



NJCAA CHAMPIONSHIPS

Host Manual & Style Guide



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HOSTING A CHAMPIONSHIP



NJCAA CHAMPIONSHIP CONTACTS

NJCAA Championship Contact

The NJCAA Championship Contact will assist the Host every step of the way in the management of the championship. The NJCAA Championships staff divides responsibilities for championships by sport and/or division. These staff members will be introduced to each Host on a call at least six months out of the championship. All necessary requirements involved with the event and operations should be reported to this contact.

NJCAA Media Contact

The NJCAA Media Contact is the individual from the NJCAA Marketing & Communications department assigned to the championship event you are hosting. The NJCAA Media Contact manages all media and sport information operations involved with the championship event, which includes but is not limited to social media, collection of statistics, press releases, coordination of video-streaming or broadcast production, photography and any other marketing or communication items.

Hosts are responsible for adequately staffing the championship event for media content and statistics management. Hosts are responsible for any payment made for any media or statistics staff.

To see the full list of NJCAA National Office staff, visit: [NJCAA National Office](#)

NJCAA Sport Chair

NJCAA Championships are under the direct control and supervision of the NJCAA. The association is assisted by the NJCAA Sport Committees for their respective sport, which specifically includes the Chair of each Sport Committee.

Each Sport Committee Chair works with the Host and the NJCAA National Office regarding their championship event. Sport Committee Chair responsibilities include, but are not limited to, assisting the championship events contact, acting as a liaison to the coaches and officials, advising and enforcing NJCAA rules and Sport Codes, selection of awards, ensuring facility is setup and operating effectively and troubleshooting various issues at the event.

NJCAA Staff Championship Attendance

Host shall make arrangements and be responsible for the cost of the Sport Committee Chair and at least one potential NJCAA National Office staff member's (or designee) hotels and meals for the duration of their stay at the championship.

The NJCAA National Office staff member is to be provided full tournament credentials and parking in close proximity to the tournament facility/venue.



CHAMPIONSHIP HOST PERSONNEL

Tournament Director

The Tournament Director serves as the liaison between the Host site and/or entity and the NJCAA National Office as well as participating teams. The Tournament Director will assist with competition and practice facilities, championship personnel, hotel(s), local media and other local entities.

This role can be divided amongst several people, but there should always be one primary point of contact for the NJCAA National Office.

Other Key Personnel

The Host is responsible for coordinating and staffing all vital roles in the operation of hosting the championship.

The following leadership personnel is essential to successfully host an NJCAA Championship:

- Athletic Trainer
- Facilities Director
- Facilities Staff
- Photographer

Championship Staff

In addition, the following describes the necessary staff needed to successfully host a NJCAA Championship.

Recommended staffing of NJCAA Championship personnel would be through local volunteer organizations, civic organizations, nearby NJCAA member colleges and/or other colleges and universities.

It is recommended to have two or three individuals who can fill variety of positions.

All expenses for personnel listed below are a championship expense covered by Host.

- Security/Parking Staff
- Ticket Sales/Gate Entry
- Official Statisticians
- Scoreboard Operators
- Concession Staff
- Hospitality Hosts
- Field/Court Assistants (ball boys/girls)
- Field/Court Maintenance Crews
- Public Address Announcer

CHAMPIONSHIP BUDGET

The Host is responsible for all expenses related to the administration of the championship, including but not limited to championship banquet (if applicable), championship officials, ticket operations, office supplies and administrative services, event publicity and promotion, championship personnel, insurance, statistics and record keeping, facility, equipment rental and medical services.

- The Host shall establish a budget (income and expenses) to be submitted to the NJCAA Championship Contact for approval 60 days prior to the start of the championship.
- 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 NJCAA Championship Contact in advance.
- The Host is required to submit a post-championship budget & expense report to the NJCAA National Office no later than 60 days following the completion of the event. Please refer to the NJCAA Championship bid form for more information regarding the post-championship budget & expense report.

Financial Guarantees

Any financial commitment due to the NJCAA National Office, as directed in the contract/bid submitted by the Host, is to be paid in full no later than 60 days following the completion of the event. Such payments are to be included with the submission of the post-championship budget report. Please note that financial guarantees to the NJCAA are not to be included as a 'championship expense.'

Invoice for Host expenses incurred by the NJCAA National Office

The NJCAA Championship Contact will send an invoice to the Host within 30 days of the conclusion of the event if any expenses are accrued.

This invoice will include all expenses that the NJCAA 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:

- Meals for the Sport Committee Chair, NJCAA National Office staff, game officials, and NJCAA Network production crew or talent.
- Hotels for the Sport Committee Chair, NJCAA National Office staff, game officials, and NJCAA Network production crew or talent.

CHAMPIONSHIP INSURANCE

General Public Liability Insurance

The Host is responsible for procuring and maintaining during the tournament comprehensive general public liability insurance covering the NJCAA and the Host against claims for bodily injury and property damage with a minimum of \$1,000,000.00 CSL.

