



Regional Tournament
Operations Manual:

Regional Tournament Operations Manual:

A Resource Guide

2014-2015

NIRSA CHAMPIONSHIP SERIES

Regional Tournament Manual

ACKNOWLEDGEMENTS

THIS MANUAL WAS MADE POSSIBLE THROUGH THE DEDICATION OF SEVERAL INDIVIDUALS AND THE SUPPORT OF THEIR INSTITUTIONS. THEIR VISION AND DEDICATION TO IMPROVING NIRSA AND NIRSA CHAMPIONSHIP SERIES EVENTS LED TO THE CREATION OF THIS RESOURCE. IT IS THE HOPE OF THESE DEDICATED PROFESSIONALS THAT THE INFORMATION CONTAINED WITHIN BENEFITS THE LEADERS AND VISIONARIES OF TOMORROW. NIRSA AND THE NIRSA CHAMPIONSHIP SERIES COMMITTEE WISH TO THANK THE FOLLOWING FOR THEIR SELFLESS EFFORTS:

Darci Doll, The University of Texas at Austin

Jerrold Jackson, Texas A & M University

Tricia Losavio, The University of Texas at Dallas

Kenny Norris, Stephen F. Austin University

Bradley Petty, Angelo State University

Britton Sherry, University of North Texas

Jacob Tingle, Trinity University

Brooke Turner, Kennesaw State University

Steve Waden, Texas Tech University

2006-07 NIRSA National Campus Championship Series Committee

2007-08 NIRSA National Campus Championship Series Committee

NIRSA Championship Series Basketball & Flag Football work teams

NIRSA Championship Series Student & Professional Development and Standards of Competition Work Teams

Table of Contents

INTRODUCTION	5
SECTION 1	6
TOURNAMENT LOGISTICS	6
FACILITY RESERVATIONS AND EQUIPMENT ORDERS	6
FACILITY RECOMMENDATIONS	6
REGISTRATION	7
NIRSA CHAMPIONSHIP SERIES ELIGIBILITY REQUIREMENTS	7
APPEAL FOR PLAYER ELIGIBILITY	9
TEAM ELIGIBILITY	10
ENTRY DEADLINE	10
POSTPONEMENTS / RESCHEDULING	10
INSURANCE	11
RISK MANAGEMENT	11
MEDICAL PROCEDURES	11
SECURITY	12
LOCKER ROOMS	13
TRANSPORTATION	13
PARKING AND ARENA ENTRANCES	13
TRAINING ROOM AND FACILITIES	13
• TRAINING ROOM INFORMATION TO INCLUDE:	13
MAILINGS:	13
INITIAL MAILING	13
SECONDARY MAILING	14
FOLLOW-UP MAILING	14
STRUCTURE	14
COMPETITION PREPARATIONS	14
NIRSA STANDARDS OF CONDUCT	14
CONTACT WITH PARTICIPATING TEAMS	15
GAME SITE PREPARATION (OUTDOOR EVENT)	15
GAME SITE PREPARATION (INDOOR EVENT)	15
SIDELINE PREPARATIONS (BASKETBALL)	16
TEAM BENCH AREA	16
TEAM UNIFORMS	16
CHAMPIONSHIP GAME	17
AWARDS CEREMONY	17
SECTION 2	18
TOURNAMENT STAFFING & COMMITTEES	18
GENERAL STAFFING/COMMITTEE INFORMATION	18
GENERAL COMMITTEE QUALIFICATION STANDARDS FOR A NIRSA CHAMPIONSHIP SERIES REGIONAL	18
COMMITTEE CHAIR/DIRECTOR QUALIFICATION STANDARDS FOR A NIRSA CHAMPIONSHIP SERIES REGIONAL	18
TOURNAMENT DIRECTOR	19
DIRECTOR OF OPERATIONS	19
OPERATIONS COMMITTEE	19
DIRECTOR OF COMPETITION	20

DIRECTOR OF OFFICIALS.....	20
OFFICIALS COMMITTEE	20
OFFICIALS SUB COMMITTEE.....	21
ALL-TOURNAMENT COMMITTEE.....	21
OPERATIONS COMMITTEE	21
IT COMMITTEE.....	21
HOST COMMITTEE	22
BRAND MANAGEMENT COMMITTEE.....	22
PROTEST COMMITTEE.....	22
MEETING AGENDAS	22
HOTELS	23
FOOD.....	23
SECTION 3	24
OFFICIALS	24
OFFICIALS APPLICATION AND SELECTION PROCESS	24
SELECTION.....	24
NUMBER	25
AMENITIES	25
OFFICIALS COMMITTEE	26
OFFICIALS SUB COMMITTEE.....	26
GAME OFFICIALS.....	27
MEETINGS FOR GAME OFFICIALS	27
SCHEDULES	28
SCHEDULING PHILOSOPHY.....	28
SCHEDULING METHOD	28
WHAT TO AVOID	28
EVALUATION.....	29
PHILOSOPHY.....	29
FILM	29
PLAYOFFS	29
ALL-TOURNAMENT	30
SELECTION.....	30
SECTION 4	31
SPONSORSHIPS	31
LOCAL PARTNERSHIPS/SPONSORS.....	31
PARTNERSHIP VS. SPONSORSHIP	31
HOW DOES LONG TERM PARTNERSHIPS BEGIN?	32
LONG TERM PARTNERSHIPS	32
ECONOMIC IMPACT	33
CATEGORIES OF PARTNERSHIPS/SPONSORSHIPS	33
FRANCHISES VS. LOCALLY-OWNED BUSINESSES	34
PACKAGING EVENTS/PROGRAMS	34
SCHOLARSHIP PACKAGING.....	34
ADDENDUM A.....	35
ADDENDUM B.....	36

ADDENDUM C.....	37
SECTION 5.....	38
BUDGETING, PROMOTION & BID PROCESS.....	38
BUDGETING AND MARKETING INTRODUCTION.....	38
GAME OFFICIALS.....	39
TIME KEEPERS.....	39
OPERATIONS.....	39
TRAINER/EMT SERVICE.....	40
HOTEL.....	40
MEALS, SNACKS, AND DRINKS.....	40
BANQUET, SOCIAL AND WELCOME RECEPTION.....	40
AWARDS.....	40
PARTICIPANT T-SHIRTS (SUGGESTED).....	40
STAFF APPAREL.....	41
EQUIPMENT AND SUPPLIES.....	41
GAME BALLS.....	41
PRACTICE BALLS.....	41
PARTICIPANT INSURANCE.....	41
PROMOTION.....	41
PROMOTING YOUR EVENT TO SCHOOLS.....	42
PROMOTION.....	42
PUBLICITY.....	42
MEDIA.....	42
SECTION 6.....	43
SOCIAL MEDIA & BRANDING.....	43
INTRODUCTION.....	43
1. NIRSA'S SOCIAL MEDIA POLICY.....	44
2. BRANDING & GETTING STARTED.....	44
3. TIPS AND BEST PRACTICES.....	45
4. TWITTER SPECIFIC TIPS.....	47
ADDITIONAL TWITTER GUIDELINES.....	48
CONTENT.....	48

Introduction

Thank you for showing interest in hosting a NIRSA Championship Series Regional Tournament. The involvement from NIRSA members is an important element in making these tournaments successful. Without the willingness to volunteer and provide these great opportunities for our students and staff, these tournaments would not be possible. NIRSA recognizes each tournament varies in size. This regional tournament operations manual is meant to be a recommended guide as you plan and execute your tournament on campus.

Non-Discrimination Policy

Standing against bigotry by holding fast to the basic principle of respect for human rights, in all matters both public and private, the NIRSA Championship Series and the NIRSA Services Corporation (NSC), a wholly owned for-profit subsidiary of NIRSA, strives to promote civil society and social justice. It is our stated position that the NSC upholds the tenets of the NIRSA Mission Statement to foster quality recreational programs, facilities and services for diverse populations and that it demonstrate a commitment to excellence by utilizing resources that promote ethical standards. Accordingly, the NSC does not tolerate discrimination against persons on the basis of race, gender, religious affiliation, age, marital or civil union status, sexual orientation, gender identity, national origin, ancestry, intellectual development, or physical ability.

SECTION 1

TOURNAMENT LOGISTICS

Facility Reservations and Equipment Orders

At least six (6) months before the event, ensure that all facilities are available.

Regional Events – Provide a minimum of four (4) fields or courts with lights for the event.

To avoid any delays, all equipment orders should be made early and include:

Ordering awards (to be in-house one month prior to event start date).

Reserving hotel rooms for Officials and visiting Event Staff (3-6 months in advance).

Reserving a place to hold meetings (Captains and Officials).

Reserving the services of Medical Staff (Certified Athletic Trainer recommended – secure 4 months prior to event).

Ordering concessions (encourage fund-raising opportunity for ProRec, Sport Club, Official's Club, or other student organization).

If there are no concessions in your facility, have a document available to all participants and fans with directions to local food establishments.

Look to local businesses to secure discounted food deals.

Secure miscellaneous items such as radios, golf carts, tents, etc. These are a MUST for efficient communication during the event.

There should be an understanding that the host institution provide at no cost all facilities owned by that institution.

If there is a cost for facility rental, this expense should become part of the event budget

If the event is played at a private complex for a fee, then this expense should become a part of the event's budget.

Facility Recommendations

Best Practices for Facilities

Changing Areas, Toilets, Showers: Transgender student-athletes should be able to use the locker room, shower, and toilet facilities in accordance with the student's gender identity. Every locker room should have some private, enclosed changing areas, showers, and toilets for use by any athlete who desires them. When requested by a transgender student-athlete, schools should provide private, separate changing, showering, and toilet facilities for the student's use, but transgender students should not be required to use separate facilities.

Schools that do not have these facilities in place will not be excluded from consideration as a tournament hosts; however, schools that are selected to host a regional or national NIRSA Championship Series tournament whose facilities do not meet the guidelines above will be expected to work with the NIRSA Championship Series Committee to provide comparable accommodations.

Competition at Another School: If a transgender student-athlete requires a particular accommodation to ensure access to appropriate changing, showering, or bathroom facilities, school leaders, collegiate recreation professional,

and coaches, in consultation with the transgender student-athlete, should notify their counterparts at other schools prior to competitions to ensure that the student has access to facilities that are comfortable and safe. This notification should maintain the student's confidentiality. Under no circumstances should a student-athlete's identity as a transgender person be disclosed without the student's express permission.

Registration

Provide complete registration information well in advance of the event (2 months).

The host should distribute the registration information to all institutions and/or individuals.

Registration should be at a central location.

University Checks, University Credit Card, Money Orders, or Cash should be the only forms of accepted payment.

