



CHAMPIONSHIP HOST MANUAL & STYLE GUIDE

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■ HOSTING A CHAMPIONSHIP

NAIA NATIONAL CHAMPIONSHIP PERSONNEL

CHAMPIONSHIP EVENT MANAGER

The championship manager is the NAIA national office staff member assigned to the national championship. This individual is the liaison between the national office and the Host, as well as between the Host and participating teams. The sport manager works with the Host to ensure proper information is communicated between the two entities. The championship event manager communicates all championship information to the teams regarding housing, travel, championship calendar, etc.

NAIA MEDIA COORDINATOR

The media coordinator is the NAIA athletics communications and media department staff member assigned to the national championship. This individual leads on-site media operations, which includes but is not limited to game-by-game statistical collection, news releases, social media, coordination of video-streaming production, broadcasting duties and any other marketing tasks.

The Host may be asked to provide media assistants to work the day-to-day operations under the supervision of the media coordinator. The Host is responsible to reimburse any person(s) on the statistical crew, at a competitive market rate.

NAIA CHAMPIONSHIP GAME OFFICIALS

The NAIA will select and assign national championship officials (referees, umpires, etc.), and coordinator. Refer to the specific sport host requirements for number at each national championship.

In addition to game fees, the Host shall provide travel, housing, meals and/or meal expenses (\$35.00 per diem with hospitality, \$50 per diem without) for all game officials. Game fees and honorariums vary by championship.

NAIA CHAMPIONSHIP COMMITTEE

NAIA championships are under the direct control and supervision of the NAIA with assistance from each sport's coaches association and the assigned committee to oversee championship operations. Championship committees are made up of NAIA coaches and selected to work the championship by the NAIA championship manager. Their responsibilities include, but are not limited to, consulting with championship director each day, act as a liaison to the coaches and officials, and troubleshooting various issues at the event. The championship committee must uphold all rules and regulations of the championship, observe all games for potential trouble or problems on the field, and observe the facilities for potential trouble off the field.

The Host shall provide travel, housing, meals and/or meal expenses up to \$35.00 per-diem for the members of the championship committee.

NAIA NATIONAL CHAMPIONSHIP PERSONNEL

KEY PERSONNEL

The Host is responsible for recruiting the following key personnel to assist in hosting efforts.

1. Championship Tournament Director:
The Host championship tournament director shall serve as liaison between all local entities and the NAIA as well as participating teams. Those local entities include competition and practice facilities' personnel, hotel(s) personnel, local media, local sponsors and merchants.
 - This role can be divided amongst several people, but there should always be a primary point of contact for the national office.
2. Athletic Trainer
3. Facilities Director
4. Facilities Personnel
5. Photographer
6. Videographer

The following outlines the staff necessary to run a national championship effectively. It is always best to have two or three persons who can fill in at a variety of places. Recommended staffing of event personnel is typically organized from local volunteer agencies, civic groups or NAIA institutions. All expenses for the listed personnel below are considered a championship expense.

1. Crowd control/security/parking
2. Ticket sellers
3. Ticket takers
4. Official statisticians (when applicable)
5. Scoreboard operators
6. Concession workers
7. Hospitality room host(s)
8. Field/court assistants (ball boys/girls)
9. Field/court maintenance
10. Public address announcer

NAIA CHAMPIONSHIP BUDGET

EXPENSES

The Host shall be responsible for all expenses related directly to the administration of the championship including but not limited to Student-Athlete Experience banquet, NAIA staff and committee, championship officials, ticket operations, office supplies and administrative services, publicity and promotion, championship personnel, insurance, souvenir program, facility, equipment rental and medical services.

- The Host shall establish a budget (income and expenses) to be submitted to the NAIA championship manager for approval 60 days prior to the start of the championship.
- Post-championship budget reports must be submitted 60 days following the completion of the event.
- Income items can include ticket sales, parking, concession sales, program sales and advertising, banquet tickets, honorary coach fees, sponsorships, donations, video-streaming subscriptions, and entry fees (in some sports).
- Event expenses may include banquet, lodging, travel and meal expenses for championship personnel, video streaming production & TV, ticket operations, office supplies and administrative services, publicity and promotion, photography, insurance credentials, souvenir program, facility fees, equipment rental, medical, honorariums, awards.
- Expenses are the responsibility of the Host. Items identified as “championship expenses” in this document are considered eligible and appropriate for inclusion in the budget. If you have questions about a potential expense, ask the championship manager in advance.

Invoice for Host expenses incurred by the NAIA national office

The NAIA championship manager will send an invoice to the Host within 30 days of the conclusion of the event. This invoice will include all expenses that the NAIA incurred for the championship that the Host is contractually obligated to pay. Payment of the invoice should be made within 60 days of receiving the invoice. Typical invoiced expenses include, but are not limited to:

- Transportation for the championship committee, national office staff, game officials, media coordinator.
- Awards
- Credentials
- TV/video production
- Photographer
- Officials’ fees

NAIA CHAMPIONSHIP TRANSPORTATION

GROUND

Team transportation is the responsibility of each participating team. It is recommended that the Host negotiate the best possible rates for team rental vehicles, but it is not mandatory.

- Transportation for championship personnel is made possible by the Host through the use of courtesy cars or rental cars.

AIR

Participating teams are responsible for securing and paying for their own travel arrangements. The NAIA championship manager handles arrangements for the championship committee, game officials, media coordinator, and any other NAIA representatives to the event.

- The Host is responsible for the cost of personnel travel and will be invoiced at the conclusion of the event. All efforts will be made to secure the best possible fares for travel.

COURTESY CARS

The Host is responsible for securing courtesy vehicles for use by NAIA championship personnel throughout the event. The Host should seek a company willing to donate the use of these vehicles with no cost to the budget. Should rental fees be charged, the cost of said fees may be considered a championship expense.

- All courtesy vehicles are assigned by the NAIA championship manager and Host.

AIRPORT PICKUP

If courtesy cars are not available at the airport, the Host must make arrangements to provide complimentary airport pick-up of all NAIA championship personnel that travel via air. Hotel shuttles are also a source of airport pick-up and return.

- Transportation other than team transportation will be the financial responsibility of the championship Host.

NAIA CHAMPIONSHIP HOUSING

COMPLIMENTARY ROOMS

Where possible, all championship personnel should be housed on a complimentary basis. Most hotels will give a certain number of complimentary rooms for use by championship personnel based on the number of room nights reserved by the participating teams. If complimentary rooms are not provided, room fees will be considered a championship expense.

OFFICIALS

Championship housing for officials is typically on a double occupancy basis (two double beds), where permitted by gender breakdown. Normal practice for officials' housing is for the hotel to provide the rooms complimentary or the cost of said rooms will be deemed a championship expense and charged to the event budget. Officials should be housed as far away from competing teams as possible (separate floors, wings, etc.).

COORDINATOR OF OFFICIALS

The coordinator of officials is provided a single room at an assigned championship hotel. Normal practice for the coordinator's housing is for the hotel to provide the room complimentary or the cost of said room will be deemed a championship expense and charged to the event budget.

