

2016-2017

# ON-CAMPUS CHAMPIONSHIP HOSTING MANUAL



---

## TABLE OF CONTENTS

<b>SEC OFFICE CONTACT INFORMATION</b> .....	4
<b>INTRODUCTION</b> .....	5
<b>2016-2017 SEC MANUAL AND COMMISSIONER'S REGULATIONS</b>	
Bylaw, Article 18 - Championships and Tournaments .....	6
General Administration of Conference Competition.....	7-13
Artificial Noisemakers and Sound Systems.....	7
Bands, Banners, Cheerleaders and Mascots .....	7
Coaches Committees and Meetings.....	7
Conference Championships - Seeding.....	7
Championship Manuals.....	7
Championship Sites.....	8
Crowd Control and Game Management .....	8
Eligibility.....	8
Equal Access for to Locker Rooms.....	8
Financial Responsibilities .....	8
Interrupted Game Procedures .....	8-11
Lightning Policy.....	11
Lodging.....	11
Marketing/Sponsorship Policies .....	11
Medical Policies.....	11
Officials .....	11
Playing Conditions.....	12
Playing Rules.....	12
Post-Game Interviews.....	12
Programs and Promotional Materials .....	12
Results and Statistics .....	12
Sportsmanship.....	12
Television, Radio and Media Services.....	13
Tobacco-Related Products.....	13
Uniforms and Apparel .....	13
<b>GENERAL CHAMPIONSHIPS ADMINISTRATION</b>	<b>14 - 24</b>
Championship Director Duties .....	15
Equipment (Playing Balls) .....	16
Facility/Operations.....	16-18
Finances (Stipends).....	18
Hotels.....	18
Inclement Weather Policies .....	19
Meetings and Banquets.....	19-20
Schedule of Events.....	20
SEC Logos and Signage.....	20
Sportsmanship/Fan Behavior .....	21
Tickets .....	21-24
Tournament Manual .....	24

<b>AWARDS, GIFTS, AND T-SHIRTS</b>	<b>25-30</b>
Awards (Team and Individual Trophies) .....	26
Mementos/Gifts for Coaches and Staff .....	26
Student-Athlete Gift Suite .....	26
Participant and Tournament Champion T-Shirts.....	27
T-Shirt Distribution Chart.....	27-28
Awards Chart.....	28-30
<b>MEDIA RELATIONS</b>	<b>31-35</b>
Media Operations .....	32
Host Sports Information Responsibilities .....	33
Reporting Responsibilities .....	33
Conference Tournament/Championship Media Guides .....	33
Equal Access to Locker Rooms .....	33
Game Officials.....	34
Internet Credential Policy.....	34
Internet Real-Time Policy .....	34
Video News Releases/FTP Site .....	35
<b>MEDICAL AND TRAINING GUIDELINES</b>	<b>36-38</b>
Medical Recommendations.....	37
Medication Assistance Policy.....	38
Provisions for Sickle Cell Trait Illnesses.....	38
<b>MARKETING AND MERCHANDISING</b>	<b>39-43</b>
SEC Corporate Sponsors .....	40
Products Provided by SEC Corporate Sponsors .....	40
Local Patrons/Underwriters .....	41
Championship Merchandise.....	41-43
<b>OFFICIALS AND REFEREES</b>	<b>44-48</b>
General Host Institution Responsibilities .....	45
Selection and Assignment.....	45-48
<b>PUBLIC ADDRESS ANNOUNCERS AND SCRIPTS</b>	<b>49-53</b>
Public Address Announcers .....	50
Scripts .....	50-54
Corporate Sponsors.....	50
Sportsmanship.....	50
Merchandise/Souvenirs .....	50
Prohibited Activity .....	51
Championship Game Postgame and Awards Ceremony .....	51
Cross-Country.....	51
Equestrian.....	52
Softball .....	52
Swimming and Diving .....	52
Tennis .....	53
Indoor and Outdoor Track and Field.....	53
End of Contest.....	54

## SEC OFFICE CONTACT INFORMATION

2201 Richard Arrington Blvd., N. - Birmingham, Alabama - 35203  
Main Switchboard: (205)458-3000

<p><b>GREG SANKEY</b> Commissioner (Email: gsankey@sec.org)</p> <p><b>KATHRYN SWITZER (Ext. 3012)</b> Exec. Associate to the Commissioner (Email: kpoe@sec.org)</p> <p><b>MARK WOMACK (Ext. 3003)</b> Executive Associate Commissioner/CFO Finance, Administration, Television, Bowl Relations (Email: mwomack@sec.org)</p> <p><b>TIFFANY DANIELS (Ext. 3042)</b> Associate Commissioner/SWA Competition, Championships, Gymnastics, Volleyball (Email: tdaniels@sec.org)</p> <p><b>CHARLIE HUSSEY (Ext. 3008)</b> Associate Commissioner SEC Network Relations, Men's Golf (Email: chussey@sec.org)</p> <p><b>WILLIAM KING (Ext. 3005)</b> Associate Commissioner Legal Affairs and Compliance, Women's Golf (Email: wking@sec.org)</p> <p><b>DAN LEIBOVITZ (Ext. 3029)</b> Associate Commissioner Men's Basketball (Email: dleibovitz@sec.org)</p> <p><b>HERB VINCENT (Ext. 3037)</b> Associate Commissioner Communications, Baseball (Email: hvincent@sec.org)</p> <p><b>MATT BOYER (Ext. 3004)</b> Assistant Commissioner Compliance (Email: mboyer@sec.org)</p> <p><b>LESLIE CLAYBROOK (Ext. 3020)</b> Assistant Commissioner Women's Basketball, Soccer (Email: lclaybrook@sec.org)</p> <p><b>BYRON HATCH (Ext. 3006)</b> Assistant Commissioner Softball</p> <p><b>WILL LAWLER (Ext. 3007)</b> Assistant Commissioner Compliance (Email: wlawler@sec.org)</p>	<p><b>CHRIS WALDSMITH (Ext. 3009)</b> Assistant Commissioner Finance (Email: cwaldsmith@sec.org)</p> <p><b>TORIE JOHNSON (Ext. 3062)</b> Executive Director, SECU (Email: tjohnson@sec.org)</p> <p><b>MISTY BROWN (Ext. 3018)</b> Director, Student-Athlete Engagement (Email: mbrown@sec.org)</p> <p><b>CHUCK DUNLAP (Ext. 3047)</b> Director, Communications Equestrian, Football (Comm.), Golf (Comm.) (Email: cdunlap@sec.org)</p> <p><b>JOHN GIBSON (Ext. 3051)</b> Director, Championships Track and Field, Cross Country, Men's Tennis (Email: jgibson@sec.org)</p> <p><b>CRAIG PINKERTON (Ext. 3038)</b> Director, Communications Men's Basketball, Soccer (Email: cpinkerton@sec.org)</p> <p><b>B.C. ROMANO (Ext. 3023)</b> Director, Video &amp; Creative Services (Email: bcromano@sec.org)</p> <p><b>MILTON ROY (Ext. 3027)</b> Director, Compliance (Email: mroy@sec.org)</p> <p><b>JIM SULLIVAN (Ext. 3022)</b> Director, Championship Ticket Operations (Email: jsullivan@sec.org)</p> <p><b>TAMMY WILSON (Ext. 3036)</b> Director, Communications W. Basketball (Comm.), Tennis (Comm.) (Email: twilson@sec.org)</p> <p><b>SYLVIA BARNES (Ext. 3021)</b> Associate Director, Officiating Administration (Email: shagan@sec.org)</p> <p><b>ALLY BATTE (Ext. 3071)</b> Assistant Director, Financial Operations (Email: aslivka@sec.org)</p> <p><b>BEN BEATY (Ext. 3031)</b> Assistant Director, Communications Baseball (Comm.), Track &amp; Field (Comm.), Cross Country (Comm.) (Email: bbeaty@sec.org)</p>	<p><b>COLE CUNNINGHAM (Ext. 3028)</b> Assistant Director, Video &amp; Creative Services (Email: ccunningham@sec.org)</p> <p><b>JILL SKOTARCZAK (Ext. 3010)</b> Assistant Director, Communications Gymnastics (Comm.), Softball (Comm.), Swimming &amp; Diving (Comm.) (Email: jskotarczak@sec.org)</p> <p><b>BRETT THOMPSON (Ext. 3015)</b> Assistant Director, Ticket Operations Women's Tennis, Swimming and Diving (Email: bthompson@sec.org)</p> <p><b>BRYANT WELBOURNE (Ext. 3061)</b> Assistant Director, SECU (Email: bwelbourne@sec.org)</p> <p><b>KORY DAHLEN (Ext. 3059)</b> Competition Coordinator (Email: kdahlen@sec.org)</p> <p><b>ANN DRINKARD (Ext. 3052)</b> Digital Media/Communications Assistant (Email: adrinkard@sec.org)</p> <p><b>ROBERT MILLIGAN (Ext. 3017)</b> Video Assistant (Email: rmilligan@sec.org)</p> <p><b>SUSAN BISHOP (Ext. 3060)</b> Administrative Assistant, SECU (Email: sbishop@sec.org)</p> <p><b>ALLI JACOBS (Ext. 3043)</b> Administrative Assistant (Email: ajacobs@sec.org)</p> <p><b>DONNA MOORE (Ext. 3063)</b> Administrative Assistant (Email: dmoore@sec.org)</p> <p><b>BAILEY POWELL (Ext. 3035)</b> Administrative Assistant for the Commissioner's Office (Email: bpowell@sec.org)</p> <p><b>GRACE SANDERS (Ext. 3019)</b> Administrative Assistant for Football (Email: gsanders@sec.org)</p> <p><b>BRENDA GRAY (Ext. 3001)</b> Receptionist (Email: bgray@sec.org)</p> <p><b>STEVE SHAW (Ext. 3025)</b> Coordinator, Football Officials (Email: sshaw@sec.org)</p>
--	--	---

---

## INTRODUCTION

Competition between Conference members during the regular season, as well as Conference postseason tournaments and championships, is one of the fundamental purposes of the Southeastern Conference. The commitment to Conference competition dates back to 1894 when 10 universities organized as members of the Southeastern Intercollegiate Athletic Association. Although the number of member institutions and sports has varied since the turn of the century, the basic principles of equitable competition and achievement of common competitive goals have remained as cornerstones of the Southeastern Conference.