A receipt book/form must be present and a receipt **MUST** be issued to all teams to confirm registration.

Post-event information and final results should be sent out to all Team Captains.

Post-event information and final results should be sent out on the NISRA Habitat Community.

NIRSA Championship Series Eligibility Requirements

- Players must be enrolled for the minimum number of hours (listed below) for at least 45 days prior to the start of the championship event.
 - Undergraduates – minimum of ½ full-time enrollment status
 - Graduate – minimum of six credit hours
 - If a player is graduating the term of a NIRSA Championship Series event, and is enrolled for less than the minimum hours required for eligibility, then a letter from the registrar stating that the player will be graduating the same term of the event should be submitted along with the other registration materials.
 - For NIRSA Championship Series events that occur during an academic break, the preceding term will be used to determine eligibility.
- Participants from schools on the quarter system must meet the eligibility requirements of the half time enrollment for both the current and the preceding quarter.
- Players are limited to six appearances in NIRSA Championship Series/NIRSA National events or appearing on a varsity roster (squad list) per sport. These appearances can be nonconsecutive, but after any six appearances on a varsity (squad list) or tournament roster in the same sport eligibility is exhausted.
 - Beginning in the fall of 2010, anyone participating as a first-time participant has six years of eligibility per sport at NIRSA Championship Series/NIRSA events. Players that have appeared on a NIRSA Championship Series/NIRSA roster in the same sport between the fall of 2005 and spring 2010 also have six appearances that can also be nonconsecutive. Any players that appeared on a NIRSA Championship Series/NIRSA event roster or on a varsity "squad list" prior to the fall of 2005 are no longer eligible to participate in NIRSA Championship Series/NIRSA events. If a player has appeared on a "varsity squad list" at any two-year or four-year college varsity team in the same sport, this also constitutes a year(s) of used eligibility. If a student played on a varsity squad in the same sport for two years, they still have four appearances left at NIRSA Championship Series/NIRSA events (so long as their team doesn't exceed the maximum number of varsity players).

- Players must not be listed on the varsity roster (or “Squad List”) in the same or related sport for the current academic year.
 - Exceptions may be granted to any player that was listed on the roster for less than three weeks
 - If a former varsity player has been listed on a varsity roster or “squad list” for four or five academic years, that player is not eligible for NIRSA Championship Series competition until after one full academic year has lapsed from the final academic year they were listed on a school’s varsity squad list.
 - Participants who are members of a ‘squad list’ for a varsity team of the opposite sex are eligible to participate in NIRSA Championship Series events provided they meet all other eligibility guidelines. Participants will not be considered a current or former varsity player for the NIRSA Championship Series events due to being listed on varsity ‘squad list’ for a team of the opposite sex.

The following matrix can be used to clarify eligibility and classification:

On a Varsity Squad List for (the):	Current Academic Year (AY): Less than or equal to 3 weeks	Current AY: Greater than 3 weeks	1 AY	2 AYs	3 AYs	4 AYs	5 AYs	6 AYs
Eligible to Compete	Yes	No	Yes	Yes	Yes	Yes*	Yes*	No
Label as Former Varsity	No	-	No	Yes	Yes	Yes	Yes	-
# years of NIRSA Championship Series Eligibility Remaining	6	-	5	4	3	2	1	0

* must be removed one full academic year from last year on squad list

AY = Academic Year

- Players must not have been declared a **professional athlete** in the same or related sport.
 - A **professional athlete** is one who receives any kind of payment, directly or indirectly, for athletic participation, or who has participated in competition with a professional team.
 - A **professional athletics team** is any organized team that provides any of its players more than actual and necessary expenses for participation on the team and/or declares itself to be professional.

- The NIRSA Championship Series expects participation to be based on one's self-identified gender and that it is done in good faith and is consistent with a player's expressed gender identity.
 - A participant's gender identity will be applied when there are gender specific rules or player ratio requirements for co-rec divisions.
 - Transgender individuals may play on the team that best matches their gender identity.
 - The campus official who approves the team entry on the roster/player certification form should verify the gender indicated on the form is based on the participant's self-identification and expressed gender identity, not purely on the sex indicated in official school records.
 - Player eligibility will be based on the gender identified on the official team roster.
 - NIRSA recognizes that, for many, coming to know one's gender identity is not something that happens in an instant; it is a complex process that can occur over an extended period of time. Transgender participants are encouraged to communicate their gender identity with the campus official who is responsible for approving the team entry on the roster/player certification form prior to the tournament registration deadline. Should the player not feel comfortable working with that campus official, the individual can contact the tournament director or the NIRSA Director for National Sport Programs and inform them of their status at least three business days prior to the tournament

Appeal for Player Eligibility

- An individual or team can appeal the sanction or request an eligibility exception through a written letter approved by their Campus Recreation Director (or designated representative). This letter should include the Director's statement of support and signature, and be sent to the NIRSA Director of National Sport Programs (Valerie@nirsa.org) within ten (10) business days of the sanction (NOTE: Request for eligibility exceptions must be made a minimum of 30 days prior to the respective contest). The reasons for the appeal should be clearly outlined. The NIRSA Director of National Sport Programs forwards the appeal to the NIRSA Championship Series Standards of Competition Work Team Chair for review by the appeals committee. The appeals committee reserves the right to modify current sanctions as necessary, including imposing additional sanctions. The appeals committee will rule on the appeal within ten (10) business days or receiving notification from the NIRSA Director of National Sport Programs.
 - The committee may choose to contact the Campus Recreation Director from the appealing institution (or designated representative), the team representative of the appealing team, and/or legal counsel.
- Appeals concerning transgender participation:
 - Appeals and the supporting evidence should be taken directly to the host tournament director. The tournament director will remind the appealing party that transgender participants are eligible to play based on their expressed gender identity as long as they comply with all NIRSA Player Eligibility Guidelines.
 - In the event an individual or team appeals the eligibility of an opposing participant on the grounds of an opponent misrepresenting their gender to gain a competitive advantage, appeals should be handled with sensitivity and student privacy in mind.
 - The tournament director or their designee will review the submitted roster to compare the gender identified on the roster with the gender expressed in the appeal. If the

genders do not match, the participant will be disqualified and the team will forfeit all games that the player participated.

- If there is concern that a team has not acted in good faith concerning gender identification, the NIRSA Director for National Sport Programs, may investigate a student's self-identification with the local campus official who signs off on their team's roster after the tournament concludes.

Team Eligibility

All team players must attend the same institution from any two or four year degree-granting college or university.

- Teams representing military installations are eligible to compete, so long as all members of those teams are assigned to the same military installation.
- Teams are limited to number of former varsity player(s) (listed below) they can register. A former varsity player is defined as a student who has been listed on a "school's varsity squad list" for any 2-year or 4-year college/university team for more than one academic year:
 - Basketball – 1 athlete
 - Flag Football – 2 athletes
 - Volleyball – 2 athletes
 - Tennis – 1 athlete
 - Soccer – 3 athletes
- A participant may only be listed on one team roster at a NIRSA Championship Series Events unless a Co-Rec division is offered.
 - Participants may be listed on one Co-Rec roster and one single-gendered roster.
 - Teams with players on both Co-Rec and single-gendered teams in a tournament should plan on having enough players to play games simultaneously.
 - Co-Rec and single-gendered teams may be scheduled at the same time.
- Individuals who identify as a woman are eligible to play on women's and co-rec teams; individuals who identify as a man are eligible to play on men's and co-rec teams. Transgender participants are eligible to play based on their expressed gender identity so long as they comply with all Player Eligibility Guidelines.

Regional/National NIRSA Championship Series events Student Officials Eligibility

- Officials must meet the same enrollment eligibility criteria as players throughout the NIRSA Championship Series event: half-time for undergraduates and at least six hours for graduates at their representing institution.

Entry Deadline

Early Bird Entry options with a lower fee are recommended to encourage early entries.

The final deadline should be about two (2) weeks to ten (10) days before the event (Full price or late fees go into effect).

How strict the individual institution is with the FINAL deadline is up to that institution, but leniency and flexibility can lead to substantially more work.

Postponements / Rescheduling

In the event of inclement weather or major conflict, plans should be made for the possibility of an abbreviated event. Notify all participants of any potential postponements or schedule changes prior

to, and during event.

The Tournament Director should have the flexibility to deal with each team's request and assist them in having a quality event experience.

Team scheduling requests (due to travel distance) should be handled by the Tournament Director.

Insurance

- Each regional site must have adequate insurance coverage approved by NIRSA. The regional host must have an insurance policy or acquire an insurance policy that will cover NIRSA and NIRSA Services Corporation. This can be done by one of these options:
 - Contacting the Director of National Sport Programs to be included in the policy through NIRSA (purchased by the NIRSA Services Corporation).
 - Adding NIRSA as an additional insured on your University policy. The insurance coverage needs to meet the following requirements:
 - At least \$5,000,000 liability coverage
 - Accident/Medical coverage for participants
 - Indemnification of NIRSA/NIRSA Services Corporation
 - Each participant **MUST** have insurance to play in an NIRSA Championship Series event.
 - Each player must sign the NIRSA Championship Series waiver.

Risk Management

Implementation of a comprehensive Risk Management Plan will assist in ensuring a safe environment for the event.

Refer to the NIRSA Risk Management Manual for help in developing a plan.

The Risk Management Plan should be discussed at the tournament staff meeting prior to the start of the tournament.

Medical Procedures

- Information about local hospitals should be available to staff at the tournament.
- Information should include phone number, directions, location of physician or paramedics during game(s).
- Local emergency telephone numbers, location of ambulance/paramedics/trainer at game site should be available.
- Each scheduled open gym/practice or contest of any NIRSA Championship Series Regional Tournament should include the following:
 - The presence on site of a person qualified and designated to render emergency care to a stricken participant.
 - The presence of planned access to an Athletic Trainer for prompt medical evaluation of the situation, when warranted.
 - Planned access to a medical facility, including a plan for communication and transportation between the site and the medical facility for prompt medical services, when warranted.
 - Access to a working telephone or other telecommunications device, whether fixed or mobile, should be assured.

- All necessary emergency equipment should be at the site or quickly accessible.
- Equipment should be in good operational condition and personnel must be trained in advance to use it properly
- Additionally, emergency information about the participant should be available both at the tournament site for use by medical personnel, this information can be found on the NIRSA Championship Series waiver.
- All parties involved with the tournament including the visiting teams should have an understanding of the available medical help.

Security

Development and implementation of a security plan is the responsibility of the Tournament Director. The NIRSA Championship Series and NIRSA request that all security personnel report for duty at least one hour before the site is opened to the public and remain until after the competition concludes or until dismissed by the Tournament Director or his/her designee.