MEETINGS

Several meetings take place over the course of the championship that will require meeting room space at the headquarters hotel. The following will take place:

- Championship Committee — boardroom style meeting room
- Team Registration — lobby of the hotel or nearby meeting room
- Pre-championship Coaches Meeting — theater style room (number of coaches vary by championship)
- Officials Meeting — small meeting room

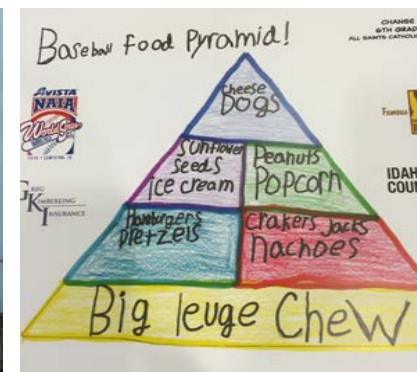
Additional meetings may take place as needed. If the hotel can accommodate the meetings listed above, then adequate space would be available for other meetings.

STUDENT-ATHLETE EXPERIENCE EVENT

- For all student-athletes, coaches, officials, sponsors, volunteers, championship personnel, etc.
- Complimentary tickets provided to participating teams, NAIA personnel, officials, host personnel, and Hall of Fame inductees (if necessary)
 - Any other available tickets can be sold to the public (parents, family, friends)

PROGRAM – MAKE IT FUN!

- Welcome from host/city officials/NAIA
- Introduction of teams
- Guest speaker
- Entertainment
- Add local flavor
- Opportunities to create memories



PHOTOGRAPHY

Each host is responsible for hiring an official photographer for each championship. Please keep the following guidelines in mind when hiring an official photographer:

- The official photographer will shoot for both the host and the NAIA and will provide all photography for both.
- The official photographer will retain rights to the photography, but will grant the NAIA access and the rights to use said photography for PR and marketing purposes.
- The official photographer will be promoted to each school as the preferred photography vendor to any school looking for action shots of the event.
- If the vendor chooses to sell photography to fans or schools at the championship, the official photographer will pay the NAIA a sum of \$250 per event.
 - Example: Men's and Women's Bowling counts as one event.



PHOTOGRAPHY GUIDELINES

Championship events provide a rich environment for powerful photographs. As your photographer records the event, keep the following guidelines in mind:

- Before the championship – photos should be taken at Teaming Up for Character™ events and Student-Athlete Experience events.
- During/after the championship – photos should be taken during competitions and during award ceremonies.
- Capture images that portray action, celebration, teamwork, intensity, and happiness.
- Make sure the subject of the photo is focused. The NAIA uses images with team close-ups or individuals, where background distractions are minimized.
- Take crowd shots showing celebration.
- NAIA student-athletes in photos should be diverse, reflecting the wide variety of participants in collegiate athletics.
- Take photos that are horizontal or square in nature. The NAIA website and social media best practices require horizontal images in most cases.
- The photos should be of NAIA student-athletes enrolled at current member institutions that stand for the individual sport/activity.
- Be sure the players, coaches, fans and other elements in the photos conform to the NAIA rules and support the values promoted by the organization.
- For questions or to email photo submissions, please contact Brad Cygan (bcygan@naia.org) or Paige Salveter (psalveter@naia.org).



CHAMPIONS OF CHARACTER®

#NAIACofC

INTEGRITY

Know and do what is right.

RESPECT

Treating others the way you want to be treated.

RESPONSIBILITY

Embrace opportunities to contribute.

SPORTSMANSHIP

Bring your best to all competition.

SERVANT LEADERSHIP

Serve the common good.

Sharing the Champions of Character (CoC) messages with your community, whether it is at an NAIA national championship or an outreach to local high schools and youth sports, is a key part of the CoC program. The NAIA provides guidelines and tools for these outreach activities to ensure the messages and program integrity are met.

Using the Champions of Character Name

To have your event qualify to use the registered trademarked name, it must have a clear connection to CoC programming and CoC training should be the main focus of the event. This could be a presentation of the values, interactions between student-presenters and the attendees, a discussion with parents and fans, or full-scale character training.

Expectations for an event include:

- The CoC message is conveyed and tailored to the audience through presentations or training.
- Presenters may use CoC resources, including the values script or "Be Your Best" activity booklets.
- The logo with the proper registration marks and the core values appear in any written, online or promotional material related to the event.
 - Please note that the first instance of the CoC name must include a registered trademark symbol (Champions of Character®).
- CoC signage and banners are prominently displayed.

TEAMING UP FOR CHARACTER™

POWERFUL MESSAGES FROM COLLEGE STUDENT-ATHLETES

These character training events take place during the NAIA's national championships. NAIA student-athletes and coaches share their message and empower young people to be Champions of Character.®

NAIA STUDENT-ATHLETE VISITS

- Designed to spread the Champions of Character message to area youth and generate interest in your NAIA championship
- NAIA student-athletes visit elementary schools, middle schools and youth organizations to deliver the Champions of Character message and participate in other activities.



Watch the TUFC Host Training Video:
<https://youtu.be/7HdcLrg7H74>

SPORTS CLINICS

- Designed to spread the Champions of Character message to area youth and generate interest in your NAIA Championship
- NAIA student-athletes and coaches make meaningful connections with area youth and their parents.
- Participants have fun and learn team sports skills.



CHAMPIONS OF CHARACTER® EVENTS

#NAIACofC

Resources for Conducting an Event

- **NAIA.org/championstoolkit** – provides Hosts with programming ideas and resources for conducting Champions of Character (CoC) activities.
- **NAIA.org/championsofcharacter** – devoted to the program and includes CoC tools and resources to ensure consistent delivery of the programming and messages.
 - Character Activity Resources, including group activities, checklists, pledges, tips for coaches, parents, and athletes can be found on the Resources page.

Report

After the event, contact the CoC coordinator with the programs conducted and the number of people reached. Please attach any flyers that were printed with the CoC logo. Contact Kalyn Kastelic at kkastelic@naia.org or 816.595.8101.

Banners & Decals

CoC banners may be purchased by the host. To request artwork, please contact Kalyn Kastelic at kkastelic@naia.org or 816.595.8101.



