation in complying with these policies in regard to each and every NCAA championship.

### **NCAA's Primary Television and Marketing Rights Holders**

Many of these guidelines do not apply to advertising or promotional activities involving CBS (the NCAA's primary television and marketing rights holder), CBS affiliates, ESPN (an NCAA television rights holder), or [NCAA Corporate Champions and Corporate Partners](#). [NOTE: All such activities by these entities are subject to explicit NCAA approval in each case.] NCAA Corporate Champions and Corporate Partners are given [category-exclusive rights](#) to use any of the NCAA's championships, tickets and marks/logos in advertising, merchandising and promotional programs.

If you are not the individual responsible for ensuring that advertising and/or marketing activities involving your company are in compliance with legal restrictions, we would appreciate your assistance in forwarding this to the appropriate person in your organization.

If you would like additional information on the NCAA, or if you have questions about this memorandum, please contact Durenka Robie at 317/917-6825 or [drobie@ncaa.org](mailto:drobie@ncaa.org).

Enjoy the championships!

DAK:DWR

cc: Selected NCAA Staff Members