The responsibility for crowd control rests with the Tournament Director or designated representative of the host institution. The Coach, Captain, or Representative of the competing institutions is expected to communicate with their spectators and other fans to encourage enthusiastic support within the confines of good sportsmanship. The public address announcer should read a prepared crowd control / sporting behavior statement at least once during each championship session:
Sportsmanship Statement

The NIRSA Championship Series believes good sportsmanship is an integral component of intercollegiate competition. We wholeheartedly embrace the position that in order for sportsmanship to prevail, coaches, student-athletes, and fans must display respect, fairness, civility, honesty, and responsibility before, during and after all athletic contests. We encourage fans to enthusiastically support their team, recognize the outstanding performance of opponents, and always exhibit good sportsmanship in their words and actions.

The NIRSA Championship Series encourages and promotes sportsmanship by student-athletes, coaches, and spectators.

Offensive language including profanity, racial or ethnic slurs or other intimidating actions directed at officials, event staff, student-athletes, coaches or team representatives will not be tolerated and are grounds for removal from the competition site.

Arrange for adequate security onsite during the competition.

DO NOT PERMIT artificial noisemakers, air horns, or similar devices in the arena/fields at any time. The Tournament Director is responsible for strict enforcement of this rule. Use of electric instruments is not allowed during play.

No banners may be posted at any session of the competition other than NIRSA Championship Series/NIRSA or approved local Tournament Sponsors and official participating institution banners. Provide an escort for officials to and from the locker room area.

Only the participants, coaches, game officials, and authorized personnel shall be allowed on the playing court/field before, during, and at the conclusion of competition.

Provide security as needed for each locker room, including the officials' locker room.

Locker Rooms

Dressing areas (with showers and restrooms within the dressing areas) must be provided for the participating teams within the facility.

A dressing area separate from the team dressing area must be provided for officials. This dressing area should also include showers and restrooms.

Transportation

The host site should provide the following, as applicable:

- Campus and arena maps
- Directions from airport to campus and hotels
- Courtesy car information
- Contact information for availability of rental cars and vans
- Local bus company contact
- Local public transportation schedules to and from the arena
- Necessary telephone numbers and emails of important tournament staff
- Locations of parking at arena
- Procurement of parking passes, etc.

Parking and Arena Entrances

- Indicate where participating teams may park vans or buses and which gates they should enter.

Training Room and Facilities

- Training Room Information to include:
 - Location
 - Hours Training Room will be open
 - Name and telephone number of trainer
 - Available supplies and equipment
 - Any policies or procedures specific to your institution
 - Emergency telephone numbers
- Arrangements should be made for laundry facilities (if possible/applicable)
- Drinking cups, water coolers, and towels (if applicable) should be provided

Mailings:

Initial Mailing

It should be understood that “mailings” include physical mail along with emails. Utilize NIRSA Communities of Practice to initially get the word out about your event. Contact the NIRSA Headquarters for current mailing labels for all NIRSA schools/institutions for all NIRSA Championship Series sponsored events. Mail about three (3) months prior to the event.

Institutions should receive initial mailings before their respective intramural season begins.

Initial mailing should include:

- Brief tournament information
- Save the date reminder
- Link to host institution's web-site
- Contact information for Tournament Director

Secondary Mailing

Mail about two (2) months prior to the event. A second mailing helps remind institutions of the upcoming deadline and should include:

- Rules of Eligibility
- Registration Information
- Promotional Advertisement
- Officials Information (application form)

Host hotel(s) information with contact information (email, website, phone number, fax)

Follow-Up Mailing

This should be just a day or two after the entry deadline (An email is probably more effective at this point). This confirms a team's entry into the event and gives them all necessary information, including:

- Maps of the areas and game sites
- Rules
- Social information
- Hotel information
- Captains Meeting schedule
- Game schedule

Structure

All teams entered in the event should receive a minimum of two (2) contests.

Pool play followed by a single-elimination playoff is the recommended event structure.

All events structures/formats, along with any alterations to the event structure, should be announced and given in print to all teams entered in the event before the first contest is underway.

Male and Female Divisions are required to be offered (and a Co-Rec Division is required for flag football). A minimum of 8 teams is recommended for each division.

Competition Preparations

Championship Guide/Handbook/Program must be provided to each team's captain and coach

NIRSA Standards of Conduct (see Appendix #2 for current Code of Conduct)

The Tournament Director is responsible for ensuring that all participants and staff sign the NIRSA Standards of Conduct prior to participation.

The Tournament Director should determine the need for any disciplinary action for a participant or staff member.

A player can protest the Tournament Director's decision and appeal to the Protest Committee

All-Tournament selections should not include a participant who has been ejected from a contest during the event.

The suggestions are designed to encourage good sportsmanship and to assure safe playing conditions for the teams.

Contact with Participating Teams

As soon as possible, please carefully review the following with each competing team in your tournament:

- Contact Information for the Host Hotel.
- Game times
- Open Gym/Practice times
- Time and site of meeting for participating captains/coaches
- Each team is to bring dark and light uniforms
- Type of ball to be used
- Contact information for captains/coaches (cell, hotel)
- Publicity materials including social media outlets
- Calendar of any social activities planned
- Policy for cheerleaders, mascots, and bands

Game Site Preparation (Outdoor Event)

Prepare at minimum one week prior to the event:

Paint lines (if necessary)

Have proper goals and balls

Secure any needed scoring devices Results/Information posting area

Risk Management Plan (to be determined by Tournament & Operations Director)

Set-up 1st Aid Area/Tent.

Check for playing hazards on all game sites.

Set-up additional tent (if necessary).

Set-up concessions area(s).

Hospitality Room/Area (for officials and committee member ONLY)

Golf carts (transportation)

Have a contingency plan in place for any weather/technical (lighting) issues that would impact playing areas.

Plenty of restroom facilities with back-up supplies (toilet tissue, paper towels, soap).

Additional trash cans and trash bags

Seating for committee members

Schedule custodial staff for upkeep of restrooms and other facilities.

Test each scoreboard and scoreboard control box (Replace bulbs if necessary).

Game Site Preparation (Indoor Event)

Prepare at minimum one week prior to the event:

General "freshening up" of the facility

Changing nets
Sweeping/tacking floors
Wiping down backboards
Wiping down bleachers
Additional trash cans
Secure proper number of balls
Secure scoreboards
Results/Information posting area
Risk Management
Setting up 1st Aid Area
Checking for playing hazards on all game sites.
Seating for committee members
Hospitality Room/Area (for officials and committee members ONLY).
Set up concessions area(s).
Have a contingency plan in place for any technical issues that would impact playing areas.
Plenty of restroom facilities with back up supplies (toilet tissue, paper towels, soap).
Schedule custodial staff for upkeep of restrooms and other facilities.
Test each scoreboard and scoreboard control box (Replace bulbs in necessary).

Sideline Preparations (Basketball)

Scorer's Table

An official field/court supervisor should be seated at the scorer's table during all competition.

There will be positions at the official table for home and visiting team scorebooks.

The scorer's table is only for those individuals directly involved with the administration and conduct of the contest(s) [i.e. scorers, public address announcer, alternate official, and clock operator].

The intent of this is to minimize the number of individuals sitting at the scoring table in the best interest of the conduct of the contest(s).

Provide the official scorer with an officials' shirt so they may be easily identified.

Arrange for a back-up system for the game clock and horn.

Possession Arrow (if applicable)

Team Bench Area

- Whenever possible, team benches or chairs should be located on the same side of the court as the scoring table and not at the ends of the playing surface.
- The team benches or chairs shall be set for 15 individuals (e.g. players in uniform, coaches, etc.).
- Set the team benches or chairs further back from the playing surface than the official scorer's table (this will help with the line of sight for the staff seated at the scorer's table).

Team Uniforms

- Teams must bring both light and dark uniforms.
 - Provide a backup neutral set of jerseys for teams to check out in case of color conflict
- For pool play games, the home team will wear lighter colored uniforms.
- For Tournament-Play, the higher-seeded team will wear its light uniforms.
- If the home team or higher-seeded team's "light" uniforms are not in a color contrasting with the lower-seeded team's uniforms, the lower-seeded team must adjust and wear a contrasting color.
 - Provide an extra set of non-contrasting jersey in case of conflicting colors

Championship Game

Special consideration needs to go into making the championship game a special event.

Announcements:

- The Tournament Director or designee will coordinate the ceremony with the public address announcer.
- Player introductions should take place before the game (the non-starters followed by the starting line-ups for each team).
- The National Anthem should be played and/or sung prior to each championship contest.

Awards Ceremony

- The Tournament Director should plan an awards ceremony with the aid of (Appendix #10) for the final day of competition, conducted at the conclusion of the championship game.
- The championship trophies and individual awards will be presented on the court or field immediately after the game.
- The public-address announcer will read players' names from the prepared script as the chair of the committee presents the awards.

SECTION 2

TOURNAMENT STAFFING & COMMITTEES

General Staffing/Committee Information

- The Directors of Operations, Competition and Officials should be selected at least three months in advance of the tournament.
- Staff/committee members should be selected at least two month in advance of the tournament.
- Staff/committee members should be appointed by the Tournament Director, in consultation with the Directors of Operations, Competition and Officials.
- The Tournament Director will have the final say on all staff/committee member appointments and on the number of staff assigned.

General Committee Qualification Standards for a NIRSA Championship Series

Regional

- Currently employed or pursuing a career as a professional in the recreation field
- If Professional staff should be a current NIRSA member
- Willingness to learn and develop professionally in the field
- Exhibit an interest or experience in student development
- Knowledge of intramural/club sports on some level
- Available for entire tournament, including pre-tournament staff meetings

Committee Chair/Director Qualification Standards for a NIRSA Championship Series Regional

- Current NIRSA Member for three years
- Served on similar committees for two other NIRSA Championship Series events in the same sport
- Strong leadership and communication skills

Tournament Director

Accepting the role of Tournament Director (TD) for an NIRSA Championship Series event is a challenging and rewarding experience. It requires skill in all areas of programming and is, therefore, an excellent tool for developing and/or refining management and leadership skills. The TD is the one person responsible for all aspects of the tournament. The TD creates the tournament plan, identifies individuals to help execute the plan and ultimately ensures that all aspects of the tournament run smoothly. The TD must be available to respond to any situation that requires his/her attention must rely on others to direct certain aspects of the tournament.

The NIRSA Championship Series Event Structure (Appendix #3) is intended to create a consistent structure across all NIRSA Championship Series events and to align tournament responsibilities in a manner that provides adequate support to the Tournament Director while providing leadership opportunities for a larger number of students and professionals.