The Southeastern Conference awards championships in 20 sports. Twelve championships are held at on-campus sites and eight championships are held at neutral sites. Conference office staff members work with each institution's administration to administer on-campus championships. (Neutral site championships are conducted solely by members of the Conference office staff.)

This manual was prepared to assist institutions in hosting on-campus championships. If there are subjects that are not addressed in this manual, please contact the Conference office. Suggestions to improve this manual are highly encouraged.

Conference institutions are responsible for organizing and managing the on-campus championships and the Conference office provides administrative guidance of the events. This manual outlines the responsibilities of the host institutions.

Listed below are the championships that are held on campus sites.

*Men's and Women's Cross Country*

*Equestrian*

*Softball*

*Men's and Women's Swimming and Diving*

*Men's and Women's Tennis*

*Men's and Women's Indoor Track and Field*

*Men's and Women's Outdoor Track and Field*

The Commissioner's Regulations Governing Conference Competition, Championships and Tournaments are written as a guide for all SEC competition between its members, and are considered the standard source of information on policies and procedures for the conduct of Conference competition. These Regulations are divided into two parts: 1) general administrative policies and procedures that apply to SEC competition as a whole, and 2) specific regulations for each sport.

These regulations are intended for use in conjunction with current SEC Bylaws. If a policy appears in the SEC Bylaws, it is not reproduced in the Commissioner's Regulations; however, the specific reference to that policy is cited in the regulations under the appropriate topic heading.

These regulations are approved by the appropriate Southeastern Conference governing bodies and reviewed each year.

---

*The information that follows was taken from the 2016-2017 SEC Bylaws and Commissioner's Regulations and is specific to championships and tournaments. This information should be used in conjunction with the 2016-2017 SEC Bylaws and Commissioner's Regulations. For a complete copy of the SEC Bylaws and Commissioner Regulations, please contact the SEC office.*

## **2016 - 2017 SEC BYLAWS AND COMMISSIONER'S REGULATIONS**

### ***Bylaw, Article 18 - CHAMPIONSHIPS AND TOURNAMENTS***

#### ***18.8 - Southeastern Conference Tournaments and Championships***

***18.8.1 General Regulations. Conference championships and tournaments are subject to the following:***

- a. Unless otherwise specified in the sections dealing with individual sports, Conference championships and tournaments shall be held in accordance with the Commissioner's Regulations for each sport;
- b. Institutions participating shall assume full financial responsibilities;
- c. It shall be the duty of the Conference member or members to which championships or tournaments are awarded to make all local arrangements for conducting the championships or tournaments. The host institution shall keep a complete record of the contest and report to the Conference office;
- d. All Conference championships and tournaments shall be open only to Southeastern Conference teams;
- e. In the sports of baseball, men's and women's basketball, football, gymnastics, and soccer, a detailed financial report shall be made to the Conference office. In all other championships and tournaments that are administered by a member institution, the host institution shall assume full responsibilities and file a financial report with the Conference office;
- f. The Southeastern Conference office will provide trophies and awards for all sports in accordance with the Commissioner's Regulations governing each sport;
- g. All Conference championships shall be scheduled during a time period that does not conflict with the final examination periods of any member institution. A waiver of this bylaw shall be granted only upon the majority approval of the Executive Committee; and
- h. All issues regarding selection of participants and seeding for the Conference championships shall be included in the Commissioner's Regulations for each sport.

---

## **GENERAL ADMINISTRATION OF CONFERENCE COMPETITION**

***Access to Competition Area.*** In all sports, institutions shall limit access to the competition area to participating student-athletes, coaches, officials, support personnel, and properly-credentialed or authorized individuals at all times. For the safety of participants and spectators alike, at no time before, during or after a contest may spectators enter the competition area. It is the responsibility of each member institution to implement procedures to ensure compliance with this policy.

Institutional penalties against individuals who improperly enter the competition area must include, but are not-limited to, expulsion from the facility, arrest for trespassing, and the loss of future ticket privileges. In addition to these penalties, violators who are students must be subject to institutional student disciplinary measures.

Each institution shall publicize this policy, as well as the penalties associated with violations, through appropriate means, such as ticket back statements, public address announcements, video/matrix announcements, facility signage, and other means available. In addition, each head coach shall publicly discourage spectators from entering the playing area at any time.

***Penalties for Institutional Violations.*** For the safety of participants and spectators alike, the Commissioner may (in his or her sole discretion) impose the following penalties: 1<sup>st</sup> offense: an institutional fine of \$50,000; 2<sup>nd</sup> offense: an institutional fine of up to \$100,000; 3<sup>rd</sup> or subsequent offense: an institutional fine of up to \$250,000. The Commissioner may also impose additional penalties as he or she deems appropriate.

***Artificial Noisemakers.*** [SEC Bylaw 30.22.1.5 c, d, and e]

***Artificial Noisemakers and Sound Systems (Team).*** Except as otherwise provided in SEC Bylaw 30.22.1.5 (Playing Conditions) and the Commissioner's Regulations of each sport, artificial noisemakers and sound systems brought to competition sites by participating teams and team personnel are restricted to the locker and training room areas only.

***Bands, Banners, Cheerleaders and Mascots.*** Specific policies regarding bands, banners, cheerleaders and mascots are addressed in the SEC Bylaws or Commissioner's Regulations for each sport.

***Coaches Committees and Meetings.*** [SEC Bylaw 21.8 and 21.9] Where designated in the Commissioner's Regulations for particular sports, a coaches committee will serve as liaison between the coaches and the Conference office, and perform such duties as indicated in the Commissioner's Regulations.

***Conference Championships - Seeding.*** Criteria are outlined in the Commissioner's Regulations for each sport.

***Championship Manuals.*** For on-campus championships, the host institution shall provide appropriate information packets to each participating institution as specified in the Commissioner's

---

Regulations for each sport. The Conference championship staff shall provide appropriate information packets to each participating institution for neutral-site championships.

***Championship Sites.*** The SEC Executive Committee must approve all championship or tournament sites, unless otherwise specified in the Commissioner's Regulations for each sport. Such sites may be proposed by the Commissioner, coaches groups, Senior Woman Administrators, or Athletics Directors. Site proposals from coaches must be reviewed by the Senior Woman Administrators and/or Athletics Directors prior to submission to the SEC Executive Committee. Exceptions to this policy are specified in the Commissioner's Regulations for each sport.

***Crowd Control and Game Management.*** The Presidents and Chancellors of the Southeastern Conference member institutions are committed to excellent crowd control at all athletic events. They have passed several resolutions stating their aims and objectives for promoting mutual trust and friendly relations between Conference members and other institutions by emphasizing the need for spectator and athlete sportsmanship at athletic contests.

The Athletics Director of the host institution shall assure that crowd control and game management are exercised in the best interests of safety and fair play for the participants, as well as for spectators. The Athletics Director shall designate a full-time staff person (or persons) to serve as game management director; however, ultimate responsibility remains with the Athletics Director. The home institution shall supply the visiting coach and game officials with the name and location of the individual responsible for game management and crowd control.

The Athletics Directors of each institution are expected to communicate with their student-athletes, coaches and fans to encourage enthusiastic support within the confines of good sportsmanship. Host institutions must provide adequate security and ushers, preferably in uniform, for effective crowd management. Attention should be given to seating arrangements that will alleviate crowd-control problems. In addition, evacuation and emergency plans should be in place and reviewed on a regular basis.

***Eligibility.*** [SEC Bylaws 14.10.1 and 30.22.1.3b] The SEC office will supply an eligibility list for review prior to the start of a Conference championship or tournament.

***Equal Access to Locker Rooms.*** Equal access must be given to all media representatives, regardless of gender, at any time interviews with coaches and/or student-athletes are conducted, including after competition. Equal access is defined as access to coaches and/or student-athletes at the exact same time and at the exact same place. Bringing players to a separate area for reporters of the opposite sex is not considered equal access. The exact method of ensuring equal access shall be determined by the institution.

***Financial Responsibilities.*** [SEC Bylaw 31.20, 31.21, 31.22, and 31.23] The method of distributing net receipts is specified in the SEC Bylaws. Host institutions shall file a financial report with the SEC office not later than 60 days after the event.

***Interrupted Game Procedures.*** All personnel, including Athletics Directors, game management personnel, game officials, coaches, players, and Conference office staff, shall use their best effort to ensure each Conference contest is played to its conclusion. The Conference recognizes,



---

however, emergencies may arise that make a contest's completion impossible or inadvisable. Such circumstances may include, but are not limited to, severe inclement weather, natural or man-made disasters, power failures and spectator interference.

Contests should be delayed, relocated, suspended, canceled, postponed or terminated (see definitions below) when circumstances exist such that commencement or continuation of play would pose a threat to the safety of game participants.

1. **Definitions.**

- A. **Delay:** To delay a contest is to delay the start of a game until a later time on the same date.
- B. **Relocate:** To relocate a contest is to change the location of the competition.
- C. **Suspend:** To suspend a contest is to temporarily halt play for a short duration after the contest begins.
- D. **Cancel:** To cancel a contest is to nullify it either before or after it begins and to make no provision for rescheduling it or for including its score or other performance statistics in Conference records.
- E. **Postpone:** To postpone a contest is to (a) defer its starting time to a later date, or to (b) suspend it after play has begun and make provision to resume it at a later date with all scores and other performance statistics up to the point of postponement added to those achieved in the resumed portion of the contest.
- F. **Terminate:** To terminate a contest is to end it short of a full-designated duration of play, officially record it as a completed contest, and make no provision to resume it at a later date.

