



MEMORANDUM

September 14, 2020

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

FROM: Scott Bearby
Vice President of Legal Affairs and General Counsel

SUBJECT: Use of NCAA® Marks/Tickets related to the 2021 NCAA Division I Men's
and Women's Basketball Championships.

As a commercial entity located in an area hosting part of the 2021 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 are in a city that has 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.

NCAA Marketing and Licensing Programs

The NCAA conducts 90 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, its member institutions and conferences, and higher education. As such, the NCAA monitors unauthorized use of its trademarks, tickets and references to its championships. The NCAA requests your cooperation in this regard.

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 marks/logos or tickets or specific references to NCAA championships unless and until you have obtained the prior written consent of the NCAA and specifically our corporate relationships staff.

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

Supporting student-athlete success on the field, in the classroom and for life

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® and MARCH MADNESS®). 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. NCAA trademarks are not to be used as part of Internet domain names, nor may NCAA trademarks be used on any digital platforms, including but not limited to an organization's website without specific prior authorization from the NCAA or its digital partner, Turner Sports.

NCAA's Television, Digital and Marketing Rights Holders

Many of these guidelines do not apply to advertising, marketing or promotional activities involving Turner Broadcasting, CBS/CBS affiliates, ESPN (the NCAA's current television rights holders), or [NCAA Corporate Champions and Corporate Partners](#) (although all such activities by these entities are subject to express NCAA approval in each case). NCAA Corporate Champions and Corporate Partners support all 90 NCAA Championships and are granted a wide variety of benefits, including certain category exclusivity around use of NCAA logos, trademarks, designations and championship tickets.

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.

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.

If you would like additional information on the NCAA, or if you have questions about this memorandum, please contact David Clendenin at 317/917-6496 or dclendenin@naaa.org.

Enjoy the 2021 championships!

SAB:DKC

cc: Selected NCAA Staff Members