The Tournament Director will identify three individuals, each serving as a Director of one aspect of the tournament: (1) Operations, (2) Competition, and (3) Student Officials. Because these four individuals rely upon each other, communication between them is critical. The following paragraphs outline the responsibilities of each of these positions. Lastly the TD is expected to utilize the following set of standards when selecting most tournament staff.

Director of Operations

The Director of Operations is the individual most engaged with the Tournament Director in setting up the tournament. Responsibilities include identifying marketing and IT staff to help promote the tournament, securing food and hotels for participants and staff, coordinating the registration process from beginning to end, preparing for and resolving safety and security issues and helping the Tournament Director identify and secure local sponsors for the tournament. Additionally, the Director of Operations is responsible for daily set-up of facilities, for providing supervisory staff at each field, and fulfilling sponsorship agreements with local and national sponsors. Because of the nature of this position, the Director of Operations should be a member of the host institution's staff.

The following is a more detailed description of the duties/oversight of the Director of Operations. While these duties are not all-inclusive, they do represent many of the areas for which the Director of Operations will be responsible. Be sure to consult with the Tournament Director on exactly how to approach these tasks and for a precise division of responsibilities.

Operations Committee

- This committee will assist in anything having to do with running a tournament. Their duties include:
 - Set up fields/courts and all relevant supporting equipment (i.e. tents, water coolers, score clocks, sponsor materials, etc.).
 - Provide supervision of games played, responding to medical and/or behavioral issues as well as operational issues such as equipment checkout, scorecards, etc.
 - Respond to grounds and physical plant issues.
 - The Operations Committee may vary in size from tournament to tournament. The number of fields/courts and different venues will need to be considered when determining the size of the staff.

Director of Competition

- The Director of Competition is responsible for ensuring that the event is executed in a manner consistent with NIRSA Championship Series Standards of Competition. Responsibilities include (in consultation with the Tournament Director):
- Establishing rules of play (consult with Tournament Director and Director of Officials).
- Creating and posting schedules of play.
- Creating and printing game sheets/scorecards.
- Recording and posting results of competition.
- Recording statistics (where applicable) including sportsmanship issues (technical fouls, unsportsmanlike penalties, etc.).
- Assign a Chair to the direct the All-Tournament Committee (if needed the Director of Competition can serve this role also).
- Selecting staff for the All-Tournament Committee (in consultation with the All-Tournament Chair)
- Overseeing the All-Tournament Committee and all operations.

Director of Officials

The Director of Officials is responsible for recruiting student officials to work the tournament (or at least be involved in the official selection process), for providing training for these officials, and for providing evaluation and positive feedback consistent with the highest standards of the officiating avocation and of NIRSA Championship Series principles of professional development. The Director of Officials is also responsible for selecting and directing clinicians and evaluators to assist with the training and evaluation of student officials, and selecting All-Tournament Officials.

Additional Qualification Standards for a NIRSA Championship Series Regional Tournament Director of Officials

- Preferred three-years as an active official (High School, College, On-Campus) OR have served on the Officials Committee three NIRSA Championship Series events (same sport) In addition, when considering candidates for the Director of Officials position it is imperative to have a person with experience on all levels: officiating, training and evaluating.

Responsibilities

- Recruit student officials to work the tournament (or at least be involved in the official's selection process).
- Provide training, evaluations, and positive feedback for tournament officials consistent with the highest standards of the officiating avocation and of NIRSA Championship Series principles of professional development.
- Select and lead clinicians (Officials Committee) and evaluators to assist with the training and evaluation of student officials.
- Select graduate assistants or outstanding undergraduates to serve on Officials Sub-Committee.
- Select one committee member to serve as an Assistant Director. The Assistant Director will assist in scheduling, evaluation summaries, and other duties that arise.

Officials Committee

- The Director of Officials (in consultation with the Tournament Director) will select professionals and graduate assistants from the NIRSA Championship Series region in which the tournament takes place.
 - If sufficient staff is not available within the region, staff from outside the region may be invited.
- Officials Committee Selection Guidelines
 - Currently employed or pursuing a career as a professional in the recreation field
 - Exhibit an interest or experience in student development
 - Available for entire tournament, including pre-tournament staff meetings
- There should be a minimum of two committee members (professional or grad) at each playing surface for the duration of the tournament.
- The Director of Officials should serve in a floater capacity and therefore should not be scheduled as an evaluator on a specific playing surface.

Officials Sub Committee

- Graduate or undergraduate students who are advance officials in the sport
- Exhibit interest in developing newer officials
- Willingness to learn and develop new skills from Officials Committee

All-Tournament Committee

- The members of this committee will be responsible for selecting outstanding players for the tournament.
- Their duties might include: keeping stats, monitoring games, and an evaluation of sportsmanship throughout the tournament.
 - This committee should have at least one person for each field/court.
 - **NOTE:** In some tournaments, Operations Staff are used in this role (in addition to their operational responsibilities). If so, the Director of Competition must work closely with the Tournament Director and Director of Operations to ensure there is adequate staffing for both roles.

Operations Committee

- This committee will assist in anything having to do with administering a tournament:
 - Set up playing surfaces and all relevant supporting equipment (i.e. tents, water coolers, score clocks, sponsor materials, etc.), keeping score, trophy presentation, and field/court breakdown.
 - Provide supervision of games played, responding to medical and/or behavioral issues as well as operational issues such as equipment checkout, scorecards, etc.
 - Respond to grounds and physical plant issues.
 - Develop and implement an Emergency Action Plan to respond to a critical incident.
 - The Operations Committee may vary in size from tournament to tournament. The number of playing surfaces and different venues will need to be considered when determining the size of the staff.

IT Committee

- This Committee will assist in the technical needs of the tournament.
- Their duties will include: videotaping of games, computer/projector set up, data entry, etc.
- This committee chair should report to the Tournament Director
- The IT Committee should include at least one person to assist with data entry and updating the web (more may be needed depending upon the number of games and statistics being entered).

Host Committee

- Greet teams as they arrive for team meetings and contests.
- Provide information about tournament social, local restaurants, entertainment, and transportation.
- Serve as an ambassador of your institution and community

Brand Management Committee

- Put up all branded materials and signage for event sponsors.
- Execute special events related to sponsorship requirements.
- Coordinate the “extras” for championship games including the singing/playing of the national anthem, announcing team line-ups and in-game announcements.
- Ensure that a photographer is present at the championship games (and the entire tournament if possible).

Protest Committee

- The responsibility of this committee is to rule on all protests, appeals and other such issues requiring due process. The committee will have authority to rule on all issues not covered in the tournament rules or event literature. This committee will consist of:
 - Tournament Director
 - Director Operations
 - Director of Competition
 - Director of Officials
 - NIRSA Championship Series Representative

Meeting Agendas

- The Tournament Director should conduct a meeting with all the staff members prior to the start of the event.
- Items to be discussed are:
 - The role that each committee chair/members will have during the tournament.
 - Game schedules
 - Map of the fields/courts
 - Directions to the hotel
 - Social events
 - Handout staff shirts, nametags, and if appropriate the work schedule.
- Committee Specific Meetings
 - All-Tournament Committee will need to review the criteria for selection, number of All-Tournament members for each division/category, etc.

- Officials Committee will need to review the rules, discuss any new rule changes or points of emphasis, problem areas from other tournaments, and the criteria for All-Tournament Officials.
- Operations will need to review the field/court locations and numbering, the set up/tear down process, storage/location of equipment, and review responsibilities during the tournament (trash pick-up, refill water coolers, etc).
- The Captain's Meeting will be administered by the Tournament Director.
 - Tournament guidelines/expectations and sportsmanship will need to be discussed and communicated as a point of emphasis.
 - Logistical information will also need to be reviewed such as field/court location, tournament schedules, parking, hotel location, and behavior at the hotel.
 - The Officials Chair should review the rules and protest procedure at the Captain's Meeting.
- The Officials Meeting should be led by the Officials Committee Chair and will need to discuss the tournament schedule, field/court location and numbering, schedules, review rules and point of emphasis, and give out any other logistical information.

Hotels

- First consider location and how far teams, officials, and staff will have to travel to and from the tournament location. Cost is not always the better way to go if participants are traveling over 30 minutes to get to the game site.
- Many hotels have discounts for large group reservations
- Set up a meeting with the hotel manager and discuss what options are available if you choose to use that hotel as the host hotel.
 - Examples are one (1) free room for every 30 or 40 rooms reserved, or the host school will receive \$5 or \$10 credit to be used towards payment of staff and official rooms.
 - Discuss transportation options with the hotel manager. Some hotels offer free shuttle service within 5 – 10 miles of the hotel.
 - The hotel manager may be able to offer discounts at the hotel restaurant or offer meeting rooms free of charge.

Food

- At a minimum, two meals should be provided per day. This could include a continental breakfast that is offered by the hotel. If staff and officials are working all day and are not splitting the day in half, providing all three meals is necessary.
- Local vendors, especially those that are near the tournament or hotel are usually very accommodating with providing meals. Some vendors may offer discounts in exchange for being able to sell food during the tournament.
- Check with your university to see if there are any food contracts that can assist with providing meals.
- Be sure to offer a variety of meals; do not offer pizza or hamburgers every day or for all meals.
- Remember to include vegetarian options.
- If the tournament schedule allows, offer a social which includes a meal (usually dinner) for the officials and staff, and then on another night offer a social that is just for the staff.

- Contact a local restaurant to set up discounts for players/staff if they mention NIRSA Championship Series

SECTION 3

OFFICIALS

Officials Application and Selection Process

Selection

- Officials for the tournament will be selected through a bid process.
- Officials must submit application and bid information within the prescribed deadline period for consideration. The initial deadline for consideration should be three weeks prior to the tournament.
- An email should be sent to all applying officials indicating their application was received.
- The Director of Officials and Tournament Director will be responsible for the final selection of officials.
- EVERY EFFORT should be made to have as many institutions from within the region represented.
 - Examples of “every effort” include: phone calls and emails to directors from within the region.
 - When determining the final officials’ roster, no more than two officials per institution should be *initially* selected.
 - If roster spots remain available, selection can then be made regardless of institutional affiliation.
- A minimum of two weeks prior to the event, email notification should be sent to all officials, both those selected and those not selected to work the tournament.
 - Officials selected to work the tournament should be informed of uniform requirements in this notification email.
- When selecting officials to work the regional tournament, primary consideration should be given to the true “student” official. Similar to the restriction on players at the tournament, officials who are current NCAA collegiate referees should not be selected to referee at NIRSA Championship Series events (if it can be avoided).
 - Students who have this type of experience can be more useful serving in some committee capacity. In addition to being better for the tournament, it will also better facilitate that student’s personal growth and development.