The policy shall name the NJCAA as an additional insured. At least sixty (60) days prior to the NJCAA Championship, the Host shall furnish the NJCAA a certificate of insurance showing such coverage.

The Host further agrees to indemnify and hold harmless the NJCAA from and against all claims of liability to third parties for injury to or death of persons or loss or damage to property arising out of or in connection with the performance of this contract and tournament.

If the Host chooses to be self-insured and cannot comply with the above named requirements, then the Host must purchase and provide proof of a Special Events liability policy with the same terms and conditions as listed above.

Participant Coverage

Medical, hospitalization, travel and accident insurance for members of a participating college's team/athletes **is not** the responsibility of the Host or the NJCAA.

PRE-CHAMPIONSHIP INFORMATION PACKET

One of the most important items for any NJCAA Championship is the comprehensive information packet regarding the championship for potential qualifying teams/individuals.

This document – referred to as the Pre-Championship Information Packet – is vital to the success of any championship as it is the primary source of all information regarding the championship for an athletic director or coach of a potential qualifying team/individual. How a Host will conduct a championship based upon the requirements set forth in this Host Manual, as well as any sport-specific requirements, should be communicated in the Pre-Championship Information Packet.

The Pre-Championship Information Packet will be compiled by the NJCAA National Office. The Host will provide necessary, site-specific information to the NJCAA Championship staff contact. This information is due to the NJCAA National Office no later than 60 days prior to the start of the championship.

The Pre-Championship Information Packet will include the following information:

- Tournament Dates/location (name of facility/venue, address, etc.)
- Schedule of Events (practice times, event schedule, meeting, schedule, etc.)
- Specific/Special sport rules for the tournament
- Tournament website information
- How game/event officials are being contracted
- Contact information for tournament director and other key event personnel
- Hotel assignments, rates, contact information
- Airport and car rental information
- Directions to hotels from major highways or airports
- Local map with directions to playing facility from hotels
- Diagram and photos of playing facility/course
- Area restaurant or attraction information
- Hospitality information
- Laundry accommodations
- Locker Room accommodations
- Athletic training accommodations
- Uniform requirements
- Coaches meeting information
- Media questionnaire/contacts
- Credential/Tournament pass procedures
- Other material as defined by the NJCAA National Office

Below are examples of Pre-Championship Information Packets.

[Example 1](#) | [Example 2](#) | [Example 3](#)

CHAMPIONSHIP TRANSPORTATION

Ground

Team transportation is the responsibility of each participating team. Hosts are encouraged to contact local rental agencies to inform them of the event and potential team travel needs.

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

Air

Participating teams are responsible for securing and paying for their own travel arrangements. The NJCAA National Office Staff and the Host are responsible for making arrangements for the Sport Committee Chair, game officials, media coordinator, and any other NJCAA 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 encouraged to secure courtesy vehicles for use by NJCAA National Office Staff and Sport Committee Chair throughout the event. The Host should seek a company willing to donate the use of these vehicles with no cost to the budget.

Airport Pickup

If rental cars are not available at the airport, the Host must make arrangements to provide complimentary airport pick-up of all NJCAA National Office Staff and Sport Committee Chair that travel via air. Hotel shuttles are also a source of airport pick-up and return.

CHAMPIONSHIP HOUSING

Officials Tournament Hotels

Host is to secure tournament lodging for teams/ participants and officials of the championship at a set rate. When possible, it is the expectation of the NJCAA that Host works to secure room rates that provide qualifying teams the best value possible. Per NJCAA bylaws, teams participating at a NJCAA Championship are required to stay in the 'official' designated tournament hotels.

Team Hotel Assignments

Host is encouraged to assign each participating team to one of the 'official' designated tournament hotels. Please be advised that the NJCAA prefers teams to be spread across multiple hotels.

For example, a 12-team tournament is encouraged to secure at least three (3) hotels with a maximum of four (4) teams per property.

Should the Host choose to assign lodging for teams to a specific hotel property all participating colleges must honor that assignment or pay for those rooms.

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 the 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 host expense. Host is to arrange complimentary lodging for the personnel listed below.

- Tournament game referees/umpires/officials (number varies on championship)
- NJCAA Sport Committee Chair (1 single room)
- NJCAA National Office Staff (1 single room)
- NJCAA Network broadcast crew (maximum of 4 double-bed rooms)
- An additional 1-2 rooms may be required if local on-air talent for the NJCAA Network is not secured by the host

Additional rooms may be provided at the hosts discretion. The NJCAA National Office will notify the host 30 days prior to the championship if rooms are **not** needed.

GAME SCHEDULES

Bracket

Pairings, seedings, and the creation of a NJCAA Championship bracket is determined by the Sport Committee with assistance by the NJCAA National Office and varies by team sport.

For the sports of cross country, half marathon, track & field, golf, tennis, swimming & diving, and wrestling, the Host will be responsible for developing the tournament schedule, bracket, and/or pairings in consultation with the NJCAA National Office and the Sport Committee Chair.