2. **Authority.**

Authority to delay or relocate a contest is vested with the home institution's Athletics Director or designated senior level administrator. Authority to suspend a contest is vested with the game officials. Authority to cancel, postpone or terminate a contest is vested *only* with the Commissioner or his/her designee.

3. **Guidelines.**

- A. The home institution's Athletics Director or designated senior level administrator shall have the authority to determine whether a contest should, prior to its start, be temporarily delayed until a later time on the

same date. Once a contest has started, the decision to suspend play is the responsibility of the game officials.

- B. If extenuating circumstances occur that necessitate the relocation of the contest site within the same city, the home institution's Athletics Director or designated senior level administrator shall have the authority to determine whether and where the contest should be relocated. The decision should be made in consultation with the visiting team. The alternate site must be in full compliance with all NCAA playing rules and regulations governing that particular sport.
- C. If a contest is postponed prior to its start for any reason, the two participating institutions, in consultation with the Commissioner or his designee, shall attempt to reschedule the game at a later time or date. If the contest cannot be rescheduled, the Commissioner shall cancel the contest.
- D. If a contest is suspended for any reason after play has begun, the contest must be resumed as soon as conditions are deemed safe by the referee in consultation with the home team game management personnel.
- E. A suspended contest may not be resumed after midnight local time, or two hours following the point of suspension, whichever is later.
- F. If a game is suspended after play has begun and cannot resume before midnight local time, the two institutions, in consultation with the Commissioner, shall attempt to declare the game postponed, and resume it at a later date.
- G. In the event a contest cannot be resumed at a later date, the following will apply:
  - (1) If the contest is suspended prior to the completion of one half of play (halftime), the Commissioner shall declare the contest *canceled*.
  - (2) If the game is suspended after the completion of one half of play (halftime), the Commissioner shall declare the contest *terminated*.

In the event a contest is delayed or suspended and it does not appear play will be resumed on that date, the Athletics Directors (or designated representatives) of both participating institutions, game management personnel and the Conference office representative (if available) shall meet with the game officials in the officials' dressing room, or another suitable location nearby. The Conference office representative shall communicate with the Commissioner, who has the sole authority to declare a game canceled, postponed or terminated. If the Conference office representative is not on site, the home institution's Athletics Director or designated senior level

administrator shall contact the appropriate Conference staff liaison. The home team game management, in consultation with the Conference office representative, is responsible for disseminating information regarding such a decision to the teams, media and general public.

***Lightning Policy.*** Each member institution must have the capability of determining when lightning strikes are within specified distances of the competition site for all outdoor events.

When lightning is detected within a minimum of 10 miles from the competition site, home team management shall utilize the public address system to inform those in attendance that inclement weather including lightning is within 10 (or more) miles and that should patrons vacate the facility for safe shelter, they will be allowed to re-enter with a ticket stub.

When lightning is detected within eight (8) miles of the competition site, competition shall be suspended. Competition may be resumed after 30 minutes of no detected lightning strikes within a eight mile radius. A 10 minute warm-up period may be granted following this 30 minute suspension.

Additionally, the home institution shall notify the head referee/umpire when lightning is detected within 15 miles of the competition site.

In cases of severe weather being detected prior to the start of competition: A maximum of 10 minutes may be used, at the discretion of the home institution, for the marching band, national anthem and introductions, immediately following the 30 minute time period of no detected lightning strikes.

***Lodging.*** It is the responsibility of the host to ensure that adequate housing is available to all participating institutions. Each institution is responsible (unless otherwise noted in the Commissioner's Regulations or championship/tournament manual) for finalizing its own lodging arrangements.

***Marketing/Sponsorship Policies.*** Any agreements and contracts that result in corporate sponsorship of a Conference championship or tournament must be approved by the Commissioner. This does not preclude a host from obtaining nominal sponsorship and trade-outs from local businesses that are interested in supporting the event. The Commissioner has the right of final approval of all commercial sponsorship, exhibitors and merchandisers at a Conference championship or tournament.

***Medical Policies.*** Adequate medical personnel must be present or on call at all sessions of the event (practice and competition). The host is responsible for obtaining the necessary medical staff and supplies. Additional policies may be specified in the Commissioner's Regulations for each sport.

***Officials.*** [SEC Bylaw 30.20] Officials and officiating fees/travel expenses for all Conference tournaments and championships shall be approved by the Commissioner. Unless otherwise approved and noted in the Commissioner's Regulations, the expenses and fees shall be the responsibility of the host.

***Playing Conditions.*** [SEC Bylaw 30.22.1.5] Policies regarding playing conditions are addressed in the Commissioner's Regulations for each sport.

***Playing Rules.*** [SEC Bylaw 17.30] In the sports for which the NCAA develops playing rules, member institutions shall conduct all their intercollegiate contests under the official playing rules specified by the NCAA. In the sports for which the NCAA does not develop playing rules, member institutions shall conduct all contests under the rules stated in the Commissioner's Regulations for each sport, as well as all NCAA rules modifications approved for NCAA championships.

***Post-Game Interviews.*** Following each contest of a Conference tournament or championship, participating institutions shall make coaches and student-athletes available for interviews. These interviews are designed to provide the media with championship or tournament information required for thorough coverage of the event and to limit the demands placed upon coaches and student-athletes. The sports information department of the host institution (unless otherwise designated) shall coordinate and supervise post-game interviews. Interview policies for specific sports are contained in the Commissioner's Regulations for those sports. Also refer to Equal Access to Locker Rooms, as noted above.

***Programs and Promotional Materials.*** Host institutions shall produce an informational supplement to be provided to fans. IMG produces a program at the Softball Tournament Championship.

***Results and Statistics.*** Host institutions shall: (1) record the official results and statistics of all conference and non-conference contests; (2) forward a copy of such official results and statistics to the Conference office immediately following the conclusion of the contest; and (3) forward a copy of such official results and statistics to each participating institution in a timely manner.

***Sportsmanship.*** [SEC Bylaw 10.5] Coaches and student-athletes of a member institution, as well as individuals employed by or associated with that institution, including alumni, fans, patrons and boosters, shall conduct themselves with honesty and good sportsmanship. Their behavior shall, at all times, reflect the high standards of honor and dignity that characterize participation in the collegiate setting. For intercollegiate athletics to promote the character development of participants, to enhance the integrity of higher education and to promote civility in society, coaches, student-athletes and all others associated with these athletics programs and events should adhere to such fundamental values as respect, fairness, civility, honesty and responsibility. These values should be manifest not only in athletics participation but also in the broad spectrum of activities affecting the athletics program.

It is the responsibility of each member institution to establish policies for sportsmanship and ethical conduct in intercollegiate athletics consistent with the educational mission and goals of the institution. Furthermore, member institutions are responsible for educating all constituencies about these policies on a continuing basis.

Each institution shall aggressively address the issue of sportsmanship through various forms (e.g., video spots, public address announcements, radio spots, television spots and print ads in game day programs).

Each institution shall adopt a policy prohibiting fans from throwing items onto the playing surface. Such policy must specify (without limitation) that violators who are clearly identified will be ejected from the playing facility.

***Television, Radio and Media Services.*** All television and radio agreements for Conference championships and tournaments must be approved by the Commissioner. The media services associated with the event generally are the responsibility of the sports information department of the host institution, although it is understood that sports information personnel from participating institutions shall assist as needed. Specific policies for each sport are described in the Commissioner's Regulations or championship and tournament manuals.

***Tobacco-Related Products.*** The use of tobacco-related products by players, coaches, support personnel (i.e., managers and trainers), game personnel (officials, chain crews and table crews) and staff in all sports during practice, Conference competition and Conference championships and tournaments (including banquets, press conferences, post-game interviews, and at all stadiums, arena facilities and competition grounds) is prohibited. This prohibition is applicable to all activities at the athletic competition and practice, including press box areas and locker rooms.

***Uniforms and Apparel.*** The uniforms and apparel of all participants in Conference tournaments and championships must conform to appropriate standards of safety and good taste. All student-athletes shall wear uniforms that identify their institution by school name or school colors. This policy applies to regular-season and post-season play. All student-athletes shall conform to NCAA regulations governing the appearance of commercial identification on uniforms, equipment and apparel. Failure to adhere to this policy may result in ineligibility to continue participation in the sport.

# GENERAL ADMINISTRATION

## CHAMPIONSHIP/TOURNAMENT DIRECTOR DUTIES

EQUIPMENT

FACILITIES/OPERATIONS

FINANCES

HOTELS

INCLEMENT WEATHER

MEETINGS AND BANQUETS

SCHEDULE OF EVENTS

SEC LOGOS AND SIGNAGE

SPORTSMANSHIP/FAN BEHAVIOR

TICKETS AND CREDENTIALS

TOURNAMENT MANUAL

## **CHAMPIONSHIP/TOURNAMENT DIRECTOR DUTIES**

The championship/tournament director will serve as supervisor of the event and is directly responsible for implementing all policies and procedures contained herein and others as requested by the SEC championship representative (SEC liaison). The director oversees ALL aspects of the event and shall consult with the SEC liaison when making pertinent decisions.

**It is the responsibility of the tournament director and all championship personnel to thoroughly review this manual.**

If necessary, an assistant championship director should be assigned in case the director is unable to attend all events.

### **Duties include, but are not limited to:**

- 1) Assigning personnel in the following areas, instructing them in their responsibilities and serving as the definitive authority in each area. Individuals assigned to work in each area shall consult with the director when making any changes related to that particular area.
  - a. Ball Crew (if applicable)
  - b. Concessions/Hospitality
  - c. Gift Suite Personnel
  - d. Media Relations Personnel
  - e. Officials/Coordinators
  - f. PA Announcer
  - g. Parking
  - h. Scoring Personnel
  - i. Security/Crowd Control
  - j. Stats Crew
  - k. Sports Medicine
  - l. Team Hosts (if applicable)
- 2) Determining appropriate sites and times of competition, practices and auxiliary events. The director will work with the SEC liaison in making these decisions.
- 3) Serving as the on-site contact person during all events.
- 4) Conducting a conference call at least two months prior to the championship.
  - A) The conference call should include the SEC staff liaison, host media contact and other individuals who have a designated role in hosting the event.
  - B) The content of the call should cover competition and practice schedules, ticket requirements, auxiliary events, hotel accommodations, credential distribution and medical services.
  - C) Depending on the sport, the coordinator of officials should also be included in the call.
- 5) Communicating with SEC liaison on an as-needed basis and providing weekly updates.
- 6) Completing the financial report and submitting it to the staff liaison within 60 days following conclusion of the championship.
- 7) Submitting a list of volunteers to the SEC liaison.