Number

- The total number of officials should be equal to 1.5 crews per field/court. Ideally, however, the number would be 2 officials per field/court.
- All games should be officiated using four officials for football and three officials for basketball.

Examples:

 - 5 flag football fields = 30 officials
 - 5 basketball courts = 23 officials

Amenities

- A men's and women's dressing area, separate from the team dressing area, must be provided for officials. These dressing areas should also include showers and restrooms.
- Please ensure that officials have transportation to and from the host site.
- Hotel rooms should have no more than four officials.
- Hotels may be willing to provide shuttle service to and from game/meeting sites as part of agreement.

Officials Committee

- The members of this committee will be responsible for evaluation and education of the students.
 - Their duties will include, on court and video evaluation along with a pre-tournament education clinic.
 - It is necessary that the members of this committee be present for the entire tournament, including the pre-tournament staff meeting.
- Email communication regarding training agendas should be sent no later than one week prior to the tournament.
- The Officials Committee should meet 1.5 to 2 hours before the scheduled officials meeting, and this meeting should be scheduled to end 30 minutes prior to the start of the officials meeting. The Director of Officials should utilize this meeting to:
 - Explain an evaluation/critique/teaching philosophy that is "student development" oriented
 - Cover the general schedule of events, including: game times, meeting times, meals, etc.
 - Set forth expectations of Officials Committee members.
 - Provide training, if needed, on use of audio visual equipment focusing on guidelines for proper "film breakdown" techniques.
 - Review student official training agendas. See Appendix #11 for sample agendas

Officials Sub Committee

- The members of this committee will primarily be composed of graduate assistants or outstanding undergraduate students.
- The purpose of this committee is to give access to those that might not have the necessary experience to serve on the officials committee.
 - Sub-committee members will be paired with members of the officials committee, providing ample opportunities for further student development.
 - The sub-committee's duties will include on court/field and video evaluation along with a pre-tournament education clinic.
 - It is necessary that the members of this committee be present for the entire tournament, including the pre-tournament staff meeting.

Game Officials

- The initial training session for game officials should be scheduled to last between two and three hours, and include both classroom and on-field/court time.
- This training session should be before play begins, on the first day of the tournament or if possible the day before.
- This training session should focus on the following: *See Appendix #11 for recommended official's clinic agendas.*
 - Advanced officiating concepts (3-person for basketball and 4-person for football).
 - Conflict resolution
 - Game management strategies
 - Philosophy of officiating
 - Communication:
 - Working with new partners
 - Officiating new teams
 - Receiving evaluations
 - General tournament expectations:
 - All officials should arrive and must be on the field/court 30 minutes prior to the game.
 - Behavioral
 - Interactions with teams and/or other officials (off and on the court).
 - Social events
 - DO NOT include officials in social gatherings held in connection with the championship participants.
 - Field/Court/Facility lay out
 - Meals
 - Meetings
 - Uniforms

Meetings for Game Officials

- Meeting times and locations should be set in advance and discussed at the initial training session for officials.
- Meetings should be held one hour prior to the start of all subsequent days of the tournament.
 - All officials should come dressed and ready to officiate.
- It is highly recommended an officials meeting be held at the end of the day's action as well.
- Utilize these meetings to discuss any problems, answer any questions and distribute game assignments.
- All members of the Officials Committee should have an opportunity to provide feedback and comments regarding the previous day.
- Must coordinate with the Tournament Director to ensure that meeting times are considered when games are being scheduled.
- The room for these meetings should have audio visual and internet connectivity and provide comfortable seating
- The Tournament Director should provide the following:
 - Computer
 - TV with VCR and/or DVD
 - Projection screen
 - Dry erase board

- Copy machine and/or printer if possible.

Schedules

- The scheduling should be completed by the Director of Officials and the Assistant Director.
- Too much involvement in the scheduling process can lead to difficulty.
- The Director of Officials and the assistant director are responsible for devising a method to track the number of games worked by each official. The Tournament Director will need this information to properly pay the game officials.

Scheduling Philosophy

- The initial game schedule should be distributed at the meeting prior to the first game.
- All subsequent game schedules should be distributed at morning meetings and natural tournament breaks, such as meals.
- If possible, the initial schedule should have officials from different skill levels working on the same crew
- Through pool play, every effort should be made to schedule officials to equal numbers of games
- Every effort should be made to rearrange officiating crews at the natural breaks that occur in the tournament game schedule.
 - This ensures that officials get an opportunity to work with as many partners as possible.
 - Additionally, it allows the Officials Committee the opportunity to observe officials' teamwork abilities when working outside of their comfort zone.
- If possible, officials scheduled to work the last game of the night should not be scheduled to work the first game the next day. This can be difficult because crews will, more than likely, be rearranged for the next day.
- If the integrity of the tournament would not be impacted, every effort should be made to schedule every official to work one game on the final day.

Scheduling Method

- Input from Officials Committee Members should be given, especially when determining schedules for the second and/or third days of the tournament.
- The Director of Officials should solicit the following information:
 - Crew leaders
 - Weaker/less experienced officials
 - Potential personality conflicts
- From this information, the Director of Officials and the Assistant Director should rank each official as a 1, 2, or 3 (in BB) or 1, 2, 3, 4 (in FFB). Every effort should be made to have crews comprised of at least one official from each category.

What to Avoid

- Scheduling an official to referee a game involving his/her own institution.
- While officiating, no official should wear institution-related apparel, be it from his/her own school, fraternity/sorority, or from another institution participating at that tournament.

- Scheduling officials to long stretches of games, e.g. back-to-back. Every effort should be made to give each officiating crew one game off. See Evaluation section below.

Evaluation

Philosophy

- The purpose of evaluations is to educate, instruct and develop both student officials and Officials Committee Members
- Evaluations of student officials should focus on constructive criticism and as such should be presented in a positive manner.
- Ed Hochuli's "Ten Commandments of Observing" (Appendix #12) should be adopted and practiced by all Officials Committee Members.
- Officials Committee Members are educators first and should treat the evaluation process as such
 - Regional tournaments **are not** officiating camps.
- "Tearing down" or "breaking down" student officials should be avoided unless absolutely necessary
 - KEY CONCEPT: Behavioral/off-court issues are different than officiating/on-court related issues.
- In the spirit of learning, the student officials should be asked to provide constructive and developmental comments through the Officials Committee Members Evaluation Form (Appendix #13)
 - The goal of this evaluation is to provide honest and unbiased feedback from officials about their experiences with Officials Committee Members.
 - Officials Committee Member Evaluations can be completed at a time convenient for each tournament. A few options may include: after each verbal feedback session from clinicians, at a break in game play, prior to the elimination of officials from tournament games, lunch and/or dinner breaks, etc.

Film

- If possible, one court/field should be set up with a video camera.
- Ideally, a DVD video recorder should be used in order to better facilitate making copies of the game(s) for each official.
- Additionally, in an ideal situation, the on court/field evaluator(s) for the "film court/field" will be able to use a wireless microphone.
 - When using the microphone, evaluators should keep in mind the official's evaluation philosophy.
- If possible, the host institution should provide one student to serve as an audio-visual specialist.
- One film breakdown room should be provided, near the filmed court/field, in order to facilitate the learning process, i.e. film break-down.
- Each official should receive, prior to leaving the tournament or in the mail, a copy of the game(s) he/she worked on the filmed court/field.

Playoffs

- If the integrity of the tournament would not be impacted, every effort should be made to schedule every official to work one game on the final day.

- After the first round of bracket play, the pool of officials should be narrowed down.
- Input from the Officials Committee becomes critical at this juncture. Different methods can be utilized, including: private ballot; open discussion; and a combination of discussion, then balloting.
- When considering scheduling the final game(s), every effort should be made to ensure *that an official does not work a semi-final in the same bracket in which s/he may also work the championship game.*

All-Tournament

Selection

- When the Director of Officials with the *officials Committee*, several things must be considered:
 - Overall tournament performance
 - Being responsible in all off-court actions and a good representative of his or her respective institution and of the tournament staff (e.g. attendance at all meetings, etc.).
 - Attitude, receptivity for critique, communication, leadership with other officials, and improvement.
- In addition to the Officials Committee, the tournament officials should be given an opportunity to voice their opinions about the best officials at the tournament. This can be done most effectively via private ballot. (E.g. sometime during the meeting on the morning of the last day of the tournament, distribute paper and ask each official to rank the three best officials).
- The Director of Officials should have feedback from the officials prior to meeting with the Officials Committee.
- If an NCAA college referee is officiating at a regional or national tournament, that official should NOT be considered for an All-Tournament Award or a travel stipend.

SECTION 4

SPONSORSHIPS

Local Partnerships/Sponsors

Host schools are encouraged to pursue local sponsor and/or partners in assisting them to provide amenities not necessarily affordable through team registration fees only. In some cases it may be necessary to request 3rd party support in order to attain a balanced budget or to operate with positive cash flow. The NIRSA Services Corporation Board of Directors encourages partnership and sponsorship development on the local level that may assist the host school in any way deemed appropriate for the host institution.

Note: Host school administration should contact the NIRSA Services Corporation when potential 3rd party partners/sponsors are identified to verify these are not in conflict with secured NIRSA partners. Should NIRSA secure a Title or Presenting Partner/Sponsor, host schools will be asked to consider, in good faith, allowing these partners/sponsors to fully implement their brands as a partner in the NIRSA Championship series event.

There are a number of successful NIRSA Championship Series Regional events that make money for respective host institutions. These events cover tournament expenses, and provide other opportunities for host departments to offer amenities not only for participants in the NIRSA Championship Series events but for other campus-wide events. Some have even created leadership stipends and scholarships from the proceeds of the Championship Series event.

Partnership vs. Sponsorship

Normally a Partnership can be identified as a greater than one time or one year investment and usually implies a long term commitment. The 3rd party partner becomes a stakeholder in the outcome of the events/programs, not necessarily only the event itself. These outcomes may be the provision of leadership stipends for students and professional staff, student scholarships, learning outcomes for students and staff and/or evidence of student engagement and success. As the relationship grows, Recreational Sports can be in a position to set aside funds from partnership events that can lead to endowed scholarship programs. Once a 3rd party stakeholder believes they are actually contributing to the above mentioned outcomes, it is not inconceivable that the Director of Recreational Sports and/or a University Advancement Officer would be in a position to request a contribution large enough to endow either scholarships, programs or even operational costs.