Change to Tournament Format

NJCAA Championships are subject to change each year. Any NJCAA Championship format or bracket change to an event will be done in consultation with the current Host. The final decision will be determined by the NJCAA National Office.

Game / Start Times

Game or tournament start times each day are established by the Sport Committee Chair, with final approval by the NJCAA National Office.

The Host will be notified of all game / start times and any changes that occur prior to or during the championship.

Championship Bracket Announcement

The NJCAA National Office will be responsible for announcing and promoting the official championship bracket, tournament seeding, and first-round match-ups, if applicable.

For the sports of volleyball, soccer, basketball, lacrosse, baseball, and softball, the Sport Committee will hold a tournament seeding call following the sport's district deadline when all automatic qualifiers have been determined. The NJCAA National Office will release the official tournament bracket via the NJCAA website and social media channels with a bracket release video or live selection show.

For championships that have at-large selections, the NJCAA National Office will notify the at-large teams immediately upon their selection by the Sport Committee. The NJCAA Championship Contact will be responsible for communicating the at-large selections and tournament seeding with the Host.

CHAMPIONSHIP OFFICIALS

Contracting of Officials

The Host is responsible for securing the service of all necessary officials, judges, etc., to satisfactorily conduct the tournament as determined by the Sport Committee.

The Host is required to provide the NJCAA National Office with its method for selecting tournament game/event officials no later than 90 days prior to the start of the event. The name and contact information of the assignor should be provided at that time.

In certain sports (specified in sport-specific host requirements), Hosts are encouraged to contract non-local officials as a supplement to local or regional officials working the championship.

Assigning

The Host is responsible for having a Supervisor of Officials on its tournament staff to coordinate the assigning and evaluating officials throughout the tournament. All officials must be submitted to the NJCAA National Office for final approval. Officials should not work more than two consecutive years and should not be assigned to games involving teams from their region when possible.

The assignor should be in attendance for the duration of the event and should not be employed as one of the officials unless on an emergency basis.

Fees and Expenses

The Host is responsible for providing travel expenses, per diem, lodging and game fees of game/event officials.



CHAMPIONSHIP AWARDS & GIFTS

Awards Orders

All NJCAA and Coaches Association awards relative to a national championship will be ordered by and paid for by the NJCAA National Office from the Official Award Supplier of the NJCAA.

Awards will be shipped to the Host at least two weeks prior to the championship event. The Host must inventory all awards and inspect for any errors or damages.

Any error or damage discovered less than seven (7) days prior to the start of the championship will result in the Host being responsible for all last minute corrections and shipping charges.

Only approved awards from the NJCAA National Office shall be presented.

Awards Presentation

The NJCAA will provide a complete list of awards that are to be presented as well as an awards ceremony script that may be edited or altered as needed. The Sport Committee Chair and NJCAA National Office staff representative will assist in the presentation of all awards.

Championship Gifts & Memorabilia

The Host is encouraged to provide championship gifts or memorabilia to the participating student-athletes. Items such as bags, towels, water bottles, etc., are examples of potential gifts.

All championship gifts or memorabilia are to be reviewed and approved by the NJCAA National Office and then be properly licensed with Affinity Licensing.

For more information on the licensing process, refer to page 16.

CHAMPIONSHIP EVENTS& COACHES MEETING

Ancillary Events

The Host reserves the right to sponsor other events during the course of the NJCAA championship.

If this occurs, the Host shall make clear to all participants that the event is not an NJCAA sanctioned or approved event and a waiver must be provided (by the event host) making it clear that the NJCAA is not a sponsor or in any way affiliated with the event and as such, in no way liable for any injuries, harm, property damage, economic loss, etc. as a result of participation in said event.

The event sponsor should create, provide to the NJCAA and maintain copies of the waivers.

The NJCAA National Office must approve the event to be held in conjunction with the championship. No use of the NJCAA marks are permitted in conjunction with the event without prior approval from the NJCAA National Office.

Championship Banquet

Championship banquets are encouraged at all NJCAA championship events but not required.

A championship banquet is a great way to kick off the event and recognize the outstanding achievements of NJCAA student-athletes, while highlighting your local area.

The Host shall coordinate with the NJCAA Championship Contact and the Sport Committee Chair to determine banquet details. Banquets can range from semi-formal to formal, inside or outside, plated meals or buffet style.

If a guest speaker is secured, the speaker should be sport relevant and understand the dynamics of the group they are speaking to. The speaker presentation should last no longer than 15 minutes. Banquets are recommended to last approximately two hours.

Complimentary tickets are to be provided for NJCAA personnel, officials, host personnel and Hall of Fame inductees (if necessary).

Pre-Championship Coaches Meeting

Host shall schedule, in coordination with the NJCAA Championship Contact and the Sport Committee Chair, a time, place, and agenda for the pre-championship coaches meeting. The Sport Committee Chair along with the NJCAA National Office staff member will assist in running the meeting and answering any questions from coaches and/or college administrators.