---

## **EQUIPMENT**

Playing balls and equipment are provided for the following sports:

### ***Softball***

The SEC has an agreement with Worth to provide the following equipment for the softball tournament:

- Twelve (12) dozen NC12L softballs with the SEC logo.
- Three (3) ball buckets

The softballs and buckets will be shipped from Worth, directly to the attention of the tournament director.

*PLEASE NOTE: Each team will be asked to “scuff” game balls during practice. The balls to be scuffed should NOT be used for hitting practice. Scuffed balls will be returned to a tournament staff person prior to leaving the field. One new game ball will be given to each team prior to the start of each game for warm-up, but must be returned to the umpire prior to the start of the game.*

### ***Men’s and Women’s Tennis***

The championship director at each tournament will receive the following:

#### ***Men’s Tournament***

- 10 Cases – Tennis Balls (T1071 - Extra Duty)
- Three (3) packs of scorecards

#### ***Women’s Tennis***

- 10 Cases – Tennis Balls - (T1071 - Extra Duty)
- Three (3) packs of scorecards

### ***Other Sports***

For other on-campus championships, the institution is required to purchase extra balls and/or equipment to be used during practices and games, unless noted otherwise. Contact the SEC liaison for more information.

---

## **FACILITY/OPERATIONS**

The following information outlines the steps that should be taken in order to begin preparing for the championship. This is not an exhaustive list, but serves merely as a guideline.

### ***1. Facility and Practice Locations***

A. Secure the facility for the dates of competition, plus any necessary practice days prior to the competition.

B. Reserve alternate playing, practice and warm-up locations in case of inclement weather. This includes reserving indoor locations at facilities off-campus, if necessary.



---

## 2. Entrances

Identify the number and location of entrances needed and determine staffing assignments for each area:

**A. Player-Guest Entrance** - The staff member assigned to this area should be familiar with all rules governing ticket policies for players' family and friends.

**B. Team Entrance** - If possible, the team entrance should be separate from the general public entrance. It is recommended that the entrance be located close to the team bus/van drop-off and pick-up areas.

**C. Will-Call** - Determine staffing of this entrance and the hours that will-call will be open during the tournament.

**D. General Public/Media** - Communicate with ticket office staff to determine the appropriate number of staff needed and also to determine when gates will open and close.

## 3. Signage

Prepare necessary signage to identify areas specific to the general public, teams and media.

**NOTE:** All signage should be placed prior to the first practice.

Examples of signage that may be needed:

- a. Bus/Van, Staff/Administration and Media Parking
- b. Hospitality (for players, officials, staff)
- c. Locker Rooms
- d. Media Interview Area (if necessary)
- e. Player-Guest Gate
- f. Team Entrance
- g. Team Videotaping (if necessary)
- h. Training Room
- i. Warm- Up/Cool Down Area (if necessary)

## 4. Seating

Determine and reserve seating and viewing areas for the following groups:

- a. Teams
- b. Team Administrators/VIPs
- c. Media
- d. Public
- e. SEC Staff/Officials
- f. Team Videotaping

## 5. Parking - All parking areas must be clearly marked

- a. Determine parking needs and reserve parking areas for teams, administrators and media.
- b. Produce maps detailing location of overflow parking lots, if needed.
- c. Produce parking passes for all designated areas.
- d. Develop an adequate parking plan for team buses/vans. Designate an area for bus/van drop-off and pick-up location.

---

## 6. Security/Emergency Plans (Crisis Management)

- a. Meet with athletic department and campus security staffs to review emergency management policies and procedures.
- b. Develop a security plan as well as an emergency evacuation plan specific to the championship/tournament and venue.
- c. All individuals involved in the planning of the event shall be made aware of all evacuation plans and security plans.

Please review SEC Manual and Commissioner's Regulations for more information.

## **FINANCES**

### *SEC Championship Grant Program (Stipends)*

Revenues from the Corporate Sponsor program are used to fund the grants and should be used to offset the financial loss of opportunities with host sponsors that are in conflict with Conference sponsors. The host institution will submit the Campus Financial Report Form to the Conference office within 60 days following the championship.

*The amount of each grant is as follows:*

Men's/Women's Cross Country	\$ 8,000
Equestrian	\$ 8,000
Softball	\$13,000
Men's/Women's Swimming and Diving	\$21,000
Men's Tennis	\$ 8,000
Women's Tennis	\$ 8,000
Men's/Women's Indoor Track	\$15,000 (plus approved expenses)
Men's/Women's Outdoor Track	\$21,000

---

Stipend checks will be mailed to the host institution by June 15<sup>th</sup> of the fiscal year the on-campus championships was hosted.

## **HOTELS**

1. The tournament director is responsible for reserving/blocking hotel accommodations for the teams, SEC liaisons and officials. In cases where other university events are scheduled during the championship, every effort must be made by the host institution to assist the participating schools in locating convenient lodging at an affordable rate.
  - a. The host institution is responsible for securing the SEC staff's lodging needs. However, the SEC staff will pay for their own lodging.
  - b. Participating institutions will be financially responsible for their rooms.
  - c. The host institution is responsible for payment of officials' rooms (see specific sports and officials section for more information).
2. Designate a hotel representative who will be available to assist the participants several weeks prior to the start of the event to address any issues with room reservations or check-in.

---

## **INCLEMENT WEATHER** (See also Commissioner's Regulations for each sport)

### *Inclement Weather*

All weather-related decisions before a contest begins shall be made by the host championship director and the SEC liaison, in consultation with the game official.

All weather-related decisions during a contest will be made by the game official, in consultation with host championship director and the SEC liaison:

1. When word reaches the official that a severe weather warning is in effect for the immediate area or if lightning strikes are nearby (See "Lightning Policy"), the official will immediately stop the game and inform both coaches that the game is being suspended at this point.
2. The official will inform both coaches that ALL team personnel will go immediately to their respective dressing rooms or other designated areas. This includes players, coaches, trainers, managers, cheerleaders, mascots, bands and any other persons who are the responsibility of these particular institutions.
3. Play will be resumed only when the official has been notified that the severe weather warning has been lifted or that the lightning has abated.

Suspended play beyond this point is covered by NCAA rules.

**SEE LIGHTNING POLICIES IN THIS MANUAL FOR MORE INFORMATION.**

## **MEETINGS and BANQUETS**

### *COACHES' MEETINGS*

The main purpose of the coaches' meeting is to review practice and competition schedules, provide necessary credentials, parking passes, sports medicine information, ticket information and to review any rules pertinent to championship competition. The tournament director, along with the SEC liaison and/or the coaches' committee will be responsible for overseeing the meeting.

The tournament director is responsible for determining the site for the meeting and inviting all campus staff who may be able to provide more information pertaining to the championship.

### *BANQUET/RECEPTION*

If specified in the Commissioner's Regulations, the tournament director must plan and prepare a team and/or coaches' dinner, banquet or reception. The type of meal served is the decision of the host institution.

- a. If showing a video during the banquet, the SEC liaison **must review** the video at least 48 hours prior to being shown at the event.
- b. The tournament director shall secure an emcee to assist in hosting the banquet and announcing names of award winners. It is recommended that the emcee be either the

institution's public address announcer, the radio network representative or someone with broadcasting experience.

c. The SEC liaison will present awards to honorees.

d. It is the tournament director's responsibility to schedule a photographer to take group and individual photos of the award winners.

Listed below is an example of the suggested order of the program for the banquet.

- Welcome/Invocation (may be given by a member of the host athletic department staff or student-athlete)
- Dinner (or reception)
- Presentation of Awards (please contact sport liaison for specific list of awards to be presented)
- Closing Remarks by emcee or athletic department representative, if applicable

The highlight video may be shown at any time during the program.

## **SCHEDULE OF EVENTS**

A schedule of events should list daily activities that will occur during the championship. The events shall include: day, date and time and location of all events and should include practices, meetings and receptions or dinners. The schedule shall be finalized with the SEC liaison. The schedule shall be copied and available for posting or distribution. The schedule shall be updated as necessary.

## **SEC LOGOS AND SIGNAGE**

CSE Sports has been designated as the Conference's signage provider for SEC Championship Events. Approximately one month prior to the championship, a CSE Sports representative will visit the host facility and along with the designated institutional championship director will conduct an assessment of SEC signage needed for the event. The areas the Conference will look to decorate include, but are not limited to, the main entrance to the facility, competition walls and fences where applicable, awards stand and concession/merchandise stands and hospitality tents. In addition to any banners or signage utilized for the championship, an SEC table skirt will be provided for use during the trophy presentation. It is the responsibility of the host institution to install all signage for the Championship. All SEC Championship signage will be returned to CSE Sports following the completion of the event; unless noted. A budget of \$3,500.00 will be allocated from the Conference Office for sign usage at all on-campus championships.

If an institution needs the SEC or SEC event specific championship logo sent electronically, please contact BC Romano at the SEC Office ([bcromano@sec.org](mailto:bcromano@sec.org)).

### ***CORPORATE SIGNAGE***

Temporary signs or banners of a commercial nature may not be displayed in the competition area of any SEC championship event. CSE will provide the host institution with SEC corporate sponsor banners to display in these areas. Permanent signage (as defined as being in place at least one year and attached to a permanent structure, i.e. scoreboard) is permissible.