TIMELINES

NAIA CHAMPIONSHIP TIMELINE

18 MONTHS

- Begin seeking sponsors
- Start planning special events (banquet and Champions of Character® activity)
- Initiate conversations with local media for assistance in promotion and coverage
- Create initial draft budget
- Secure a host hotel and any other partner hotels
- Marketing & promotion plan

12 MONTHS

- Host marketing plan shared with NAIA
- Begin marketing and promotion of event
- Start seeking volunteers
- Organize a branding/signage strategy

9 MONTHS

- Video-stream production plan confirmed

6 MONTHS

- Print and video ads due
- NAIA begins work to secure judges and potential tournament committee members
- All equipment, materials, signage, etc. should be ordered
- Champions of character activity details are finalized
- Begin monthly planning phone conference call between NAIA and host committee (scheduled each month leading up to event)

3 MONTHS

- Media outreach by host and NAIA
- NAIA begins updating potential qualifier information with assistance from the host
- Put together initial plan of assigning teams to hotels
- Begin organizing travel and lodging for staff, tournament committee and officials
- Soft launch of Social Media Plan!
 - Identify and research all entities involved. Find their Twitter handles, Facebook pages, Instagram account, YouTube etc.
 - Follow all relevant social media accounts – schools, sponsors, athletes, coaches, ADs, mascot, influencers

NAIA CHAMPIONSHIP TIMELINE

2 MONTHS OUT

- Continue developing social media strategy:
 - Determine #hashtags
 - a. NAIA hashtags
 - b. Alternative hashtags (i.e. #NAIAWorldSeries, #NAIADunk)
 - c. College[Sport] hashtags (i.e. #CollegeBaseball)
 - Who should we be tagging in posts?
 - a. NAIA School
 - b. Sponsors
 - c. Celebrity guests
 - d. Local businesses
 - e. NAIA surrounding schools
 - f. Local high schools
 - Identify other events going on at the same time and agree on cadence
 - a. How many posts should each average per day?
 - b. Are different channels more relevant for events? (One may be better for YouTube while another for Instagram.)
 - Coordination
 - a. SIDs
 - b. Other media channels (local sports radio)
 - Promote more actively

1 MONTH OUT

- NAIA publishes potential qualifier information
- Finalize housing information for staff, tournament committee and officials
- Submit per diem information to host
- Student-Athlete Experience Event program and script is completed (with a few items pending until qualifiers are established)
- Ramp up social media engagement with and promotion of relevant social media accounts – Schools, Sponsors, Athletes, Coaches, Ads, Mascot, Influencers
 - Ramp up any paid media promotion
 - Engage and promote on a daily basis

2 WEEKS

- Program proof to NAIA (7-10 days out)
- Qualifying competitions are completed and qualifiers announced
- NAIA finalizes all documents for team registration and coaches' meeting
- Awards arrive at the site

NAIA CHAMPIONSHIP TIMELINE

FINAL DAYS

- Produce souvenir programs
- Final conference call between NAIA and host

DURING EVENT

- Engage with and promote relevant social media accounts – schools, sponsors, athletes, coaches, ADs, mascot, influencers
- Actively look for opportunities to grow audience, i.e. keep Twitter open with different searches so you can engage with those not using the correct handles and hashtags to bring them into conversation
- Let others at NAIA and affiliates know when something is blowing up so they can maximize exposure, i.e. ½ million views of 2016 Slam Dunk winner
- Alert others at NAIA to any potentially negative press

POST EVENT

- Engage with and promote relevant social media accounts – schools, sponsors, athletes, coaches, ADs, mascot, influencers
- Tell stories of event
- Look for ways to optimize and re-purpose content captured at event
- Recap successes and areas for improvement next year



LOGOS

NAIA LOGO

The NAIA logo (often referred to as the “Bridge logo”) is a registered trademark of the NAIA and must be reproduced in the configurations and colors shown in this document. No variations in its design other than those provided will be approved. The logo must always include the registered mark.

BRIDGE LOGO



FULL NAME LOGO

NATIONAL ASSOCIATION OF
INTERCOLLEGIATE ATHLETICS

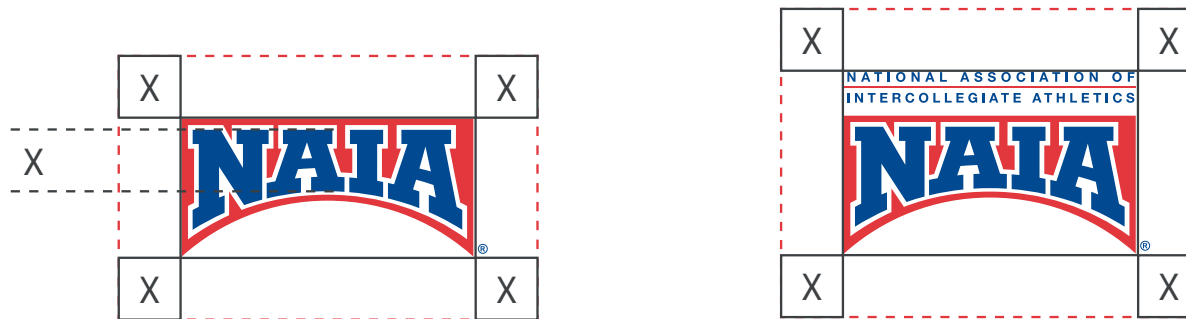


The NAIA logo must be used on all printed materials, signage, etc. that reference the NAIA as an organization and does not reference the championship event. The host shall use the correct NAIA guidelines for interior and exterior decorating schemes and any other items hosts may use for the championship to ensure correct branding and consistent visibility at an NAIA event.

The Bridge logo and the Full Name logo may be used interchangeably. If you have questions about which version to use based on space requirements or clarity, please contact your championship event manager.

To download versions of the NAIA logo, go to naia.org.

LOGO POSITIONING

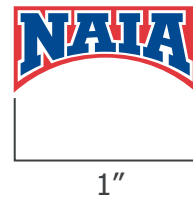


Whenever you use the NAIA logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Clear space is developed from the height of the middle letters in the logo and is shown as "x."

LOGO SIZE

Minimum size of the associated logos should be no smaller than indicated. Increase the size of the logos as needed.



LOGO VARIABLES – PRIMARY NAIA LOGO

Shown on dark and light backgrounds.



NATIONAL ASSOCIATION OF
INTERCOLLEGIATE ATHLETICS



NATIONAL ASSOCIATION OF
INTERCOLLEGIATE ATHLETICS



NATIONAL ASSOCIATION OF
INTERCOLLEGIATE ATHLETICS



NATIONAL ASSOCIATION OF
INTERCOLLEGIATE ATHLETICS



LOGO DON'TS

The NAIA logo should not be altered. Do not condense or stretch the logo in any way. Do not add any treatments such as gradients that will distort the identity of the logo. These logo standards apply for all content that is owned and controlled by NAIA, including cobranding and partnerships.



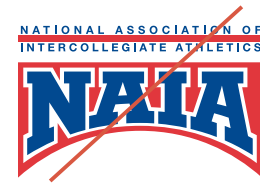
Do not flatten, squish or stretch the logo



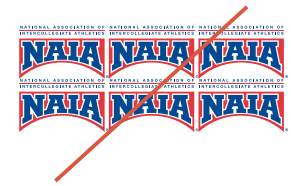
Do not change the color of the logo to match institution colors



Do not crop the logo



Do not alter the thickness of the red line



Do not use the logo as a pattern



Do not use the logo in a sentence



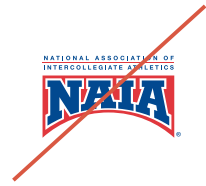
Do not angle the logo



Do not use the logo on top of a face



Do not add words to the logo



Do not shrink the logo smaller than stated on page 10



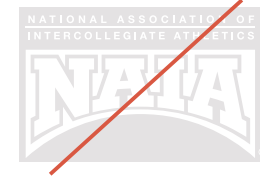
Do not use the logo without the registration mark



Do not use the grayscale logo unless as a watermark



Do not use the logo on a busy background without a color overlay



Do not use the white logo on anything but a dark background



Do not change the arrangement of the logo

CHAMPIONSHIP LOGOS

The NAIA will provide an official championship logo for each event. This championship logo must be used when creating any material referencing the specific championship event. Do not include the NAIA bridge logo in addition to this logo. Championship logos include the NAIA logo.