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.

CHAMPIONSHIP FACILITIES

Press Box

The Host shall provide a dedicated press box/room that is isolated from the general public. This area is to be used by tournament staff, NJCAA National Office staff, and members of the media covering the championship. It is recommended that a press box/room have the following amenities:

- Proper visibility of the playing field/court
- Adequate space for press members
- Wireless Internet access (password protected)
- Computer and printer
- Updated statistics/results from the championship readily available

Scoreboards

An electronic scoreboard must be provided at the championship facility. At a minimum, the scoreboard must display home and visiting scores, game time, and periods and/or innings, etc.

Public Address System

A permanent or portable public address/music system must be available and used throughout the championship. The PA system will be used for team introductions, substitutions, awards presentation, general sponsorship announcements and any other announcements deemed appropriate by

the Host, NJCAA National Office staff, and Sport Committee Chair.

Hospitality Room

The Host is to provide a hospitality room for the benefit of the game officials, staff administering the championship, NJCAA Network production crew and talent, sponsors and special guests of the Host and NJCAA. The hospitality room must provide drinks and snacks for all workers during the course of the championship. A system for monitoring access should be in place. Alcohol is not to be made available for consumption in the hospitality room.

Parking

An adequate parking area for participating teams and championship officials (i.e., key host personnel, volunteers, VIP's and game officials) is required. Parking passes should be provided. An organized system for college buses / large vehicles is to be arranged and communicated properly to participating colleges/teams. The Host is responsible for all costs associated with parking.

CHAMPIONSHIP FACILITIES & MEDICAL SERVICES

NJCAA Network

The Host shall provide adequate accommodations in the facility for the NJCAA Network production crew. This includes but is not limited to:

- Dedicated hardwire Internet and power access for NJCAA Network broadcasting
- Dedicated covered and secured from elements facility for NJCAA Network broadcasting
- Scaffolding(s) and/or lift(s) as needed for proper camera placement within the venue

Inclement Weather / Lightning Detection

The Host is to have equipment or service for monitoring/tracking inclement weather that potentially could disrupt tournament play or compromise the safety of participants and spectators. Outside venues are required to have lightening detection equipment on site that is constantly monitored. Sport specific playing rules dictate when competition is to be suspended due to weather/lightening.

Athletic Training

The Host is to provide Certified Athletic Trainer(s) to cover all days of championship competition. The Host is encouraged to have an athletic trainer available during official championship practice days, when applicable.

Security

The Host is responsible for all security measures for the championship. The Host is responsible for crowd control before, during and after all championship competition during the tournament. The NJCAA suggests that there be a minimum of two (2) campus/community security officers (uniformed) on site at all times throughout the duration of the event.

Smoking & Tobacco Use at Facility

While the NJCAA Championship is being conducted, the facility is strongly encouraged to prohibit smoking and tobacco use on the premises of the facility.

Emergency Equipment / Ambulance

It is the responsibility of the Host to make sure all necessary emergency equipment is on site and quickly accessible. This equipment must include an AED (Automated External Defibrillator).

The Host shall provide ambulance service on-site or immediately on call throughout the event.

Water

The Host is to supply teams with clean drinking water throughout the event (team benches & locker rooms).

TICKETS, MERCHANDISE & CONCESSIONS

Tickets / Admission

The Host is responsible for the printing of tickets and/or admission passes as well as the establishment of ticket/gate office.

Ticket and/or admission prices are to be set by the Host, with final approval from the NJCAA, and all gate receipts are to be reported as event income in the post championship budget and expense report.

The Host should make every effort to provide ticket information for fans available at least 30 days prior to the start of the tournament.

Championship Merchandise Licensing

Official merchandise for NJCAA Championships sold on-site and online will be handled by the Official Championship Merchandise Vendor of the NJCAA. Additional details and instructions will be sent to the Host by the NJCAA National Office.

Any items outside of the NJCAA's official championship merchandise company agreement that are produced by another vendor/company must first seek permission from the NJCAA National Office and then be properly licensed with Affinity Licensing, the Official Licensing Partner of the NJCAA. This includes promotional and giveaway items.

Brian Eubank (brian@affinitylicensing.com) is the NJCAA's Affinity Licensing representative and can provide a current listing of licensed vendors and/or companies in the NJCAA program.

All products bearing the NJCAA name must include the appropriate trademark symbol (NJCAATM). Any products bearing a NJCAA logo must include the registered mark (®).

Concessions

Food and drink concessions may be offered at the full discretion of the Host.

All income from concessions is to be reported as event income in the post championship budget and expense report.

Tobacco and Alcohol

Products containing tobacco are **NOT** to be sold or made available at any NJCAA Championship Event, which includes banquet, coaches meeting, etc.

Alcohol may not be served at NJCAA Championship banquets but can be sold and/or provided with prior approval from the NJCAA National Office at at least 90 days prior to the event.