A Sponsorship can be identified as a short time investment, maybe for one event or one amenity item, such as a tee-shirt sponsor or food sponsor. The 3rd party sponsor usually expects promotion and/or advertisement and recognition for their business or organization. There is great value in seeking and securing sponsors of in-kind contributions. Bottom line – in-kind contributions of goods/products positively impact the bottom line thus allowing cash resources to be directed towards programming.

Recruiting and securing financial partners and sponsors are not necessarily an easy assignment. Some junior staff does not have both the professional and life experiences to do the asking for the Department. For the most part, the Director or Associate Director is best suited to do the actual asking in a face to face meeting with a potential new partner or sponsor. If appropriate, the programmer or administrator of the

event should accompany the Director during the face to face meeting. A sample of a follow up correspondence is provided in Addendum A.

Caution: Each campus is different regarding raising funds from 3rd party partners and/or sponsors. This concept of fundraising should be discussed with respective campus Advancement/Development Officers. An Advancement Officer may view long-term partnership development as a conflict of interest with a specific 3rd party business, corporation or its CEO. This business or CEO may already be contributing to the University Foundation or may be on the radar screen for future recruitment by the Foundation.

How Does Long Term Partnerships Begin?

Relationships! Relationships! Relationships! Building relationships one at a time and through face-to-face interaction bring about the best long term partners. It may be that timing for a particular business is not conducive to their annual operating budget, but always leave the door open for a more timely invitation to participate as a partner with your programs. Invite the business to come out to the program/activity to personally witness student and staff development along with benefits derived from your program/activity.

Below are some helpful tips for “selling” your program or event:

- Sell image of the program, not the event itself.
- Sell student development, not flag football.
- Sell professional work ethics of staff.
- Demonstrate student and staff learning.
- Demonstrate how partners name will be associated not only with the program, but more importantly with your department and university/college.
- Always make your presentation to potential partners (do not refer to them as a sponsor) with material (printed handout) that can be left with the potential partner.
- Don't leave it up to the potential partner to contact you – be proactive with either another face-to-face meeting or phone call. Do not text or email the message.
- Always follow-up with written thank you for the face-to-face (see Addendum A - Letter) and most importantly, follow-up post event with thank you letter that contains the highlights of the partnership/sponsored activity making sure the prestigious-ness of the event is captured in the note of appreciation (see Addendum B - Letter).
- Present a framed photo of partner (CEO) making presentation to participants of the activity/program supported. Hopefully, they will locate the picture somewhere easily seen within their business.
- Host an appreciation breakfast or lunch inviting all partners/sponsors along with your Assistant VP or Vice President attending to also thank them for their support. The Vice President may recognize other contributions to the university/college unrelated to your specific activity/program. During this event, make gesture for next year's commitment; bring a couple of students who benefitted from the patron's contribution. You will want to assist the students in the development of a testimony of appreciation.

Long Term Partnerships

Attempt to secure a partnership/sponsor for three years with a one year roll over, always keeping a three year commitment. If not possible then shoot for two years. Hold the partnership/sponsorship fee stable along with amenities/promotion received for the three or two years, only going up on fees in the fourth year of a three year commitment or third year of a two year commitment, provided a rollover agreement exists.

Rationale- creating the relationship takes a great deal of time and hours of work to secure the partnership, therefore it is not a good use of time and energy to be starting over each year with a different partner. Sometimes it may take two or three years for a sponsor to become a partner, then a three year agreement can be secured.

Economic Impact

A very important item to consider is the economic impact benefitting the community and/or the region. Money spent on lodging, food, gas, sporting goods stores, and registration fees all have a positive impact on the local economy. Each region of the country has a formula for economic impact regarding the turnover dollars. Regional and national events bring in new money to the area – that stays in the area. Chambers of Commerce, Convention and Visitors Bureaus, Sports Authorities/Commissions have multiplier formula for their respective areas. Normally it can be expected that an economic multiplier will be a minimum of 1.35-1.5 meaning that dollars spent rollover within the local economy 135-150%. Depending on the sophistication, length of event and volume dollars spent, multipliers can be as high as 3.0 or better.

Categories of Partnerships/Sponsorships

Title (cash and in-kind) – reserve for potential large sponsorships/partnerships – five figures or more.
Partner may be associated with NIRSA National Sponsorship.

Presenting (cash) – this partnership/sponsorship can be associated with larger aspects of competition:

- Officials Training Program
- All Tournament Officials
- Men's Championship
- Women's Championship
- Co-Rec Championship
- Club Division Championship
- Open Division Championship
- Men's All Tournament
- Women's All Tournament
- Co-Rec All Tournament
- Club Division All Tournament
- Open Division All Tournament (FFB only)
- Sportsmanship Award

In-kind Sponsors

- Meals for staff
- Meals for participants
- Meals for training programs
- Team Pictures
- Trophy/plaques
- T-shirts
- Staff Polos/Jackets (if not sponsored nationally)
- Hotel rooms for officials
- Hotel rooms for staff
- Officials development opportunities (camps, clinics, workshops)

Franchises vs. Locally-Owned Businesses

Interestingly enough, franchises of national brands have less flexibility in providing cash than locally-owned, home-grown businesses. Of course there are exceptions where franchises have large advertising/promotion budgets with the flexibility of working with community partners. Franchises are normally very good in making in-kind gifts of food, prizes, apparel, sporting equipment, etc. In most cases, there is a process in requesting cash from a franchise which includes an application that must be submitted to corporate headquarters for confirmation. This is usually a long, drawn out process that could take months.

Locally, home-grown businesses are usually vested into the community and can find great value in creating a long-term relationship with a campus partner. Decision making, for the most part, will be in the hands of the CEO and/or President of the local business, therefore, providing opportunity for quick turnaround regarding confirmation of a cash partnership.

Packaging Events/Programs

Some partners/sponsors find it desirable for regional competition to be packaged with greater local exposure opportunities as IM flag football, basketball, soccer, softball, fitness, 5k runs, and other special events. Sponsor's image/logo placed with 3-4 programs/events can easily bring about a five figure number (see Addendum C – Letter).

Scholarship Packaging

Providing scholarships or leadership stipends are appealing to local partners/sponsors. When partners/sponsors know their contribution or a portion of their contribution is providing scholarships to students or academy/leadership stipends for student/professional development, there is a sense of a long term benefit not only for the business, but more importantly, the benefit to student development. Portions of the contributions can be set aside until there are enough funds to make an award to students. The partner/sponsor should be present when announcing or presenting the award to students – a great photo opportunity. Don't stop there – make sure the photo along with supporting news release is submitted both locally and regionally to media outlets. (Note – the partner/sponsor should approve a release going public). This type of media exposure serves to acknowledge students, your program and partners. Releases can also serve as a tool for recruiting other future partners.

It is conceivable for endowed scholarships to occur over a period of time with local businesses/partners. It is known that some colleagues have created numerous endowed scholarships from 10-20 year relations with local businesses/partners.

ADDENDUM A
Sample Follow-up Letter
After Face-to-Face Meeting
With Potential Partner/Sponsor

Mr. John Smith
John Smith Companies
1111 John Smith Lane
Hattiesburg, MS 39409

February 20, 20--

Dear John,

Thank you for the opportunity to meet last week and discuss the Southern Miss Regional Flag Football Championships scheduled for November 22-24. Per our discussion this special event will bring over 500 college students to Southern Miss and Hattiesburg to compete for the right to advance to the National Championships. Of course the tangible benefit to these students besides competition is exposure to the City of Hattiesburg, skill development, ability to meet students from other campuses and, most importantly, student development. Another element of your partnership with Southern Miss provides an economic benefit to the Pine Belt area as money spent by visitors multiplies at a rate of nearly 150%* on each dollar spent.

Your support both financially and in kind will assist our department and Southern Miss in creating an environment that will be both educational and memorable. For your generous contribution, the John Smith Companies will be listed in the official tournament program as a presenting sponsor and included on all field banners.

Thank you for consideration of a \$1,000 partnership and the donation of box lunches for all of the players, student officials and volunteer staff. \$500 of your contribution will be used as a stipend to send a Southern Miss Team to Nationals. We will work with you for a date that a photo opportunity can occur on site at John Smith Companies with the student team you will be supporting to compete in the National Championships. A media release will be provided regionally to recognize your support of Southern Miss students as well as the Regional Championships.

For your convenience, please make your check payable to USM Recreational Sports or USM Foundation, whichever method is in your best interest. Either method may be able to provide you a tax benefit for your contribution.

Sincerely,

Mark Crager
Director for Recreational Sports

ADDENDUM B

**Sample Follow-up Letter
After Event To Partner/Sponsor**

Mr. John Smith
John Smith Companies
1111 John Smith Lane
Hattiesburg, MS 39409

December 3, 20--

Dear John,

Thank you for coming out to the Southern Miss Regional Flag Football Championships and taking the time to personally experience a one-of-a-kind event. As promised, John Smith Companies and your logo were prominently displayed during the kick-off program and throughout the Regional.

Your contributions helped make a difference in Southern Miss Recreational Sports Department's ability to manage a very successful special event. More than 600 students, student sports officials and volunteer staff truly benefitted from your commitment.

Besides great competition, tangible benefits included: demonstration of good sportsmanship, camaraderie, meeting of new friends from different colleges, and exceptional learning for developing student sports officials and young professional staff. The educational and training sessions for student sports officials brought about an array of student learning outcomes that will be applied on campuses throughout the region.

Additionally, I am pleased to report the local impact our visitors had while participating in this year's Regional. Our visitors stayed a combined 150 bed nights at one of our local hotels. The hotel lodging economic impact, utilizing the local multiplier*, translated into an excess of \$20,000. And of course, lodging is only one of the areas where those who attended the tournament spent money.

As a result of your support, we will be in a position to send an extra Southern Miss team and student sports official to the National Championship, scheduled to take place January 3-5, 20—in Pensacola, Florida. We would like to schedule a photo opportunity with your sponsored team, the Southern MissFits and staff of John Smith Companies. If convenient, will next week, December 10-12 work for your schedule? Please advise the best day and time.

Thanks again for your commitment to Southern Miss and our students and programs. Next year's Regional will be November 23-25. Looking forward to your continued partnership.

Sincerely,

Mark Crager
Director for Recreational Sports
CC: Vice President for Student Affairs
Vice President for USM Foundation

*The multiplier 1.5 was supplied by the local Chamber of Commerce

ADDENDUM C
Sample Follow-up Letter
To Partner/Sponsor (Packaged Events)

Mr. John Smith
John Smith Companies
1111 John Smith Lane
Hattiesburg, MS 39409

June 10, 20--

Dear John,

As our school year comes to a close, it is important that I communicate to you and John Smith Companies our appreciation for your support of Southern Miss students and those programs that serve as retention elements in assisting students to be successful.