Temporary signs or banners are permissible in on-site hospitality areas and/or concourse areas of a

facility, with certain restrictions. Banners of companies in direct competition with the SEC Corporate sponsors may not be displayed. Under no circumstances may the SEC name or marks are included on a banner without written permission of the SEC. (See the "Marketing section" for more information about corporate sponsors.)

## **SPORTSMANSHIP/FAN BEHAVIOR**

Host institutions are encouraged to print or publish the following where appropriate:

Coaches and student-athletes of a member institution, as well as individuals employed by or associated with that institution, including alumni, fans, patrons and boosters, shall conduct themselves with honesty and good sportsmanship. Their behavior shall, at all times, reflect the high standards of honor and dignity that characterize participation in the collegiate setting. For intercollegiate athletics to promote the character development of participants, to enhance the integrity of higher education and to promote civility in society, coaches, student-athletes and all others associated with these athletics programs and events should adhere to such fundamental values as respect, fairness, civility, honesty and responsibility. These values should be manifest not only in athletics participation but also in the broad spectrum of activities affecting the athletics program.

In the spirit of sportsmanship, SEC fans shall:

- Conduct themselves in a manner that represents their university, the Southeastern Conference and the NCAA with honor, dignity and respect
- Demonstrate the qualities of civility and sportsmanship at all times
- Not use vulgar, abusive, racist, sexist, or derogatory language at any time
- Support the players, coaches and officials in a positive manner
- Treat the visiting team, coaches and fans with courtesy and respect at all times
- Not engage in cheers that are vulgar, crass or demeaning
- Refrain from throwing objects onto the field for any reason
- Not become inebriated or belligerent
- Refrain from entering the playing field at any times, including after the game
- Be a positive role model for those around them by treating others with courtesy and respect

## **TICKETS** *(See also Commissioner's Regulations for each sport)*

The host institution is responsible for the printing and distribution of all tickets based on the policies and procedures outlined in the Commissioner's Regulations. Contact the SEC ticket office staff for guidance on ticket prices and seat locations.

The host institution of the tournament may decide whether or not to charge for ticketed admission. If an institution chooses to charge for admission, ticket prices shall be set by the host institution, but must be approved by the Conference office. In addition, if admission is charged, the host institution should make prior contact with each participating school to determine the form of payment and staffing for the player/guest gate. Institutions are not required to purchase a set amount of tickets.

**The following information shall be printed on the back of the ticket (if applicable) and the non-media credential:**

All persons of any age must have a ticket for admission. Not assignable or transferable. No refunds, no exchanges, no re-admission. *Event may be rescheduled without prior notice. User assumes all risks of injury or death at Event. Revocable if user is disruptive, endangers others or uses vulgar, threatening or demeaning language. User grants the SEC non-exclusive, transferable, perpetual right and license to use (and to sub-license the use of) his or her name and likeness if it is included in any broadcast, photograph, or other media of the Event. No alcoholic beverages, bottles, cans or containers, laser pointers, irritants (e.g., artificial noisemakers), video cameras, strobe-lights or any type of weapon (or anything which the SEC or its member institution may deem a weapon) allowed. Backpacks, large bags and similar items may be prohibited. User consents to a personal search prior to entry. Ticket may not be used for advertising, promotion, contests, or commercial purposes without express written consent of SEC or its member institution. Additional terms and conditions governing use of this ticket are posted on the website of the SEC (www.secsports.com) and are incorporated herein by reference. By using this ticket, user agrees to be bound by such terms and conditions.*

**The language in italics MAY NOT be changed.** However, other language may be inserted to include institution's credential policies. Please contact Jim Sullivan or Brett Thompson in the SEC Ticket Office with any questions regarding this policy.

**The following information shall be placed on the institution's website and inserted into event manuals for regular season and on-campus championship events.**

*Terms and Conditions for Use*

*By accepting or using a ticket or a non-media credential (both of which are referred to herein as a "Ticket") for access to any game or athletic event sponsored or hosted by the Southeastern Conference (the "SEC") or by any one or more of its member institutions (herein an "Event" or the "Events") each person and entity issued such a Ticket (herein referred to, along with any employer of each such person for which person is acting in connection with attendance at the Event, collectively as a "Bearer") agrees to the following terms and conditions: The Ticket is a personal license and may not be re-transferred or assigned. The license granted to Bearer shall automatically terminate if any term or condition for use of the Ticket is breached. The unauthorized use of the Ticket subjects the Bearer to ejection from the Event and prosecution for criminal trespass. While within the Event venue, Bearer shall, at all times, adhere to the policies in place for the Event, abide by and respect access limitations, and accept and follow directions provided by the SEC or the SEC member institution(s) hosting the Event.*

*In the event that the name or likeness of Bearer is included in any broadcast, telecast, photograph, film, video or other media of the sports event for which this Ticket provides admission, such individual grants the Southeastern Conference the non-exclusive, transferable, perpetual right and license to use (and to sub-license the use of) such name and likeness in any media worldwide whether now known or hereafter devised. No Bearer may produce or disseminate in any form a "real-time" description or transmission of the Event (i) for commercial or business use, or (ii) in any manner that constitutes, or is intended to provide or is promoted or marketed*

*as, a substitute for radio, television or video coverage of such Event. Personal messages and updates of scores or other brief descriptions of the competition throughout the Event are acceptable. If the SEC deems that a Bearer is producing a commercial or real-time description of the Event, the SEC reserves the right to pursue all available remedies against the Bearer.*

*Absent the prior written permission of the Southeastern Conference, game action videos of the Event may not be taken by Bearer. Photos of the Event may be taken by Bearer and distributed solely for personal use (and such photographs shall not be licensed, used, or sold commercially, or used for any commercial or business purpose). Bearer agrees to indemnify and save harmless the SEC, its member institutions, and their respective agents, employees, directors, officers, student-athletes, coaches, and contractors, of and from any and all claims, liabilities, demands and causes of action (jointly "Claims") arising out of any act or omission, or anything done or purported to have been done, by Bearer, including but not limited to Claims arising from Bearer's breach of any term or condition hereof. With respect to any Claim that might give rise to liability of the Bearer as an indemnitor, the indemnified party shall: (a) have the right to fully participate in the litigation of such claim with counsel selected by the indemnified party at the sole expense of the Bearer, and (b) not be obligated, without its consent, to participate in any settlement of such Claim.*

*Nothing in these terms and conditions authorizes or allows Bearer to use or to violate any of the trademarks, copyrights and other proprietary or intellectual property rights of the SEC or of its member institutions.*

*Bearer may not bring alcoholic beverages, bottles, cans or containers, laser pointers, irritants (e.g., artificial noisemakers), video cameras, strobe-lights or any type of weapon (or anything which the SEC or its member institution may deem a weapon) onto the premises of the Event.*

*The SEC and its member institutions reserve the right to prohibit backpacks, large bags and similar items at the Event. Bearer consents to a search of his or her person and all items being carried onto premises of the Event. Bearer acknowledges and agrees that smoking may be prohibited at the Event. Bearer assumes all risks incidental to each Event, whether occurring before, during or after the actual playing of the Event, and agrees that the SEC, its member institutions, and their respective agents, employees, directors, officers, student-athletes, coaches, and contractors shall not be liable for bodily injury, property damage or theft losses suffered or incurred by Bearer at the Event. Bearer understands that sports contests are physical, and that in the normal course of play it is possible for balls, players, or other objects to leave the court, track, course, or field of play and impact spectators. Bearer hereby waives and releases any and all Claims against the SEC and its member institutions arising directly or indirectly from any such injury, including those attributable to their negligence or that of their agents.*

*A ticket may not be used for advertising, promotion (including contests or sweepstakes), or other trade or commercial purposes without the express written consent of the SEC or its member institution.*

*Bearer agrees that the Ticket constitutes nothing more than a revocable license to enter the Event and occupy the seat or location covered by the Ticket; that it is not a license with respect to any other event; and that it contains no guarantee or warranty of any kind. This right to enter and*

*occupy a seat or location is expressly conditioned upon Bearer's good behavior while on the premises of the Event, as otherwise set forth herein. Tickets reported as lost or stolen may not be honored and may not be replaced, and the price may not be refunded.*

*A change in the date, location and/or starting time of the Event shall not constitute a revocation or cancellation and shall not entitle Bearer to a refund of the purchase price of a Ticket.*

*No rights afforded Bearer may be assigned, transferred or otherwise conveyed to any organization, person, or entity, but these terms and conditions are binding upon any person or entity using a Ticket whether such use is authorized or not. Bearer voluntarily assumes all risk associated with the purchase of a Ticket from anyone other than the SEC, its member institution, or one of their designated agents. If the SEC or the SEC member deems that a Bearer is violating the restrictions herein the SEC and the SEC member reserve the right to pursue all available remedies against the Bearer including but not limited to the revocation of the Bearer's Ticket.*

## **TOURNAMENT MANUAL**

1. The host institution is responsible for producing a tournament manual that shall include the following information:
  - a. Championship schedule of events;
  - b. Names, office and cell numbers and email addresses of all tournament personnel; including SEC liaison. Please include emergency contact information;
  - c. Lodging information, including rates, addresses and contact person for each hotel;
  - d. Training staff information, location and hours of training room;
  - e. Location of all meetings and auxiliary events;
  - f. Officials or referee information;
  - g. Maps and directions;
  - h. Restaurant information (include establishments which are open late)
2. Contact the SEC liaison to obtain a copy of the previous year's manual.
3. A draft copy of the tournament manual must be forwarded to Conference office championship liaison for final review and approval no later than two months prior to the championship.
4. Copies of the manual may be mailed, emailed or posted online (if available) to all participating teams (including coaches, SWAs, training staff, SIDs, etc.) and SEC staff liaisons no later than six weeks prior to the start of the championship.

*See the specific sport in the Commissioner's Regulations for other information to be included in the manual.*



# **AWARDS, GIFTS and T-SHIRTS**

## **AWARDS**

Individual awards and trophies will be mailed from Levy Awards to the attention of the host championship director and will usually arrive the week before the championship. It is the championship director's responsibility to inspect all awards upon arrival.