YEAR

SPORT

EVENT TYPE
CHAMPIONSHIP,
SERIES, INVITAIONAL

LOCATION

SPONSORSHIP

Presented by



NO YEAR

Championship logos without the year are to be used for banners and other signs that will be used over many years.

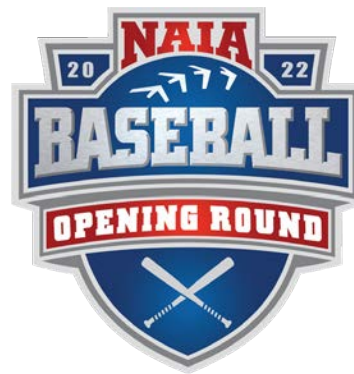
Unlike in years past, there are no separate opening round logos. The official championship logo for each event will be used throughout the event.

All opening round and championship logos can be accessed at naia.org/marketing.

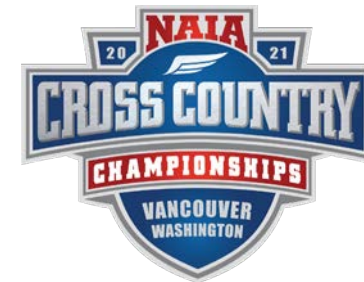
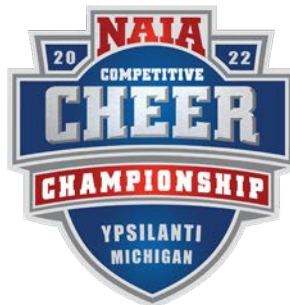
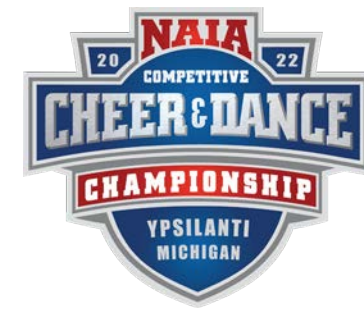
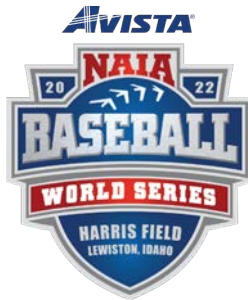
*Note: Sponsor logos will no longer be integrated into championship logos. They will appear below the champ logo, with "Presented by." Presenting sponsor logos must be must be gray (black 60%) and may not touch the Championship logo. White or blue (100/87/02/11) may also be used for presenting sponsor logos when printed on a photo overlay background. Please contact the marketing department if you have any questions.

CHAMPIONSHIP LOGOS

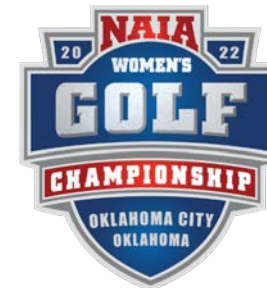
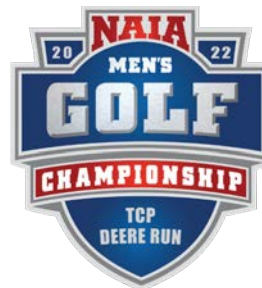
Championship logos are available for championship series, world series, opening rounds, and invitationals.



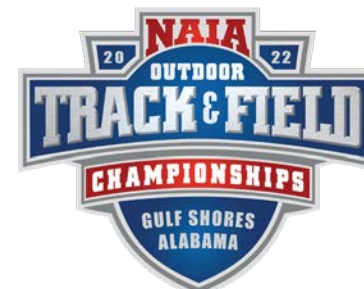
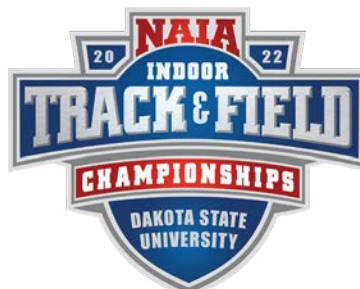
CHAMPIONSHIP LOGOS



CHAMPIONSHIP LOGOS



CHAMPIONSHIP LOGOS

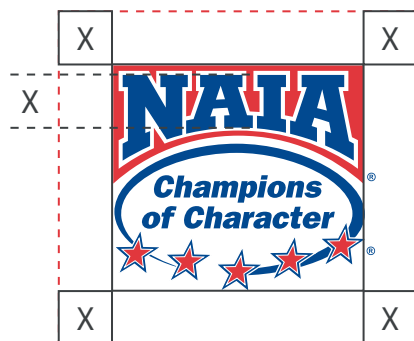


CHAMPIONS OF CHARACTER® LOGO

The Champions of Character (CoC) logo should be used in conjunction with any CoC events you host.
NOTE: The use of all CoC marks and materials must be approved by the NAIA.



LOGO POSITIONING & SIZE



3/4"

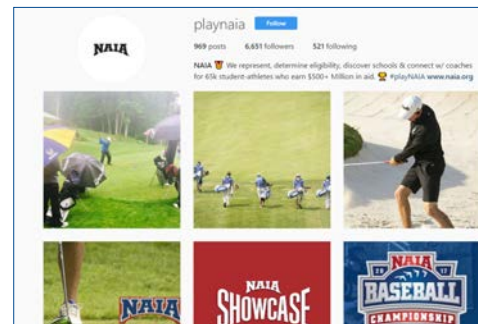
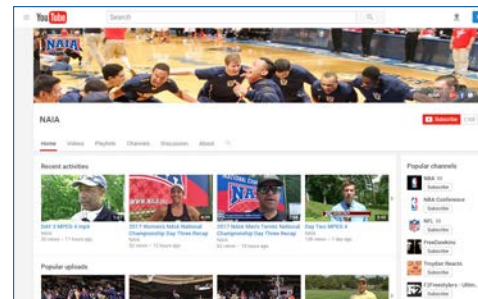
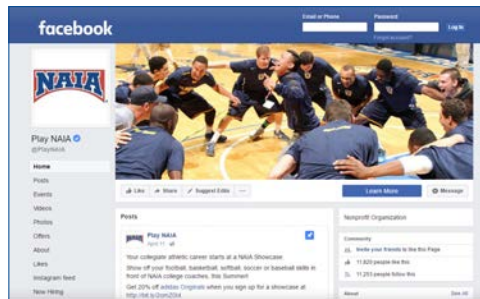
Minimum size of the associated logos should be no smaller than indicated. Increase the size of the logos as needed.



SOCIAL MEDIA

OFFICIAL NAIA SOCIAL MEDIA ACCOUNTS

The NAIA National Office is responsible for coordinating, editing and posting social media including blogs, Facebook, YouTube, Twitter, etc. Each national championship also has its own dedicated tab on the PlayNAIA Facebook site. Hosts are encouraged to promote and contribute information via NAIA social media. We encourage you to post directly on Facebook (facebook.com/PlayNAIA) or Twitter (twitter.com/PlayNAIA).