Although the focus of our partnership is through both the Southern Miss Student Affairs Golf Classic and Southern Miss Classic Rodeo, you should know, besides the exposure and value provided by these two events to John Smith Companies, numerous students are the beneficiary as noted on the back page of the attached Golf Classic and Rodeo Dinner programs. During the 2013-14 school year, over 80 different students benefitted from your generosity.

We would not be in a position to continue supporting these students and those who follow them without your commitment and understanding of how valuable your contributions are to their success.

For your information, next year's Golf Classic is scheduled for Saturday, October 4 and the Southern Miss Classic Rodeo is scheduled for February 20-21.

Sincerely,

Mark Crager
Director for Recreational Sports

SECTION 5

BUDGETING, PROMOTION & BID PROCESS

Budgeting and Marketing Introduction

The section will address the areas of Budgeting, Promotion, and the Bid Process. These four areas have separate, independent criteria and processes, but the four are fundamentally interdependent to successfully operate a successful sports tournament.

For purposes of this manual the four areas will be defined as follows:

Budgeting – zero based income and expense calculations designed to meet the minimum standards for the event.

Promotion – recruitment of participants (teams), officials, student staff, and professional staff necessary to manage the event.

Bid Process – NIRSA Championship Series established procedure for the application and selection process of host sites for extramural events.

Budgeting and Financial Administration

Budgeting is the most important component of these interdependent areas. Without clearly defining the financial requirements, a host institution cannot submit an accurate bid proposal. A thorough, established budget is the foundation for a successful event.

To ensure the financial success of the tournament, it is imperative that the host institution has a solid understanding of the procedures that will be used in the financial administration of the championship.

Average Expenditures: Speak with the NIRSA Championship Series Committee or NIRSA Headquarters to determine the average expenditure for regional competition during the previous year. Acknowledging that economic standards vary throughout the country, the average expenditure figures should be used as guidelines for you to use in projecting estimated costs for serving as the host institution for a regional or national championship.

Financial Report: The financial report is to be submitted to the NIRSA Championship Series Committee within 60 days after the completion of the championship competition.

Proposed Budget: In addition to going through the formal bidding process to host regional, prospective host institutions must submit a proposed budget for approval by the NIRSA Championship Series Committee and the NIRSA Headquarters. The NIRSA Championship Series Committee philosophy that an institution it will not incur a deficit in conducting the tournament provided it stays within the budget.

The host institution is responsible for all expenditures over the approved budget.

In Appendix #4, you will find a sample budget for a 48 team tournaments. The budgets are zero based and assume no financial impact or contribution from the host site.

Expenses/Wages

Game Officials

The host institution is responsible for paying the game officials. At the first meeting, give the game officials the appropriate forms, as needed. If possible, arrangements should be made to pay the officials immediately after the tournament. However, if this is not possible, the officials' payment should be sent to officials as soon as possible following the completion of tournament games.

Basketball

3-person crews and \$10 per game for games worked. Not recommended to increase game fee unless such increase is approved across the board for all regions.

Football

4-person crews and \$10 per game for games worked. Not recommended to increase game fee unless such increase is approved across the board for all regions.

Scorekeepers

Basketball and Football

One student paid at least minimum wage per game worked.

It is recommended that Scorekeepers come from the student population of the host institution. Local staff can provide information to visiting teams, which should enhance their stay and promote socialization between students from different institutions.

It is highly recommended that the officials from the host institution serve as tournament scorekeepers.

Time Keepers

Basketball

One student paid at least minimum wage per game worked. With the running clock format, other staff can perform these duties to reduce wage costs.

Football

No time keeper required.

Operations

Basketball and Football

Four students paid at least minimum wage per game worked during tournament playing hours plus two hours set-up and two hours strike each day. This crew manages set-up/strike, manages equipment needs/repairs, cleans spills, fills water coolers, etc. This crew can also assist with hospitality and tournament central/host table duties.

Wages can be reduced by utilizing host institution full-time staff, graduate assistants, or student staff earning internship credit or other academic credit for their tournament experience/service.

Graduate Assistant and/or Full-Time Staff guests can also fill roles to conserve wages, but at the expense of hotel, apparel, and hospitality costs. Guest staff assigned to the All-Tournament Committee can fill wage positions as their responsibilities often do not begin until the start of elimination play.

Trainer/EMT Service

One Certified Athletic Trainer or EMT on site for all contests.
Market value is generally established at \$35 per hour.

Hotel

Adequate housing should be no more than 4 students *per room*, and 2 full-time staff per room.
All staff should be housed at the same hotel or bordering hotels.

Meals, Snacks, and Drinks

One meal Friday, 3 meals Saturday, and 2 meals Sunday.
Snacks and drinks for referees and event staff throughout the tournament.
Save costs by securing a hotel serving complimentary breakfast.

Banquet, Social and Welcome Reception

Though not required it is suggested that the host institution/sponsoring agency arrange for a banquet or welcome reception prior to regional/national tournaments. A tournament social can also prove to be a worthwhile endeavor.

Awards

Regional winners who receive and accept an award package (paid entry fee or travel stipend) must attend the NIRSA Championship Series National Championship.

Team prize for sportsmanship in each division. Team and individual prize for top two teams in each division:

- First place teams should receive a team trophy and individual awards.
- Second place teams should receive a team trophy and if the event's budget permits, individual awards.
- Third and fourth place teams may receive finalist plaques/trophies based on the number of entries.

Individual awards are recommended for All-Tournament Selections (in each division) and for the top Officials selected.

The Tournament host shall provide an award plaque for the selection of All-Tournament/ (All-Tournament Officials should also receive a bid to the NIRSA Championship Series National Championship).

Other possible awards to be considered are Tournament MVP, Sportsmanship and Honorable Mention Officials. The host institution realizes that all or some of these awards may be supplied by the event sponsor, however, if this is not the case, the cost of these awards should become a part of the event's budget.

Participant T-Shirts (Suggested)

One shirt for each player and coach listed on the approved roster. (could be provided by the NIRSA Championship Series/NIRSA)

Staff Apparel

One T-shirt for each working staff member. Enhancements include: multiple shirts, apparel upgrades, jackets, hats, visors, etc.

Staff Appreciation Gifts: include portfolios, glassware, whistles, bags, etc.

Equipment and Supplies

Necessary items to conduct the tournament including balls, back-up jerseys, water coolers, banners, office supplies, etc. The host site should provide equipment for each field/court (cones, flags, timers, nets, cones, etc.). This equipment should be the same or equivalent at each field/court.

There is an understanding that the host institution provides all equipment owned by that institution at no cost, or partner with another university to borrow any needed equipment.

If the event has to rent any equipment, this expense should become a part of the event's budget.

Game Balls

The Tournament Host shall provide game balls.

Each game field/court should have a minimum of one (1) men's and one (1) women's and/or one (1) co-rec ball for competition play. These should be official tournament balls used only during competition. The ball should be an official High School Federation ball. The ball should be stamped and/or labeled as such.

Practice Balls

The Tournament Host shall provide men's/women's warm-up balls for each competition field/court.

A minimum of three balls per field/court shall be provided. Teams participating in the tournament are allowed to use their own balls during warm-up.

Participant Insurance

Required by NIRSA for each participant.

NIRSA Championship Series and NIRSA regulations require that host institutions and sponsoring agencies of NIRSA Championship Series championships shall have in place primary comprehensive general public liability insurance coverage. Self-insurance programs must meet the provisions of this regulation. It will be necessary for your institution to provide the NIRSA Headquarters with the appropriate certificate of insurance or documentation of self-insurance with your proposed budget before you will be considered as a host site.

Note: If you must purchase a special events insurance policy, please submit confirmation in writing along with your proposed budget. However, the certificate of insurance form must be submitted to the NIRSA National Center prior to the championship.

Promotion

Print exposure in name and logo on promotional materials, t-shirts, banners, etc. to be displayed at each campus in the region, at all NIRSA conferences, etc.

Get your event up on Social Media, Work with NIRSA Championship Series Brand Management Work Team.

Verbal exposure in form of announcements at all NIRSA events and on campuses.

Promoting your event to schools

A minimum standard for team registration numbers needs to be established. A minimum of 24 teams should be a realistic goal for each region (15 men's teams and 9 women's teams). A minimum of 32 teams for flag football (15 men's, 9 women's and 8 co-rec teams). Programs that historically participate will likely continue to participate, so the goal of promotion should be to reach the programs and schools in each region that have not yet participated.

Promotion

- Direct mail fliers to the previous year's participants.
- Mail promotional materials to schools in your region, NIRSA can provide mailing labels.
- Provide discounts for early registration, multiple team registration, and loyalty discounts for programs that have participated for a minimum number of years.
- Send email announcements to the NIRSA Communities of Practice to inform the public about your upcoming tournament.
- Utilize social networking websites (Facebook, Instagram, Twitter, Vine, etc.)
- Produce a press release for your local news affiliates. Place an announcement on your school's master calendar.
- Provide the NIRSA Headquarters with materials that can be placed on their website.
- Announce upcoming tournaments at intramural captain's meetings.
- Place your tournament information on your own website.

Publicity

- Provide a professional photographer for the tournament.
- Provide each team with a team photo after the completion of the tournament.
- Provide each tournament committee member with a group photo after the completion of the tournament.
- Provide each official with a group photo after the completion of the tournament.
- Provide the NIRSA Championship Series Committee and the NIRSA Headquarters with championship photos.
- Take a variety of action shots (spectators, team meetings, official's huddles, sponsors, game action, special events, host site, special guests, etc). These can be used for promoting future events.
- Provide complete statistics for teams and media after each session of games. Create a final statistics sheet to be mailed to each competing team. If possible, add narrative game highlights and photos to your statistic sheets. The human interest element creates more buzz around the tournament.

Media

Contact the local newspaper, radio, and television outlets to receive Public Service Announcements. Distribute all daily results to the media via fax and designate a Media Relations Director to be responsible for this and any other items of interest.

SECTION 6

SOCIAL MEDIA & BRANDING

Social Media and NIRSA Championship Series Branding Guidelines

NIRSA Championship Series Branding & Social
Media Handbook Revised 10.10.2013



Introduction

The NIRSA Championship Series Brand Management committee has developed some guidelines to assist host institutions in their social media communication before, during and after events.

Social media is a powerful way to communicate to participants, officials, fans and staff in a real-time fashion to create synergy and excitement for our events. This document is designed to create more consistency in how our brand as NIRSA is presented. You may be a social media novice or even an expert. Our goal is to provide resources to help you at whatever your level of comfort is be a more effective user.