If any of the awards are missing or broken, please contact Allie Jacobs ([ajacobs@sec.org](mailto:ajacobs@sec.org)) at the SEC office as soon as possible.

Please see the Awards Information Chart at the end of this section to determine the number and type of awards that will be distributed.

## **MEMENTOS/GIFTS for COACHES and STAFF**

The host institution shall not provide mementos or gifts to student-athletes. Each participating student-athlete will receive a gift from the Conference office (see below).

Gifts for coaches and team administrators are optional. Some host institutions have chosen to give small tokens to each team's head coach and/or coaching staff. Examples of coaches' gifts that have been given in the past include small gift baskets (candy, snacks, etc.), travel bags, polo shirts or blankets/throws with SEC logos.

## **STUDENT-ATHLETE GIFT SUITE**

All student-athletes traveling to an on-campus SEC Championship will receive a gift commemorating his/her participation in the event. The SEC schedules a gift-suite managed by Goldner and Associates at the championship site in which each student-athlete participating in the championship is given the opportunity to select a commemorative gift from several available options. Specific times will be assigned to each team based on the institution's practice date/time.

Goldner and Associates will send a representative to oversee and administer the gift-suite. The host institution is required to provide up to two additional personnel to aid in the administering of the on-site gift suite, as well as a room near the competition area for the suite.

Coaches will be responsible for submitting the eligibility list prior to the championship verifying the names of student-athletes listed are those traveling to the championship. The deadline for submission will be provided to each institution prior to the championship.

If a team is unable to select gift on-site then a password-protected website is available following the conclusion of the championship event. Goldner and Associates will send instructions for website access, login codes for each gift recipient, and dates in which these selections must be made. If a student-athlete does not order a gift by the date specified, the student-athlete will receive a gift preselected by the SEC.

After completion of the team's order, all gifts are sent to the institution for distribution. Please contact Allie Jacobs at [ajacobs@sec.org](mailto:ajacobs@sec.org) or 205-458-3000 if additional assistance is needed.

## **PARTICIPANT and TOURNAMENT CHAMPION T-SHIRTS**

### ***PARTICIPANT T-SHIRTS***

Fanatics Retail Group will ship participant t-shirts to the championship director at the host institution at least one week prior to the event (see Merchandising Section for Fanatics contact information). Each institution will receive participation t-shirts at the championship. The host is responsible for distributing the correct sizes of participant t-shirts to each institution. A t-shirt distribution chart is included in this section. Extra participant t-shirts will be included and should be first used to exchange sizes. In an effort to accommodate all participants, an assortment of sizes will be sent based on gender and sport. Following the completion of the championship, the additional participant t-shirts should be mailed back to the SEC Office. If a participating institution would like to purchase additional shirt, please contact the SEC staff liaison for your championship.

### ***TOURNAMENT CHAMPION T-SHIRTS***

SEC Champion T-shirts will be shipped directly to the championship director at the host institution. These t-shirts should be distributed to the winning team immediately upon the conclusion of the championship final.

## **T-SHIRT DISTRIBUTION**

Please use this chart to determine the quantity and size of t-shirts that should be distributed to each school/team. The extra t-shirts may be used to make exchanges if an institution so chooses. *No institution is to receive more than its allotment.* The numbers in parenthesis represent the number of teams participating in the championship. Please consult SEC liaison for assistance with distribution of shirts.

EVENT	SHIP DATE	DISTRIBUTION	SM	MED	LG	XL	XXL	TOTAL
M. Cross Country (13)	October 16	14 per institution + 10 extra	57	96	39	0	0	192
		<i>Each school should receive</i>	4	7	3	0	0	
W. Cross Country (14)	October 16	14 per institution + 10 extra	117	61	28	0	0	206
		<i>Each school should receive</i>	8	4	2	0	0	
M. Swimming (10)	February 2	28 per institution + 10 extra	0	60	155	75	0	290
		<i>Each institution should receive</i>	0	6	15	7	0	
W. Swimming (12)	February 2	30 per institution + 10 extra	122	196	52	0	0	370
		<i>Each institution should receive</i>	10	16	4	0	0	
M. Indoor Track (12)	February 12	31 per institution + 10 extra	60	113	125	60	24	382
		<i>Each institution should receive</i>	5	9	10	5	2	
W. Indoor Track (14)	February 12	31 per institution + 10 extra	243	103	56	28	14	444
		<i>Each institution should receive</i>	17	7	4	2	1	
Equestrian (4)	March 11	40 per institution + 12 extra	61	62	41	8	0	172
		<i>Each institution should receive</i>	15	15	10	0	0	

W. Tennis (14)	April 6	13 per institution +10 extra	42	70	70	10	0	192
		<i>Each institution should receive</i>	3	5	5	0	0	
M. Tennis (13)	April 6	12 per institution + 10 extra	0	70	103	5	0	178
		<i>Each institution should receive</i>	0	5	7	0	0	
Softball (12)	April 27	25 per institution + 20extra	40	88	88	88	16	320
		<i>Each institution should receive</i>	3	7	7	7	1	
M. Outdoor Track (13)	April 28	34 per institution + 10 extra	41	109	156	104	39	449
		<i>Each institution should receive</i>	3	8	12	8	3	
W. Outdoor Track (14)	April 28	34 per institution + 10 extra	229	117	56	56	28	486
		<i>Each institution should receive</i>	16	8	4	4	2	

## AWARDS INFORMATION

	1 team award for the Conference Champion.	3 top place finishers for each event given medallions.	<p>7 first team All-SEC given to finishers 1-7 (plaque)</p> <p>7 second team All-SEC given to finishers 8-14 (plaque)</p> <p>7 All-Freshman Team (certificate)</p>	<p>Coach of the Year (trophy)</p> <p>Athlete of the Year (trophy)</p> <p>Freshman of the Year (trophy)</p> <p>Scholar Athlete of the Year (trophy)</p>	<p>Same criteria for all sports.</p> <p>Certificates are provided by compliance.</p>	<p>Athlete of the Week (certificate)</p> <p>Freshman of the week (certificate)</p>	
	1 team award for the Conference Champion.	<p>4 All-Championship Team (one per event)</p> <p>Most Outstanding Performers (16 – one per competition per day)</p>	<p>20 All-SEC (top 5 athletes in each event voted by the coaches)</p> <p>20 All-Freshman Team (top 5 freshmen in each event voted by the coaches)</p>	<p>Coach of the Year (trophy)</p> <p>4 Athletes of the Year (One for each event, trophy)</p> <p>4 Freshman Athletes of the Year (One for each event trophy)</p> <p>Scholar Athlete of the Year (trophy)</p> <p>Community Service Team (certificate)</p>	<p>Same criteria for all sports.</p> <p>Certificates are provided by compliance.</p>	4 Athletes of the Month given to one athlete from each event (certificate)	

Sport	Team Awards	Individual Championship Awards	All-Conference Teams	Other Awards & Honors	Academic Honor Roll	Media Honors
<b>Softball</b>	<p>1 team award for the Conference Champion.</p> <p>1 team award (pyramid) for the Conference Tournament Champion.</p>	<p>11 All-Tournament Team (trophy).</p> <p>1 Tournament MVP (trophy).</p>	<p>14 first team All-SEC (plaque)</p> <p>14 second team All-SEC (plaque)</p> <p>14 All-Freshman Team (certificate)</p> <p>9 All-Defensive Team</p>	<p>Coach of the Year (trophy)</p> <p>Player of the Year (trophy)</p> <p>Pitcher of the Year (trophy)</p> <p>Freshman of the Year (trophy)</p> <p>Scholar Athlete of the Year (trophy)</p> <p>Community Service Team (certificate)</p>	<p>Same criteria for all sports.</p> <p>Certificates are provided by compliance.</p>	<p>Player of the week (certificate)</p> <p>Pitcher of the week (certificate)</p> <p>Freshman of the week (certificate)</p>
<b>Swimming &amp; Diving</b>	<p>1 team award for the Conference Champion.</p>	<p>3 top place finishers for each event given medallions.</p> <p>Swimmer of the Meet</p> <p>Diver of the Meet</p> <p>Commissioner's Trophy</p>	<p>First team All-SEC given to winner in each event (plaque)</p> <p>Second team All-SEC given to 2<sup>nd</sup> and 3<sup>rd</sup> place winner in each event (plaque)</p> <p>All-Freshman Team given to top Freshman finisher in each event (certificate)</p>	<p>Swimming Coach of the Year (trophy)</p> <p>Diving Coach of the Year (trophy)</p> <p>Swimmer of the Year (trophy)</p> <p>Diver of the Year (trophy)</p> <p>Freshman Swimmer of the Year (trophy)</p> <p>Freshman Diver of the Year (trophy)</p> <p>Scholar Athlete of the Year (trophy)</p> <p>Community Service Team (certificate)</p>	<p>Same criteria for all sports.</p> <p>Certificates are provided by compliance.</p>	<p>Swimmer of the week (certificate)</p> <p>Diver of the week (certificate)</p> <p>Freshman of the week (certificate)</p>