FACEBOOK – @PlayNAIA



YOUTUBE – /PLAYNAIA



TWITTER – @NAIA



INSTAGRAM – @PlayNAIA

OFFICIAL NAIA SOCIAL MEDIA ACCOUNTS

OFFICIAL NAIA HASHTAGS

CATEGORY/OCCASION	HASHTAGS	CATEGORY/OCCASION	HASHTAGS
BASEBALL	#NAIABaseball	ALL-AMERICAN AWARDS	#NAIAAllAmerican
BASKETBALL - M	#NAIAMBB	ALL-STAR GAME	#NAIAAllStar
BASKETBALL - W	#NAIAWBB	BASEBALL WORLD SERIES	#NAIABSBWorldSeries
BEACH VOLLEBALL	#NAIABeachVB	CHAMPIONS OF CHARACTER®	#NAIACofC
BOWLING	#NAIABowling	COUNTDOWN	#NAIACChampCountdown
CHEER	#NAIACheer	GAME OF THE WEEK	#NAIAGOW
CROSS COUNTRY	#NAIAXC	GENERAL	#ExperienceNAIA
DANCE	#NAIADance	NAIA-SIDA	#NAIASIDA
FOOTBALL	#NAIAFootball	NAIA TOGETHER	#NAIATogether
GOLF - M	#NAIAMGolf	PLAYER OF THE WEEK	#NAIAPOTW
GOLF - W	#NAIAWGolf	PLAYERS IN THE PROS	#NAIAPros
LACROSSE	#NAIALax	PLAYNAIA/NAIA ELIGIBILITY	#PlayNAIA
SOCCER - M	#NAIAMSoccer	RATINGS	#NAIAPoll
SOCCER - W	#NAIAWSoccer	RETURN ON ATHLETICS®	#NAIAROA
SOFTBALL	#NAIASoftball	SCHOLAR-ATHLETES	#NAIAScholar
SWIMMING & DIVING	#NAIASwimDive	SHOOT & SLAM	#NAIASlam
TENNIS	#NAIATennis	SHOWCASE	#NAIAShowcase
TRACK & FIELD	#NAIATrack	SLAM DUNK CONTEST	#NAIADunk
VOLLEYBALL - M	#NAIAMVB	SOFTBALL WORLD SERIES	#NAIASBWorldSeries
VOLLEYBALL - W	#NAIAWVB		
WOMEN'S FLAG FOOTBALL	#NAIAWFLAG		
WRESTLING - M	#NAIAMWrestle		
WRESTLING - W	#NAIAWWrestle		

Clear and consistent use of hashtags is important during events. Follow these guidelines when determining the appropriate hashtags to include with each post:

- **NAIA[*Sport*] hashtag**
- **[*Event*] hashtag**
- **College[*Sport*] hashtag**
- **NAIATogether hashtag**

Example:

#NAIABaseball
 #NAIABSBWorldSeries
 #CollegeBaseball
 #NAIATogether

NAIA SOCIAL MEDIA GUIDELINES

GENERAL GUIDELINES FOR FACEBOOK & TWITTER



- Post live stat links for what works best for your championship. (It could be every game, it could be a handful of times a day.)
- Work with sports managers and SIDs to share content. Feature stats and athletes along with the teams.
- First day of tournament, post graphic that includes countdown of days until we crown a champion.
- Post-game graphics should be posted after every game.
- Be sure to check Twitter often throughout the day and interact with the fans.
- Promote photographer and apparel at least twice a day.
 - Tag their accounts on Twitter.
 - Insert their website to drive traffic.
- At the end of day one, try to get some pictures from the photographer to put into an album. Post a link to that photo album with the social media updates at the end of the day, whether there are new pictures or not.
- GIFs should be used sparingly and are not recommended. However, a GIF may be used in a reply if you find one with appropriate sentiment to convey excitement or emotion.
 - Best not to use GIFs in a post that includes the score. This could convey that we as a neutral entity are rooting for one team or the other.
- One or two post a day should promote the banquet.
- One or two posts a day should push the NAIA Network for watching games.
- Promotion for games on ESPN3 becomes much heavier during the championship. (Before championship, will focus on NAIA Network.)
- Twitter offers a pre-made poll. We can utilize this for more interaction with the fans. Keep in mind that it only allows four choices. Set the time to one to two hours before the match so that you can do a small plug for the Twitter poll winner to hype the actual game.
 - Example for semifinals: *Who do you think will advance to the championship? [List the teams competing in the semifinal.]*
 - Example for pool play: *Which teams are you watching on Tuesday morning? [List four matchups: Hastings vs Dordt, MBU vs Columbia, etc.]* No real follow-up needed for the results unless you want to bring it back to the top of the feed.
- If applicable, promote title sponsor or presenting sponsor at least once a day.
- Give a sneak peak of the behind-the-scenes photos posted on Instagram and use it to drive viewers to Instagram for more behind-the-scenes content.

NAIA SOCIAL MEDIA GUIDELINES

UTILIZING INSTAGRAM DURING CHAMPIONSHIPS



- No one should have the Instagram account except the NAIA staff.
 - Do NOT allow teams to have access.
- If you do utilize Instagram, an idea could be to create a behind-the-scenes look at their day-to-day at a championship.
 - Be thinking of behind-the-scenes posts to add to the content. Remembering that not everyone gets to experience a national championship and we want to convey a little bit of the experience through our social media.
- Examples:
 - Teams arriving to the venue for practice
 - An inside look at a Champions of Character® event
 - Teams lining up before they walk into the arena
 - Capture the final moments of an upset
 - It doesn't have to be something big. A quick photo with a solid caption will do the trick.

NAIA SOCIAL MEDIA BEST PRACTICES

GENERAL SOCIAL MEDIA DOs AND DON'Ts

DO

- Post at least 1-3 times per day
- Tweet often: post 15-30+ times per day
- Use relevant hashtags — events, sports, locations
- Use the official hashtags for each event ex: #NAIABSBWorldSeries
- Tag locations and pages that are being referenced
- Share news-worthy posts from other pages
- Upload videos
- Go live
- Create 1 photo album for each event
- Follow sponsors, members, coaches, colleges — anyone relevant to NAIA that you want to see and engage with their content
- Like, reply or retweet comments, mentions and photos
- Use relevant emojis sparingly

DON'T

- Do not overuse hashtags (1-3 is best)
- Do not post and leave — engage with your followers
- Do not over-post or over-tweet live events
- Do not post or tweet the same message constantly
- Do not be self-centered or salesy

NAIA SOCIAL MEDIA BEST PRACTICES

ADDITIONAL INFORMATION

- Clear and consistent communication to athletes and attendees leading up to, and during events
 1. Facebook Page
 2. Twitter Handle
 3. Instagram Handle
 4. NAIA[Sport] hashtag + [Event] hashtag (if applicable) + College[Sport] hashtag + NAIA Together hashtag
Example: #NAIABaseball + #NAIABSBWorldSeries + #CollegeBaseball + #NAIATogether
- Instagram and Twitter bios should include the relevant hashtag and refer to other NAIA accounts, if necessary
 - Ex: @NAIABaseball would include #playNAIA #NAIABaseball and @PlayNAIA
 - Ex: @NAIA would refer to @PlayNAIA & include #playNAIA
 - Ex: @NAIA would refer to @PlayNAIA & include #NAIAshowcase #PlayNAIA



CHAMPIONSHIP MATERIALS

NAIA PROGRAM & MEDIA GUIDE

The NAIA championship media guide is to be used at all championships for media and working SIDs to have and use. This game program/media guide holds information about each team playing in the championship, as well as information regarding the current season, past seasons and previous championship history.