CHAMPIONSHIP PHOTOGRAPHY

Host is to provide an official photographer for the championship. The Host will be responsible for providing the NJCAA Media Contact with the photographer's contact information thirty days prior to the beginning of the event.

Each Host and photographer will be provided access to the NJCAA Dropbox account for photo sharing.

The photographer is required to provide the NJCAA access to **ALL PHOTOS** (high-res) taken at the event free of charge for use on the NJCAA website, publications and promotional materials.

During the championship, photos should be shared according to the following schedule:

- For head-to-head sports, 3-5 initial images following the conclusion of each contest, with all photos added at the conclusion of the day.
 - Volleyball, soccer, football, basketball, baseball, softball, lacrosse
- For all other sports, all photos should be shared at the conclusion of each day.
 - Cross country, half marathon, swimming and diving, indoor track and field, wrestling, bowling, outdoor track and field, tennis, golf

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

- Photos should be taken at community service events, student-athlete experience events, championship banquet, during competitions, and during award ceremonies.
- Capture images that show action, celebration, teamwork, intensity, and excitement. These can also include photos of fans.
- Take photos of the venue, tournament signage, and awards.
- Make sure the subject of the photo is focused. The NJCAA uses images with team close-ups or individuals, where background distractions are minimized.
- Take photos that are horizontal or square in nature. The NJCAA website and social media best practices require horizontal images in most cases.

POST-CHAMPIONSHIP REPORT

The Host shall submit a post-championship report to the NJCAA Championship Contact no later than sixty (60) days following the conclusion of the event that is to include the following:

- General overview of the event's operation
- Keys to improving the event the following year
- Record of attendance
- Full budget and expense report
 - Income items can include ticket sales, parking, concession sales, program sales and advertising, banquet tickets, honorary coach fees, sponsorships, donations 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 and medical.

Post-Championship Survey

The NJCAA Championship Contact will distribute an electronic survey to member colleges that participate in the national championship event. Results of the survey will be made available to the Host.

CHAMPIONSHIP TIMELINE



CHAMPIONSHIP TIMELINE

6-Months

- Host begins seeking local sponsors
- Start planning banquet and local events
- Initiate conversations with local media for assistance in promotion and coverage
- Create initial draft budget
- Start seeking volunteers
- Initial planning for video-stream begins with NJCAA National Office
- Secure a host hotel and any other partner hotels
- All equipment, materials, signage, etc. should be ordered
- Begin monthly planning conference calls between NJCAA Championship Contact and Host (scheduled each month leading up to event)
- NJCAA National Office begins updating Pre-Championship Information Packet with assistance from the Host

3-Months

- Media outreach by Host and NJCAA Media Contact
- Put together initial plan of assigning teams to hotels

- Begin organizing travel and lodging for staff, tournament committee, and officials
- Video-stream production plan confirmed with NJCAA National Office
- Print and video ads due to NJCAA National Office
- Submit method for selecting tournament game/event officials to NJCAA National Office

2-Months

- Championship budget submitted to NJCAA National Office
- Proof of insurance provided to NJCAA National Office
- Site-specific information provided to NJCAA Championship Contact for the Pre-Championship Information Packet

CHAMPIONSHIP TIMELINE

1-Month

- Finalize housing information for staff, tournament committee, and officials
- Banquet program and script is completed (with a few items pending until qualifiers are established)
- Name and contact information for official event photographer must be provided to NJCAA Media Contact
- Name and contact information for official event statisticians must be provided to NJCAA Media Contact
- Championship ticket information finalized and available to fans on the NJCAA website

2 Weeks

- Program proof to NJCAA National Office (7-10 days out)
- Qualifying competitions are completed and qualifiers announced
- NJCAA Championship Contact finalizes all documents for team registration and coaches meeting
- Awards arrive at the site and Host reviews for any damage and/or misspellings

Final Days

- Produce programs and provide final copy to NJCAA National Office
- Final conference call between NJCAA Championship Contact and Host

During Event

- Photographer will provide NJCAA Media Contact with all event photographs through the NJCAA Dropbox
- Alert NJCAA to any potential news stories, positive or negative press

Post Event

- Post-championship report submitted no later than 60 days following the event. Report will include summary, feedback of event, record of attendance (per game and overall), and full budget and expense report.
- NJCAA Championship Staff to distribute an electronic survey to member colleges that participate in the national championship event. Results of the survey will be made available to the Host.

NJCAA LOGOS



OFFICIAL NJCAA LOGOS

The NJCAA logo (often referred to as the “Shield logo”) and the wordmark logo are registered trademarks of the NJCAA 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.

The NJCAA logo must be used on all printed materials, signage, etc. that reference the NJCAA as an organization and does not reference the championship event. The Host shall use the correct NJCAA 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 NJCAA event.

The shield logo shall be used as the primary logo.

The wordmark logo shall be used as the secondary logo. If you have questions about which version to use based on space requirements or clarity, please consult your NJCAA Media Contact.