	<p>1 team award for the Conference Champion.</p> <p>1 team award (pyramid) for the Conference Tournament Champion.</p>	<p>6 All-Tournament Team (trophy).</p> <p>1 Tournament MVP (trophy).</p>	<p>12 first team All-SEC (plaque)</p> <p>12 second team All-SEC (plaque)</p> <p>6 All-Freshman Team (certificate)</p>	<p>Coach of the Year (trophy)</p> <p>Player of the Year (trophy)</p> <p>Freshman of the Year (trophy)</p> <p>Scholar Athlete of the Year (trophy)</p> <p>Community Service Team (certificate)</p>	<p>Same criteria for all sports.</p> <p>Certificates are provided by compliance.</p>	<p>Player of the Week (certificate)</p> <p>Freshman of the week (certificate)</p>
	<p>1 team award for the Conference Champion.</p>	<p>3 top place finishers for each event given medallions.</p> <p>Cliff Harper Trophy</p>	<p>First team All-SEC given to winner in each event (plaque)</p> <p>Second team All-SEC given to 2<sup>nd</sup> and 3<sup>rd</sup> place winner in each event (plaque)</p> <p>All-Freshman Team given to top Freshman finisher in each event, excluding relays (certificate)</p>	<p>Coach of the Year (trophy)</p> <p>Runner of the Year (trophy)</p> <p>Field Event Athlete of the Year (trophy)</p> <p>Freshman Runner of the Year (trophy)</p> <p>Freshman Field Event Athlete of the Year (trophy)</p> <p>Scholar Athlete of the Year (trophy)</p>	<p>Same criteria for all sports.</p> <p>Certificates are provided by compliance.</p>	<p>Track Athlete of the week (certificate)</p> <p>Field Athlete of the week (certificate)</p> <p>Freshman of the week (certificate)</p>
	<p>1 team award for the Conference Champion.</p>	<p>3 top place finishers for each event given medallions.</p> <p>Commissioner's Trophy</p>	<p>First team All-SEC given to winner in each event (plaque)</p> <p>Second team All-SEC given to 2<sup>nd</sup> and 3<sup>rd</sup> place winner in each event (plaque)</p> <p>All-Freshman Team given to top Freshman finisher in each event, excluding relays (certificate)</p>	<p>Coach of the Year (trophy)</p> <p>Runner of the Year (trophy)</p> <p>Field Event Athlete of the Year (trophy)</p> <p>Freshman Runner of the Year (trophy)</p> <p>Freshman Field Event Athlete of the Year (trophy)</p> <p>Scholar Athlete of the Year (trophy)</p> <p>Community Service Team (certificate)</p>	<p>Same criteria for all sports.</p> <p>Certificates are provided by compliance.</p>	<p>Track Athlete of the week (certificate)</p> <p>Field Athlete of the week (certificate)</p> <p>Freshman of the week (certificate)</p>

# MEDIA RELATIONS

## **MEDIA OPERATIONS**

Host institutions shall contact the SEC Communications Department for assistance in the operation of the championship. As a general rule, the host institution Sports Information Director is responsible for all media-related services associated with championships which are held on campus. The SEC Communications Department is responsible for all media-related services for neutral site championships, which include baseball, men's and women's basketball, football, men's and women's golf, gymnastics, and soccer. Media services include:

1. **CREDENTIALS** - All participants, administrative staff and approved media should be granted access to the championship site. Media must agree to the SEC credential policy for all championships. A pdf copy of the policy is available and should be emailed to each media member requesting access to the event. Only after the media member has agreed to the policy can a credential be granted.
2. **STATISTICS** - Appropriate statistical information should be made available to media and participants in a timely manner. This includes live stats for all sports where appropriate. The SEC website will link to each school's site for live stats.
3. **MEDIA SEATING AND WORK AREA** - Media representatives should be ensured appropriate seat locations from which they can effectively cover championships. Power and internet should be available for media in the work area.
4. **EQUIPMENT** - Copiers and internet access shall be provided, when appropriate.
5. **INTERVIEW OPPORTUNITIES** - Equal access to student-athletes and coaches must be provided for all media representatives covering an SEC championship.
6. **TOURNAMENT SUPPLEMENT** - Host institutions should produce an informational supplement to be provided to fans free of charge. The supplement can be Xerox quality and should include the following:
  - Tournament/Championship Schedule and/or Bracket
  - Current Year Team Rosters
  - Current Year Team Results
  - Current SEC Records (if applicable)
  - Current SEC Standings (if applicable)Please consult with the SEC communications contact regarding specific information, layout and format for your sport. During the SEC Softball Tournament, IMG will produce the program.
7. **PRESS CONFERENCE SCHEDULE** - Host institutions may determine whether there is a need for press conferences (before championship begins and during the championship) and where they should be held.
8. **PHOTOGRAPHY** - The host institution is responsible for scheduling a photographer to take a substantial number of photos during competition, at all trophy/award presentations and at any auxiliary events in conjunction with the championship. Photographs are to be submitted to the SEC Office in a timely manner during competition and following award presentations for use on the conference website.



9. **SOCIAL MEDIA** - The host institution is responsible for working with the SEC staff on a social media plan for the event. This may include creating event specific feeds for various social media platforms where updates, photos and videos, etc will be sent out.

**HOST SPORTS INFORMATION RESPONSIBILITIES** (see also specific sport) The host sports information contact is responsible for:

1. Coordinating all media arrangements.
2. Printing and distributing all media credentials.
3. Preparing and distributing advance publicity for the event.
4. Providing information to local, regional and national media during the event.
5. Designating and supervising a media work area and interview area and coordinating timing of interviews.
6. Identifying photo areas and policies.
7. Distributing a tournament supplement and press packet, if necessary.
8. Coordinating all activities regarding the television programming.
9. Performing other duties pertaining to the media aspect of conducting the event.
10. Distributing each day's results to all other Conference schools, the SEC office, and the NCAA, when applicable.
11. E-mailing results and/or stories daily to the SEC website. If host institution is not writing a story to cover the event, it is acceptable to have winning team send story to use on SEC website.
12. Providing a copy of the results to each institution in a timely manner.
13. Coordinating the selection of the all-tournament team as outlined in specific regulations for each sport.
14. Keeping a list of all media credentials.

## **REPORTING RESPONSIBILITIES**

The host institution is responsible for disseminating all championship results, statistics and recaps to the appropriate media outlets (including local Associated Press bureau) and the Conference office. This includes sending all pertinent information to the SEC's internet website ([secdigitalnetwork@espn.com](mailto:secdigitalnetwork@espn.com)) and the host school's internet web site throughout the championship event. If the host institution is not writing a story to cover the event, it is acceptable to have the winning team send a story to use on the SEC website.

## **CONFERENCE TOURNAMENT/CHAMPIONSHIP MEDIA GUIDES**

Post-season media guides for conference tournaments or championships are prohibited. Press material for these events must be in release form and may not have covers other than standard cover sheets used during the year. Also, these releases may not be bound by any method other than a staple in the upper left-hand corner.

## **EQUAL ACCESS TO LOCKER ROOMS**

Equal access must be given to all media representatives regardless of sex at any time interviews with coaches and/or student-athletes are conducted, including after competition. Equal access is defined as access to coaches and/or student-athletes at the exact same time and at the exact same place. Bringing players to a separate area for reporters of the opposite sex is NOT considered equal access. The exact method of ensuring equal access shall be determined by the institution.

## **GAME OFFICIALS**

Names of game officials should not be released to the media until the day of competition. The officials' names are to be listed on the flip-card (not in the program) and not to be distributed to media more than three hours prior to the event. Any other reference to the assignment or performance of officials should be directed to the conference office.

## **INTERNET CREDENTIAL POLICY**

Other than the official website of each participating institution, the Southeastern Conference and contractual rights-fee paying media, representatives staffing web sites shall be accredited for SEC sporting events on the following guidelines:

1. One credential may be assigned to a website that is affiliated with a national media of another form (i.e., network, newspaper, etc.)
2. All other credential requests from internet providers may be approved on a space available basis by the host institution. All internet websites, receiving credentials to SEC athletic events, shall not post any game footage, statistics or game information on any website (other than that of Associated Press, institutional or SEC websites or the contractual rights-fee paying media website) for 30 minutes following the conclusion of the contest.

## **INTERNET REAL-TIME POLICY**

By acceptance and use of an SEC media credential, the holder agrees to the following conditions for any and all athletic events hosted by the SEC and its member institutions:

1. The SEC and its member institutions grant a media organization a limited license to use certain gathered information on the media organization's own Internet or online site beginning at the start of an athletic event and up to the conclusion of such event, all subject to the following limitations and conditions:
  - (a) No more than 10 still photographs may be used for news coverage of the game and other editorial purposes during the event.
  - (b) Video tape may only be shown as part of a single, non-archived, online "simulcast" of a television station's regularly-scheduled news program.
  - (c) While a game is in progress, the use of statistical information is time delayed and limited in amount so that an organization's Internet or online game coverage does not undercut the authorized and rights-paying fee organization's rights to play-by-play accounts of the game and/or exclusivity as to such rights.
2. Any proposed media use on an Internet or online sight of the game information that is more detailed and/or more than described above will require separate written authorization by the SEC and/or its member institutions. However, such written authorization will not permit the use of game information in entertainment contexts

and will not authorize game coverage that, due to immediacy or detail, constitutes or approaches a play-by-play account of a game.

3. Should any of these conditions be breached, the SEC and/or its member institutions will issue a written warning for the first violation. If this violation occurs during the last game of the institutions' regularly-scheduled season, the media organization may not be credentialed for the SEC championship event in that sport. A second violation of this policy will result in revocation of credentials to cover future athletic events hosted by the SEC and/or its member institutions.

## **VIDEO NEWS RELEASES/FTP SITE**

The SEC video news release program will be housed on the conference's FTP site, hosted by XOS Technologies for the 2016-17 season. It will focus on all SEC-sponsored Championships throughout the year.

If possible, television stations and networks (i.e. ESPN) prefer "raw" footage rather than "packages" to allow edits of the footage as needed. Additionally and if possible, television prefers "natural sound" on game and/or practice footage, and a preference for "low-angle" shots.

Unless otherwise approved by the SEC, the video footage may not exceed three minutes in length and may be aired on a regularly scheduled news program devoted exclusively to general news and/or sports news within one week after completion of the event.

Any Footage used above the three-minute news limit or past the one-week restriction may be done with SEC prior approval. Television news organizations must provide a graphic, "footage courtesy SEC."

# **MEDICAL and ATHLETIC TRAINING GUIDELINES**

## **MEDICAL RECOMMENDATIONS**

This section contains recommended policies and medical coverage requirements for SEC championships. These recommendations have been determined through collaboration with each SEC institution's medical department. These recommendations have been developed to assure effective medical coverage when serving student-athletes. This standard is to help assure thorough and consistent health care coverage for student-athletes while competing in SEC championships, whether on member institution's campus or at neutral sites.

It is the responsibility of the host institution's training staff to provide the participating institutions with services indicated in these medical guidelines.

The grouping of the various sport championships was determined through extensive discussion across the SEC institutions' sports medicine departments. These groupings parallel those of the National Athletic Trainers Association.

### **Group A sports include:**

*Men's and Women's Golf*  
*Men's and Women's Swimming*  
*Men's and Women's Diving*  
*Men's and Women's Tennis*

### **Group A medical coverage requirements:**

1. A certified athletic trainer should be on site for practices and events.
2. A physician should be on call.
3. EMS response time should be less than 10 minutes to the event site or an EMS unit should be on site.
4. At swimming and/or diving competitions, a certified lifeguard should be present for all practices and competitions. The lifeguard should be dedicated to pool supervision and should not have other meet responsibilities while on duty.
5. Lightning policy - use SEC policy (see 2016-2017 SEC Manual and Commissioner's Regulations)
6. Transportation vehicle should be available for (NOTE: this should be non-emergency) transportation to a medical facility during practices and events.

### **Group B sports include:**

*Men's and Women's Cross Country*  
*Men's and Women's Indoor Track and Field*  
*Men's and Women's Outdoor Track and Field*

### **Group B medical requirements:**

1. A certified athletic trainer should be on site for practices and events.
2. A physician should be on site for events.
3. EMS rescue unit is to be on site for events.
4. A transportation vehicle should be available for (NOTE: this should be non-emergency) transportation to a medical facility during practices and events.

5. Lightning policy - use SEC policy (see 2016-201 SEC Manual and Commissioner's Regulations).

**Group C sports include:**

*Football*  
*Baseball*  
*Men's and Women's Basketball*  
*Gymnastics*  
*Soccer*  
*Softball*

**Group C medical requirements:**

1. A certified athletic trainer should be on site for practices and events.
2. A physician should be on site for events.
3. EMS rescue unit on site for events.
4. A transportation vehicle should be available for (NOTE: this should be non-emergency) transportation to a medical facility during practices and events.
5. X-ray or fluoroscope.

**NOTE:** Several epidemiological studies have placed sports into categories according to the degree of risk. This risk was determined by data compilation and statistical analysis, e.g., the NATA injury surveillance project. It is important to have the coverage on site when appropriate and to have well established policies to access resources when needed, but these resources have not been shown to be necessary to have on site at all times.

## **MEDICATION ASSISTANCE POLICY**

If a participating athlete requires medical services, including prescription medication services, it is the responsibility of that athlete's team physician to contact the host physician prior to arrival for the event. Other than acute care, it is not the host physician's responsibility to provide prescription medication services to the participating athletes.

## **SICKLE CELL TRAIT**

If a team participating in a championship has a member who is sickle cell trait positive, please notify the host institution's training staff in advance of the championship in order to have proper medical equipment on hand. The athlete does not need to be identified, but the host organization should at least be aware that additional emergency equipment may be needed.

# **MARKETING and MERCHANDISING**

## **MARKETING**

While recognizing that the host institution is responsible for the financial underwriting of on-campus championships, it is also important to work within guidelines that preserve the integrity of the Conference's Corporate Sponsor Program. All marketing and promotional plans for local patrons shall be submitted to the Conference office for approval at least two months prior to the event.

## **SEC CORPORATE SPONSORS & SUPPLIER**

As of July 2016, the following companies are Official SEC Corporate Sponsors, with exclusivity in their respective product category:

- *Allstate (Insurance)*
- *AT&T (Telecommunications provider)*
- *Belk (Department Store)*
- *Dr. Pepper (Carbonated Soft Drink Products)*
- *Gatorade (Sports Beverage: including meal replacement beverages, energy drinks and energy bars)*
- *Holiday Inn Express (Hotel)*
- *Johnsonville (Sausage)*
- *Regions Bank (Retail Banking)*

Significant revenues are generated for each member institution through this program. In addition, these sponsors conduct marketing/promotional campaigns that create exposure for the league. The program is managed by ESPN (Jason Jennings, Director - Sports Management, SEC); 950 22nd Street North, Suite 624, Birmingham, AL 35203, 205/458-8843 - Jason.Jennings@espn.com.

Revenues from the Corporate Sponsor program are used to fund the grants and should be used to offset the financial loss of opportunities with host sponsors that are in conflict with Conference sponsors. The host institution will submit the Campus Financial Report Form to the Conference office within 60 days following the championship.

Institutions should contact the SEC office as preparations begin for a particular championship to check for additions/changes to the corporate sponsor roster.

## **PRODUCTS PROVIDED BY SEC CORPORATE SPONSORS**

### **DR PEPPER**

For most championships, Dr Pepper will provide soft drinks and cups for hospitality and sideline areas, provided that the product request is submitted at least six weeks prior to the event. Please contact Jason Jennings with ESPN for further information (205/458-8843) Jason.Jennings@espn.com). If a host institution has an existing contract



which prohibits Dr Pepper from being used, another soft drink may be used in hospitality areas only. Additionally, coolers, squeeze bottles, etc., bearing another soft drink mark may not be used. Generic cups, etc. must be used in that case.

## **GATORADE**

Gatorade has acquired the rights for mandatory placement at all SEC championship events. Gatorade will provide all cups, coolers and sports drink mix for all championships. Several weeks prior to the beginning of the championship, a representative from Gatorade will contact the training staff of each host institution to place orders for product based on the number of student- athletes participating in the event.

## **OTHER SEC SPONSORS**

If a host institution would like to ask an SEC corporate sponsor for assistance with a championship event, please contact Jason Jennings at ESPN at least six weeks prior to the event.

## **LOCAL PATRONS / UNDERWRITERS**

Host institutions may solicit assistance from local businesses to help underwrite costs of the championship and specific events surrounding the championship (e.g. pre-championship dinner/reception, hospitality costs, etc.). Please keep in mind that this assistance does not entitle that entity to be a sponsor of the championship, nor does it entitle the company to any public recognition (stadium signage, PA, scoreboard, etc.).

Institutions are permitted to thank the "Local Contributors" on the public address system as long as the announcement is accompanied with announcements recognizing the SEC Corporate Sponsors. In no case should an entity other than an SEC Corporate Sponsor be referred to as a "sponsor" of the championship. Additionally, Local Patrons may not use SEC championship tickets in a consumer-based promotion or sweepstakes.

*Two levels of local support that are permissible are:*

- 1. Local Patron** - This would be a company that underwrites the cost of an off-site auxiliary event (i.e. pre-championship dinner/reception) OR a company that purchases a premium ticket package which includes tickets, hospitality, program mention (or ad). If the company underwrites the cost of a pre-championship event, it may display a banner at that specific event, but not at the championship. Title sponsorship by a Local Patron of any auxiliary event may not be implied.

Likewise, verbal (P.A.) recognition may be given at the auxiliary event, but not at the championship. Companies which compete in the categories of the SEC Corporate Sponsors are not permitted as Local Patrons. Additionally, Local Patrons are not permitted to use any SEC marks, names or logos in any way.

- 2. Local Contributor** - Local businesses may be solicited as Official Local Contributors as long as they do not compete in a product category of one of the SEC Corporate Sponsors. They may not use the official SEC marks (i.e. circle logo, pinwheel logo), promotionally or otherwise. Local Contributors may

be recognized with banners in hospitality areas only.

## **CHAMPIONSHIP MERCHANDISE**

### ***FANATICS***

The official SEC event souvenir merchandiser is Fanatics Inc. Fanatics Inc. has purchased souvenir- merchandising rights to all sites of all SEC championships. All merchandise sold at any SEC championship must be approved by the SEC office.

The SEC retains the exclusive right to sell souvenir products at all SEC championships; host institutions and sponsoring agencies for all SEC championships are required to sell items provided by the official SEC event souvenir merchandiser (Fanatics Inc.) and/or SEC licensing staff.

Fanatics Inc. will work with the host institution's official vendor assigned to sell merchandise on behalf of the SEC Championship event. Fanatics Inc. will supply all merchandise for the event, including all settlement paperwork, to the vendor. As the official vendor at the host institution, it is your responsibility to sell the championship product provided for retail sales by Fanatics. All vending and inventory accountability are your responsibility. As the retailer of this merchandise, you will earn a 20 percent commission fee on net sales (gross sales minus credit card fees and sales tax) as long as the following guidelines are followed:

1. Count in all merchandise sent by Fanatics as soon as it arrives. (A product list will be sent to you in advance). Keep in mind that once you have verified this count-in, you will be held accountable for any merchandise that is lost, stolen, or damaged.
2. Notify your Event Manager of any discrepancies in the merchandise quantities received within 24 hour of arrival. Non-notification represents your acceptance of the initial inventory provided by Fanatics.
3. At the conclusion of the event, all remaining inventory must be counted out. Within 24 hours of the conclusion of the event, all settlement paperwork must be completed and sent back to the Event Manager. All remaining product and supplies must be sent back within two days of the conclusion of the event. The completed site survey should be sent back to Fanatics Inc. within 48 hours after the event.
4. Provide an appropriate number of selling locations and sales associates to properly service the fans attending the event. Event Manager will discuss and agree to these locations with you. Proactively move product between the locations if needed to meet the demands of the customer traffic.
5. All retail locations should be placed in high traffic areas. Stands must be open and fully stocked 30 minutes prior to gate openings and remain open 30 minutes after the end of the event. Locations must be open at all times

during the event.

6. Display your merchandise in a neat and organized fashion using display boards and grids. Use the price labels, size stickers, additional labels, signage and table covers that your Event Manager has sent to you.
7. Your staff should be dressed appropriately in khaki pants or shorts with a collared shirt. They should look professional, neat and clean, and be focused on servicing the fans.
8. