



Veritone has partnered with the NCAA to manage the NCAA video archive, which consists of 90 National Championships across 24 men's and women's sports. Veritone is the exclusive licensing agent of the NCAA, and our library provides member institutions access to the NCAA video and photo archive.

**Member Institution Internal Usage (NO Re-Sale):**

- We can offer you a Member Institution License. A single project request for footage may consist of up to five minutes of NCAA copyright footage for usage in one project. *The project can NOT result in revenue generation.*
- An administration fee for a single project is \$250, for up to five minutes of footage.
  - If you exceed five minutes of footage, the pricing will be adjusted based on five-minute blocks of content.
- All agreements must be signed in accordance with member institution policies and include the signature of director of athletics or the assistant/associate director of athletics.
- Digital delivery is free of charge.

**Fee Includes:**

- Acquisition of project approval from NCAA and the drafting of digital license agreement.
- Up to two hours of service work, defined as: research and footage posting time by Veritone
- Footage shot independently by member institutions at NCAA Championships must be licensed from Veritone. This includes, but is not limited to, game footage, fan footage, locker-room footage, warm-up footage and any other footage captured within an NCAA Championship venue.

**Project Examples:**

- Coach's show.
- University PSA.
- Awards video.
- Team highlight/Banquet video.

**Other Uses:**

Footage used for purposes other than internal projects will be licensed on a case-by-case basis, additional fees may apply and will be determined in consultation with the NCAA prior to any additional fees being communicated to the member institution.

**NCAA Member Institution Re-Sale Policy:**

**Licensing policy for retail Documentary DVD's - Pricing is based on:**

- “Up to five minutes” blocks of content (e.g., three minutes is counted as five minutes; six minutes counts as 10 minutes).
- Coupled with the number of units of the DVD produced.
- \$1 per unit produced times the number of five-minute blocks of content.  
[For illustration: If you are producing 10,000 DVDs and using five minutes of NCAA content, the price would be \$10,000. If you are producing 10,000 units and using 10 minutes of content the price would be \$20,000.]
- All agreements must be signed in accordance with member institution policies and include the signature of the director of athletics or the assistant/associate director of athletics.

**Documentary Project Examples:**

- Documentary profiling history of a program.
- Documentary profiling National Championship team.
- Documentary profiling specific student-athlete or coach, etc.

**NCAA Championship Full Game DVD Re-Sale:**

- Member institutions may re-sell full game broadcast DVDs from NCAA Championships events (e.g., men’s basketball National Championship) at university owned at operated retail outlets.
- Prices per game vary depending on the year, sport and the number of DVD copies a school is interested producing. Please inquire for additional details.

**Bulk NCAA Photo orders; Please Contact Clarkson Creative:**

**Clarkson Creative provides original photography for all 90 NCAA Men’s and Women’s National Championships and offers the following services for member institutions:**

- DVD order of 50+ NCAA photos from one specific championship for \$300. (Project can NOT result in revenue generation). Customized photo editing services.
- Expert insight into the NCAA Photo archive.
- For bulk photo inquiries, please email [info@ncaaphotos.com](mailto:info@ncaaphotos.com).

**FOR ANY QUESTIONS AND / OR INQUIRIES, PLEASE CONTACT**

[Sports@veritone.com](mailto:Sports@veritone.com)