All material, production, signage, etc. using the NJCAA logo must be submitted through the NJCAA licensing program through Affinity Licensing or approved by the NJCAA National Office.

Any use of the logo without permission is strictly prohibited and will be legally enforced.

For questions about licensing and the process to become licensed, please visit:

affinitylicensing.com/licensing.

Each Host will be provided access to the NJCAA Dropbox account to download any necessary versions of the NJCAA logo.

NJCAA Shield Logo



NJCAA Wordmark Logo



LOGO POSITIONING

Safe Zones

Both the NJCAA primary and secondary marks has an established “safe zone”. This safe zone is intended to maintain the mark’s integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for the Primary NJCAA mark is equal to one sixth the height of the mark.



Artwork Use Violations

So that the NJCAA can maintain the design integrity of its brand, it is mandatory that all marks be applied as indicated in this manual without modification. The marks are not to be altered in any way. Shown on this page are unacceptable uses of the NJCAA primary and secondary marks.

To view the NJCAA Brand Standards Guide, visit: [NJCAA Brand Standards Guide](#).



NJCAA CHAMPIONSHIP LOGOS

This Championship logo must be used when creating any material referencing the specific Championship event. Do not include the NJCAA Shield or Wordmark logos in addition to this logo. Championship logos include the NJCAA logo. Any other logo or designs for the national championship are prohibited.

The NJCAA will provide each Host access to the official championship logo through the NJCAA Dropbox account.

Hosts will receive the championship logos during the summer prior to the beginning of each academic year.

All material, production, signage, etc. using the NJCAA logo must be submitted by a vendor through the NJCAA licensing program through Affinity Licensing or approved by the NJCAA National Office. Any use of the logo without permission is strictly prohibited and will be legally enforced.

For questions about licensing and the process to become licensed, please visit: affinitylicensing.com/licensing.

Sponsor logos are not allowed to be included, added or designed around the championship logo. Please contact the marketing department if you have any questions.



NJCAA MEDIA



OFFICIAL NJCAA WEBSITE

NJCAA Website

Each championship of the NJCAA has its own information page on NJCAA.org. The NJCAA will manage and update each championship page including participating teams, statistics and game schedules/brackets.

The Host is required to provide the NJCAA all necessary information relative to the event such as ticket info, fan travel information, facility information and any local items of interest.

Host Webpages

Landing pages and microsites can be created and linked from the official NJCAA championship page. This 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. Hosts should refrain from creating their own standalone championship websites.



BROADCASTING & STREAMING POLICIES

Broadcast Rights

All broadcasting rights (radio/tv/internet) of NJCAA Championship Events are exclusive to the NJCAA and the NJCAA will have final authority over all broadcasts.

The NJCAA reserves the right to broadcast any of its championship events on its official digital network – NJCAA Network (njcaa.org/network) or any other third-party.



The Host will be asked to assist in securing high-speed, dedicated internet lines to be used for video streaming as well as necessary electrical needs.

The NJCAA has the exclusive rights to the final broadcast product and how, when, and where it is distributed.

Championships aired on NJCAA Network:

- Men's Soccer (DI, DII, DIII)
- Women's Soccer (DI, DII, DIII)
- Volleyball (DI, DII, DIII)
- Football (National Championship Game)
- Men's Basketball (DI, DII, DIII)
- Women's Basketball (DI, DII, DIII)
- Men's Lacrosse
- Women's Lacrosse
- Softball (DI, DII, DIII)
- Baseball (DI, DII, DIII)

All requests for redistributing, broadcasting, sharing, etc. of NJCAA Network broadcasts must be approved by the NJCAA.

NJCAA SOCIAL MEDIA

The NJCAA National Office is responsible for coordinating, editing and posting social media including Facebook, YouTube, Twitter, Instagram, etc.

- Host institutions or organizations may use already established social media accounts (ex. Facebook, Twitter, etc.) as a place to promote the hosting of an NJCAA championship.
- The NJCAA Media Contact assigned to each championship event will coordinate Host access to established accounts.
- The Host should collaborate with NJCAA Media Contact to promote the championship leading up to the tournament. This includes tickets, hotels, local attractions, planned student-athlete experiences, etc.
- To see a list of all NJCAA social media accounts and hashtags, visit: njcaa.org/media/social

NJCAA Social Media Accounts



Twitter

@NJCAA
@NJCAABaseball
@NJCAABasketball
@NJCAAFootball
@NJCAAGolf
@NJCAALacrosse
@NJCAA_Soccer
@NJCAASoftball
@NJCAANetwork
@NJCAAVolleyball
@NJCAAWrestling
@NJCAAXCTF



Facebook

@NJCAA



Instagram

@NJCAA



YouTube

@NJCAA



SOCIAL MEDIA GUIDELINES

The NJCAA National Office recommends the below social media guidelines for host institutions or organizations who wish to promote an NJCAA championship on already established accounts.