The championship media guide is produced and coordinated by the NAIA national office staff.

For questions, please contact the sport media coordinator for more information on the game program/media guide.

A souvenir game program should be available to fans and the general public. The game program will be produced and coordinated by the Hosts. In some instances, the media guide and game program can be a combined publication, only with the approval of the NAIA national office a minimum of six months prior to the event.

For questions about your game program, please contact the sport media coordinator.

66TH MEN'S / 42ND WOMEN'S ANNUAL CROSS COUNTRY

NAIA NATIONAL CHAMPIONSHIPS

Experience NAIA
Passion. Tradition. Cross Country.

NOVEMBER 19, 2021

Fort Vancouver National Historic Championship Course | Vancouver, Wash. | #NAIAXC
naia.org/mxc | naia.org/wxc

Sample Championship Media Guide

NAIA PRINT ADVERTISEMENTS

**PLAY NAIA
TODAY**

77,000
student-athletes

\$800MM
in scholarships

21
conferences

27
championships

NAIA THE EXPERTS IN THE BUSINESS
OF SMALL COLLEGE ATHLETICS

120 W. 12th Street, Suite 700, Kansas City, Mo. 64105

naia.org #ExerienceNAIA #PlayNAIA

The NAIA print advertisements are to be used in any game program the host city intends on printing for the event. These ads will be given to the host by a minimum of 60 days prior to the NAIA media coordinator.

TV SPOT

The NAIA makes television spots available for each championship event. These videos will be provided to the host a minimum of 60 days prior to the championship event.

For questions, please contact your championship media coordinator.



NAIA TV spots can be accessed at naia.org/marketing

NAIA BANNERS & DECALS

Hosts will be provided with NAIA banners and decals that must be displayed at the event location, surrounding the field or court of play.

These NAIA materials include:

- National championship banners (3 sizes - 4x3, 4x10, 4x40 feet)
- Sponsor banners (A-frame banners or standing signage)
- NAIA floor decal with logo
- Sport-specific sponsorship banners

Additional banners may be ordered after discussion between host and NAIA.

These banners will be mailed directly to the Tournament Director to be hung throughout the event facility. Not every Championship will receive all types of banners.

Note: At the end of the championship, all banners and floor decals must be mailed back to the NAIA national office immediately. If a host does not return one of the materials, they will be charged for the missing item.

Mail directly to:

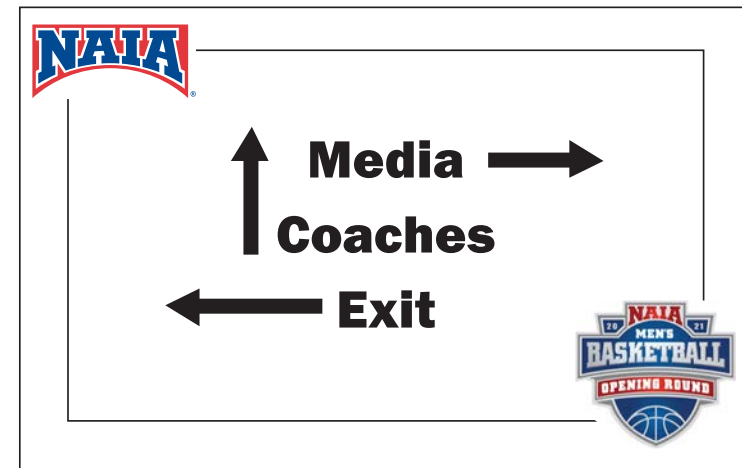
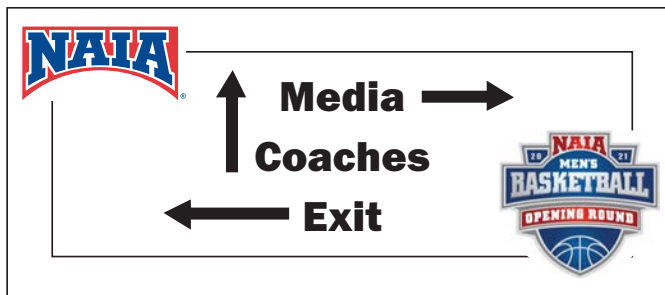
NAIA

Attn: Jake Hill

120 W. 12th Street, Suite 700

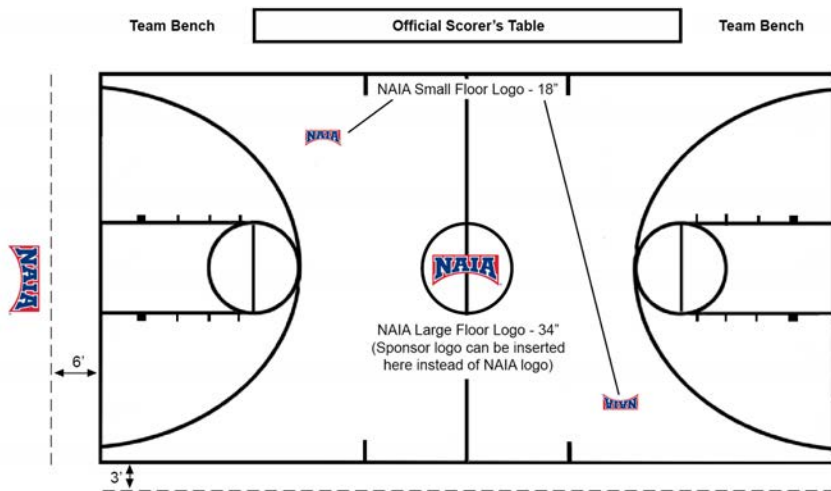
Kansas City, MO 64105

NAIA DIRECTIONAL SIGNS



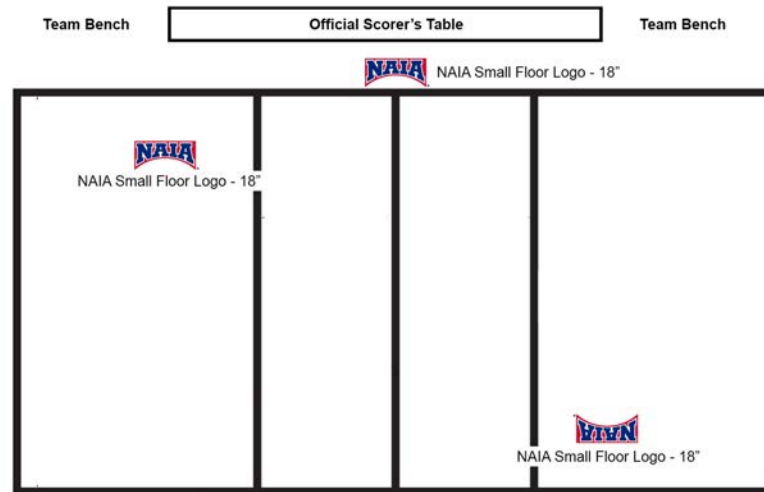
NAIA FLOOR DECALS LAYOUT

Basketball

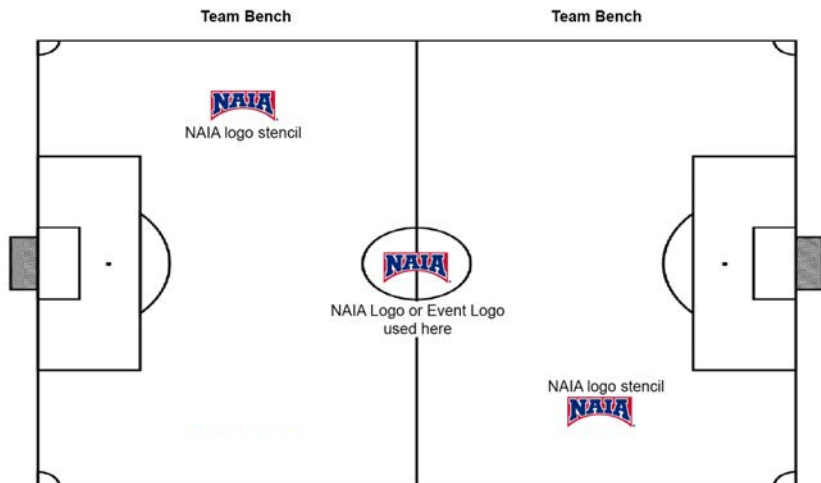


By rule, decals must be at least 6 feet off of the end lines and 3 feet off the side lines unless they are part of the floor's finish.

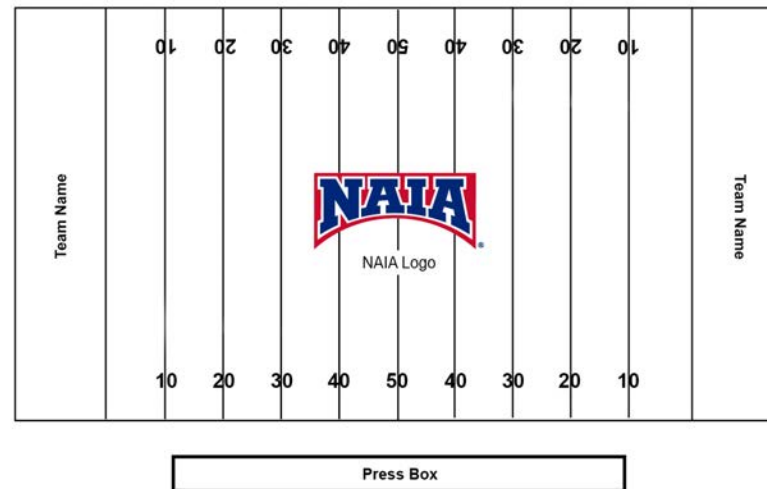
Volleyball



Soccer/Lacrosse

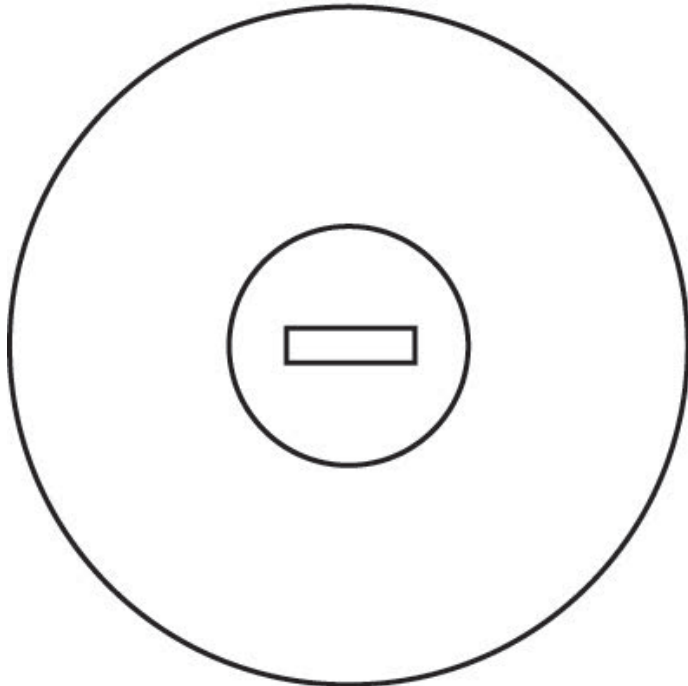


Football

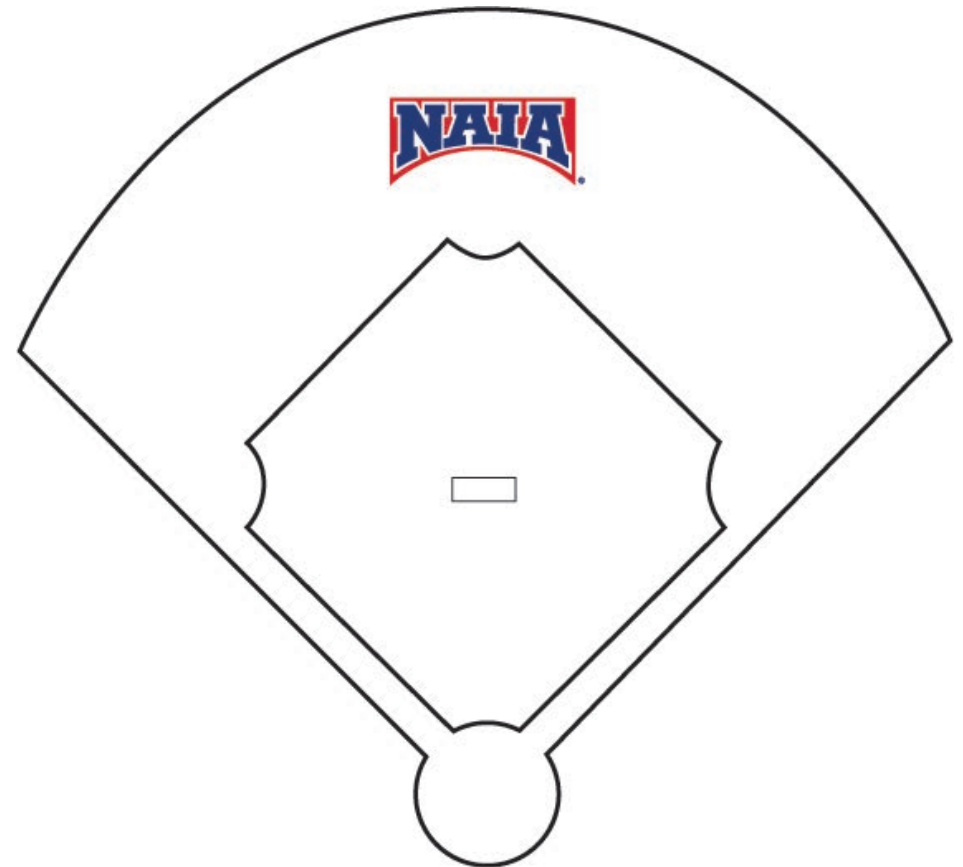


NAIA FLOOR DECALS LAYOUT

Wrestling



Baseball/Softball



CO-BRANDING RULES

Following are some general guidelines for marketing materials created by the championship event hosts.



Championship Banner (4x10) Co-brand sample diagram



Championship Banner (4x10) Co-brand sample diagram

- Co-sponsor or presenting sponsor logos are never to be combined with the NAIA championship logos.
- The logos should be located on opposite sides of the signage or separated with a white/black dividing line.
- The logos should be similar in size and placement, giving equal emphasis to both entities.
- Choose colors that complement both the NAIA's logo and the host's logo.

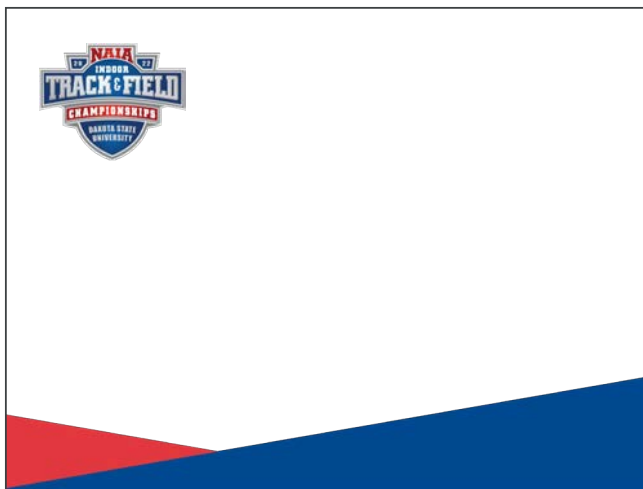
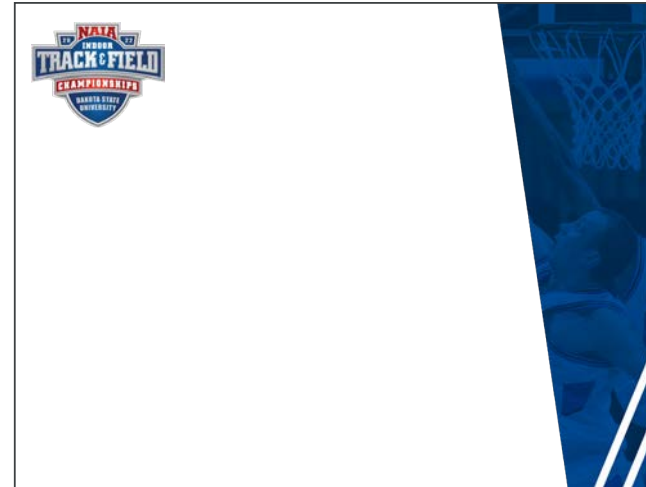
CO-BRANDING RULES

PRIMARY COLORS

	PRINT		SCREEN/ONLINE	
	PANTONE	C.M.Y.K	R.G.B	HEX
BLUE	PMS 287 C	100.87.20.11	0.73.144	004990
RED	PMS 186 C	10.100.90.2	213.33.48	d52130
WHITE		0.0.0.0	255.255.255	ffffff

Blue and red are an integral part of the NAIA brand. Any secondary color palette used in co-branded materials should complement our primary colors and allow them to stand out.

NAIA POWERPOINT TEMPLATES



Please contact your championship event manager for PowerPoint templates.

CHAMPIONSHIP CREDENTIALS

The design and production of championship credentials is coordinated by the NAIA championship event manager. Following are some general guidelines for credentials.



PRESENTING SPONSOR LOGO(S)
Maximum size: 1" x 0.625"

Presenting sponsor logos may be added below the Championship logo. Logos must be white, gray (black 60%), or blue (100/87/02/11) and may not touch the Championship logo.

HOST/SPONSOR INFORMATION
Franklin Gothic Demi Cond 10pt
Franklin Gothic Cond 9pt

Host or sponsor information may be added below the NAIA information. Including a logo is not recommend. However, if necessary, a gray logo may be added to the right.



Note: An exception is made for Indoor Track & Field, Outdoor Track & Field, and Swim & Dive credentials, which will include a schedule of events on the back.





MESSAGING

NAIA FAN VISITOR PAGE

The fan page for each championship is intended to be a landing site for family and friends to visit and get all the information they need about the championship. The page includes, dates, times, location, tickets, schedule etc.

This page is to be referenced to when there are any questions regarding the championship.

Visitor Info: Men's Golf National Championship



Event Name: 70th Annual NAIA Men's Golf National Championship

Dates: May 17-20, 2022

Where: TPC Deere Run | [Website](#)
3100 Heather Knoll, Silvis, Illinois 61282

Format: Up to 30 teams plus individuals will qualify for the national tournament. The championship is a four-round tournament consisting of a maximum of 156 golfers. Competition is stroke play. Each team competes with five golfers (minimum of four) and the top four scores posted each day are counted toward the team standings. The tournament field is cut after 36 holes.

Schedule: The entire schedule and results link will be posted at a later date.

Special Events: Awards Ceremony will take place immediately following the Championship Round on Friday, May 20th.

Order Photos: Information released at a later date.

Team Housing: All participating teams will be required to stay at one of the designated host hotels. When you receive your qualifier email it will include the hotel options to choose from.

Official Merchandise Fine Designs | [Shop and order HERE](#)

NAIA MESSAGE & DESCRIPTION

NAIA BOILER PLATE

The National Association of Intercollegiate Athletics (NAIA), headquartered in Kansas City, Mo., is a governing body of small athletics programs that are dedicated to character-driven intercollegiate athletics. Since 1937, the NAIA has administered programs dedicated to championships in balance with the overall college educational experience. Each year more than 77,000 NAIA student-athletes have the opportunity to play college sports, earn over \$800 million in scholarships, and compete for a chance to participate in 27 national championships. To learn more, visit naia.org.

CHAMPIONS OF CHARACTER® BOILER PLATE

Today, the NAIA strengthens its commitment to student-athletes and strives to enrich their college experience by supporting academic achievement and character development. NAIA Champions of Character® is the association's innovative flagship program designed to instill character values in student-athletes, coaches and youth in the communities it serves. To learn more, visit naia.org/coc.



ABOUT NAIIA

NATIONAL ASSOCIATION OF
INTERCOLLEGIATE ATHLETICS



BRAND PROMISE

The experts in the business of small college athletics.

MISSION

Position member institutions to maximize Return on Athletics[®]
and optimize the student-athlete experience.