Social media changes by the minute. As a result, this document will continue to evolve to better suit everyone's needs. If you have suggestions, please contact NIRSA Championship Series Brand Management Work Team Chair Gary Cahen at gary.cahen@ucf.edu

Contents

1. NIRSA's Social Media Policy
2. Branding & Resources
3. Tips & Best Practices
4. Twitter specific tips

1. NIRSA's Social Media Policy

NIRSA's social media policy can be found in full at [this link](#). NIRSA only endorses individuals and groups whose posts align with NIRSA's guidelines. Be sure to check anything you plan to post before publishing it so as to ensure continued support from NIRSA. Create usernames, logins, hashtags, and other social media components with NIRSA's name and images after obtaining approval from the NIRSA's Membership and Marketing Team in order to have a NIRSA affiliated account.

This policy governs all social media activity by staff, members, and volunteers of NIRSA. In terms of this policy, social media is defined as any web-based or mobile technologies used to participate in user-generated content. Such content includes, but is not limited to blogs, wikis, discussion forums, and social networking sites.

2. Branding & Getting Started

It's a new year and we have a new name. The NIRSA Championship Series is the umbrella brand for our regional and national Flag Football, Basketball, Soccer and Tennis events. It's a mouthful, which is where this guide can help you project a consistent brand. So, what to call this?

- NCCS - **No**. That's the old acronym. It will still be said and stuck on people's minds and old polo shirts. It's not a 10 yard penalty for saying it. Just make sure to keep it off of official announcements, websites, social media, brochures, programs, shirts, etc. It will be a distant memory before we know it, ala other famous name changes like the New Jersey Nets, Ron Artest or the WWF.
- NCS – **No**. While abbreviations and acronyms are natural for most people, we already have an acronym for who we are. NIRSA!
- NIRSA – **Yes!** - We'd prefer students say, "We're going to the NIRSA tournament" if they want to shorten NIRSA Championship Series or NIRSA Regional Flag Football.
- NIRSA Championship Series – **Yes!** Refer to the collection of events – all the regional flag football tournaments, or each of the four sports we offer events in – as the NIRSA Championship Series. Individual events can be referred to as NIRSA Regional Flag Football with their nicknames as a tagline, such as "Swamp Bowl"
- What about "The Series"?

The Brand Management Work Team encourages the use of various social media for host institutions during NIRSA Championship Series events. Communicate with the Brand Management Work Team and let us know:

1. What social media you plan to use for your event? Examples:
 - Your own branded Twitter account such as @SwampBowl26
 - A blog such as <http://battleofthebluegrass.wordpress.com/>
2. What assistance you may need from the work team, and what collaboration you hope to see from NIRSA's official Social media avenues
 - Members of the Brand Management work team are often attending your event as staff. They can assist by using the official social media accounts if your event does not have or want to use its own.
 - You may also utilize some of the official NIRSA Championship Series social media accounts, managed by your own staff during the event after one-on-one consultation and training via the Brand Management Work Team.

What social media should you use? Twitter is our recommended tool for in-event updates, participant interaction and conversation, and timely announcements. Facebook is a great way to post photo albums of events and share information within fans of your department. Instagram, Vine, and YouTube are excellent tools for sharing highlights of game action. Tumblr or other blog sites are great for providing recaps and game summaries.

NIRSA Championship Series Social Media Accounts:

Twitter - @NIRSACChamp

Vine – Integrated with @NIRSACChamp

Instagram – NIRSACChamp

Facebook – <https://www.facebook.com/NIRSAlive> (Managed by NIRSA HQ Marketing)

Recommended Hashtags

Flag Football - #NIRSAFlag

Basketball - #NIRSABB

Soccer - #NIRSA_Soccer

Tennis - #NIRSATennis

3. Tips and Best Practices

There are several terrific web based resources for using various social media. Find them and stay current! Here's a sampling of tips we found to help guide your experience:

Be the boss

Identify your event's social media coordinator. Determine who will be the primary person responsible for updating and monitoring your site. Assign and train a backup for this person.

Be Authentically NIRSA

Communicate an authentic voice that stays true to the positive and engaging voice of the NIRSA community at-large. Avoid slang, acronyms, or any language that is "beneath" our target audience.

Be Accurate & own any goofs

Have someone quickly proof your message to make sure it follows proper grammar and spelling before sending it out. The credibility of the NIRSA Championship Series depends on our message being professional. If you make a mistake – hey, it happens. Send out a correction and move on!

Balance It All

Use social media to enhance—not replace—traditional marketing and member communication.

Copy-Cat the Right Way

Attribute credit when using someone else's words, images, or ideas. Whenever possible, link to the original source – if it's an appropriate one.

Keep the Private Stuff Private

Be considerate and protective of NIRSA members' privacy by **not** publishing confidential information, such as financial information, unofficial/unannounced projects, or personal member information.

Play Nice and Take the High Road

Participate in dialogues with the NIRSA community, but avoid conversations involving inflammatory remarks toward anyone or any institution. Nobody likes a bully.

Be active

Social media presences require diligent care and feeding. If you do not have the time or resources to check in on these sites at least a few minutes each day, and to post fresh content several times a week, reconsider jumping in to social media at this time.

Be timely!

One of the great benefits of social media is the ability to share information almost instantly with a global audience. Maintain your timeliness throughout the event. Somewhere, someone is refreshing their feed trying to find the final score of the game you've been giving updates on. Don't kill their battery.

Interact

A social media site without comments isn't very social. Be prepared to accept and respond to comments. To protect your site, moderate all comments before posting. Understand that not all comments will be positive, and respond to negative comments professionally if a response is needed. The best way to gain followers and friends is through interaction.

4. Twitter Specific Tips

Past experience has shown that Twitter can be very effective to use during a tournament. Students enjoy real-time updates, mentions, pictures, and video. According to Twitter, its primary purpose is to serve an information network.

When representing the NIRSA, you agree to Twitter's Terms of Service (<https://twitter.com/tos>) and Privacy Policy (<https://twitter.com/privacy>). In doing so, you agree to:

- Assume responsibility for use, posted content, and consequences of posted content through your account
- Not impersonate others
- Not spam or publish contaminated virus links
- Publish personal or confidential information
- Advocate violence against others
- Use the service for any unlawful activity

First, some Twitter 101

1. Tweet

140 character max of information you wish to share

2. Timeline

Your timeline is a feed of any tweets from those you follow. Your followers will be able to view your tweets on their timeline.

3. Mention @username

Include @username in a tweet to link to another user's profile. This will bring attention to user and also appear to all your followers. All @username mentions are clickable and link back to the mentioned individual's profile.

4. Hashtag #wordorphrase

A hashtag is any word preceded by the # sign. People use hashtags to organize conversations around a specific topic. Clicking a hashtag takes you to search results for that term. Hashtags are broken by spaces and other punctuation characters. Capitalization is irrelevant, and can help separate hashtags using multiple words.

5. Reply

You can respond to a tweet by hitting the reply button. Reply responses are public, and appear in your home timeline and the timeline of the person to whom you are responding. Someone not in the conversation must follow both users to read both sides of the conversation.

6. Retweet RT

You can share any public user's tweet to your followers by hitting the retweet button. It will appear in the timeline of your followers. If using the twitter website or app, you also have the option of quoting a tweet and manually adding your comment prior to the letters RT and then the original message.

7. Searching

Searching is an important way to monitor the Twitter conversation of not only your event but to also get feedback on topics or hashtags

8. Direct Message DM

A direct message (DM) is a private message; it will not appear on any timeline. You can only send DM to users you follow who also follow you. You can use a DM to answer a question privately, to make a request of a follower, or even to thank a follower. Remember to make sure you're sending a DM and not a tweet (ala Anthony Weiner).

Additional Twitter Guidelines

Whether you are utilizing the @NIRSACChamp account or your own departmental twitter account to cover your tournament, keep the following things in mind:

- Think of your account as if you were the NCAA, ESPN or local newspaper covering a major sporting event. Use Twitter leading up to the event to remind students about deadlines, meetings, accommodations or other tournament information
- Don't over tweet. While you may be excited that your staff is setting up the fields or that the sun is rising, students likely aren't as interested. You don't want to risk being un-followed or ignored. Try to tweet 2-3 times a day before and after the event.
- During the event, try to capture the scene of the tournament. Spread the wealth, give shout-outs to teams, tweet some photos of action, capture some Instagram highlight videos, and send out links to results. Try not to give play-by-play or final scores of all games. Tweets are fleeting, if you're giving hundreds of score updates it will clog up a timeline. Twitter users are ok with clicking on a link to a trusted source that contains the results they need.
- As the event concludes, attempt to give more updates of championship games. Send out photos/videos of action and if you're going to give more frequent updates – give your followers a heads up.
- At the conclusion of the event, be sure to tweet out all champions, all-tournament winners and officials awards

Content

- Tweets are limited to 140 characters, this includes spaces and punctuation. Be frugal and creative! By aiming to limit tweets to 120 characters, you leave room for commentary in other user's RTs.
- Stay positive. Do not use twitter to embarrass a player that just got dunked on or an official that missed a call. If you receive complaints, only respond if appropriate.
- Make sure information posted is relevant and up to date. Be precise with date and time. When referring to "today" or "tomorrow" include the date.
- Don't compromise the character of your tweet by deleting too many words or vowels, so a tweet appears sloppy or hard to read. Maintain a professional voice:
 - Good Tweet: @NIRSACChamp Jerrod Jackson of Texas just threw a 20 yard touchdown pass to win the semi-final game 24-21 over Texas A&M!
 - Bad Tweet: @NIRSACChamp YOooooo DID YA'LL just c Jerrod ballin' outta control?? R u serious?!?!?!?
- Maintain a conversational tone, without being unprofessional. Texting abbreviations are not appropriate. LOL, TTYL, G2G, etc. should be avoided.
- Use internal and external hashtags. Internal hashtags, like #NIRSAFLAG, create a @NIRSACChamp specific conversation. While external hashtags like #Basketball extends the @NIRSACChamp reach.

- When introducing a new internal hashtag, provide context for users to grasp meaning.
- Maximum of 2 hashtags per tweet.
- You may refer to or tag tournament sponsors in tweets. Be sure to comply with the MOU for the tournament in regards to not soliciting sponsors that compete with NIRSA Championship Series title sponsors or sponsors that do not match up with NIRSA's mission. Also keep in mind that profiting off of a tweet through advertising is a violation of Twitter's TOS. You should not offer a sponsor a mention in exchange for monetary support.