- Incorporate media into each post, including graphics, action photos, or video highlights
- Refer to the association as “NJCAA”, avoid using the terms “JUCO” or “junior college”
- Use the appropriate sport hashtag
- The NJCAA encourages posts to promote watching games on the NJCAA Network.
- If applicable, promote NJCAA approved championship title sponsor or presenting sponsor.
- Post links to information on the official NJCAA website including brackets, schedules, live stats, box scores, photo albums, video highlights, and championship recaps.
- Engage with participating member colleges, sponsors, and local entities when applicable.
- Avoid the overuse of emojis and GIFs.
- Post behind-the-scenes aspects of the championship event to showcase the student-athlete experience.

CHAMPIONSHIP MATERIALS





NJCAA CHAMPIONSHIP MATERIALS

The Host will be provided access to a variety of media and marketing materials to enhance the championship experience.

The NJCAA Media Contact will provide the Host with access to the NJCAA Dropbox to access all championship materials.

The NJCAA Media Contact will assist Host with the championship materials as needed.

The NJCAA Dropbox will include:

- Official NJCAA Logos
- Championship Logos
- Photo sharing folders
- Souvenir program cover
- Branded directional signage
- Branded table signage
- Branded PowerPoint

SOUVENIR CHAMPIONSHIP PROGRAM

A souvenir championship program should be available to fans and the general public. The game program will be produced and coordinated by the Host in consultation with the NJCAA Media Contact.

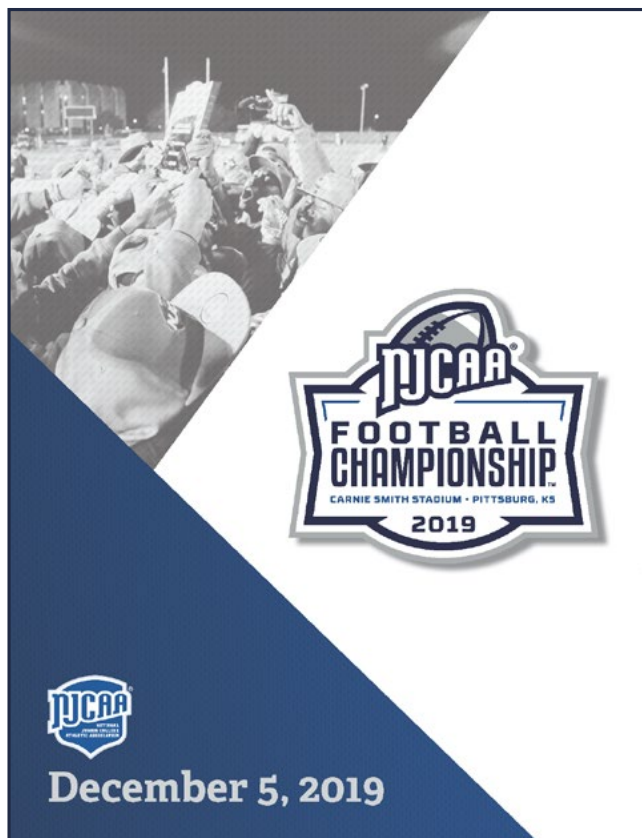
The cost of printing the program will be paid by the Host. The NJCAA requires a minimum of five (5) and a maximum of 10 pages within the program to include full-page advertisements of national sponsors, NJCAA marketing items, historical information, etc. Any additional advertising within the program is the responsibility of the host and must not conflict with the NJCAA's national sponsors.

The NJCAA Media Contact will provide the Host with a program cover. Beginning in the 2021-22 academic year, the program cover provided by the NJCAA Media Contact will be required to be used by the Host.

Upon written request no later than 30 days prior to the start of the event, the NJCAA Media Contact can provide general information to the Host such as previous season results, records, etc., for inclusion in the program.

The Host must share a draft of the final program with the NJCAA National Office through the NJCAA Dropbox for approval at least 7-10 business days before the event or before the program is printed.

For questions about your souvenir championship program, please consult your NJCAA Media Contact.





CHAMPIONSHIP BANNERS AND SIGNAGE

Championship Signage

Hosts will be provided the opportunity to select NJCAA branded signage for their event from the NJCAA Official Signage Partner, Source One Digital.

Please use the following link to access the NJCAA branded signage: njcaa.sourceonedigital.com.

If you have had account in the past, you can sign in with those credentials. If you are set up as a new user, you can sign in with “First Name (space) Last Name” as your username and “changeme” as your password. If you are not set up as a user, you will need to select “create an account” on the login page. If you run into any issues, please contact the Source One Digital representative listed on the login page.

All NJCAA signage and banners are to be displayed in a direct, prominent and visible area of the facility or venue.

No other signage company or designs may be used without approval from the NJCAA.

Sponsorship Signage

Several NJCAA national sponsors are contracted to receive prominent display opportunities at national championships. NJCAA National Office Staff will inform each Host directly regarding this requirement and provide such banners at no cost to the Host. There can be no conflicts with sponsorships between any local sponsor that the Host acquires and a national sponsor which the NJCAA has acquired.

BRANDING ASSETS

The NJCAA Media Contact is able to assist with Host needs for branding. Templates are available for use and should be utilized by the Hosts. If there are requests for additional needs or templates, please contact your NJCAA Media Contact.

Requests will be reviewed and must be approved by the NJCAA National Office.

NJCAA Brand Standards Guide

The NJCAA Branding Guide is designed to provide clear information on the proper use of approved graphics, colors, and fonts for the NJCAA brand.

To view the NJCAA Brand Standards Guide, visit:

[NJCAA Brand Standards Guide](#).

Co-Branding

Below are some guidelines to follow when doing any co-branding:

- Other entity logos are never to be combined with the NJCAA Championship logos.
- The logos should be located on opposite sides of the signage or separated with a white, navy, or blue dividing line.
- The logos should be similar in size and placement, giving equal emphasis to both entities.
- Focus on utilizing official NJCAA colors.

NJCAA Primary Colors

NJCAA Blue and NJCAA Gray are the official colors for the National Junior College Athletic Association brand, and are shown below. It is very important to match these colors faithfully when reproducing NJCAA brand marks.



NJCAA Blue

- Pantone 2945c



NJCAA Gray

- Pantone 427c

NJCAA Secondary Colors

In addition to the primary palette, the NJCAA brand marks utilize white, NJCAA Navy, an NJCAA Gray 2 as secondary colors.



NJCAA Navy

- Pantone 533c



NJCAA Gray 2

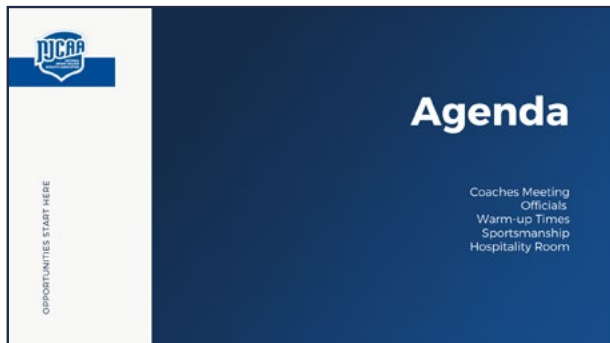
- Pantone 429c

POWERPOINT TEMPLATES

The NJCAA Media Contact will provide Host with branded PowerPoint templates through the NJCAA Dropbox.

The PowerPoint template may be used at the discretion of the Host for various uses, including:

- Pre-championship coaches meeting
- Championship banquet
- Meeting with potential event sponsors
- Officials meeting
- Post-event presentations
- Awards presentations



CHAMPIONSHIP CREDENTIALS

Championship Credentials

Championship teams and/or participants, coaches, officials, volunteers, VIP's, authorized media, administration from participating colleges, etc., should be provided proper identification regarding their status for the tournament. Host is responsible for the cost and distribution of tournament credentials.

The NJCAA recommends all Hosts utilize the Official Provider for Credentials, Luggage Tags, and Lanyards of the NJCAA for championship credentials.

No other company is allowed to use the NJCAA names or logos to produce credentials without the expressed written consent of the NJCAA National Office.

Media

Host is to provide members of qualified media (radio, print, television, online) access to a media credential that provides complimentary access to all games and the ability to interview coaches, student-athletes and the administration in a reasonable manner.

All media credentials should be submitted through the NJCAA National Office. The NJCAA Media Contact will approve and/or deny all media credential requests and provide the Host with the needed credential list.

To submit a media credential request, visit: [NJCAA Championship Media Credential Request Form](#)

College VIPs

Host is to make available a VIP tournament credential that provides free admission, complimentary parking, and hospitality access to the President, Vice President, Athletic Director, and/or designee of each participating college.

ABOUT THE NJCAA





OPPORTUNITIES START HERE

Mission

It is the mission of the NJCAA to foster a national program of athletic participation in an environment that supports equitable opportunities consistent with the educational objectives of member colleges.

The NJCAA's mission is to promote and foster two-year college athletics. Unlawful discrimination is incompatible with this mission and detracts from the organization's goal of promoting healthy and fair competition. The NJCAA prohibits unlawful discrimination based on sex, race, color, national origin, ancestry, disability, religion, creed, sexual orientation, age or any other characteristic protected by applicable law in the NJCAA's governance, programs, regulations and employment practices.

About the NJCAA

Since 1938, the NJCAA has served as the nation's premier governing body for two-year collegiate athletics, providing student-athletes opportunities to prepare, compete, succeed and achieve in their academic and athletic disciplines.

The NJCAA is the second-largest national intercollegiate athletic organization in the United States with over 500 member schools and 60,000 student-athletes in 44 states. Each year over 3,400 teams compete in 28 different sports across multiple divisions in the NJCAA and the organization sponsors 52 national championship events as well as sanctioned football bowl games.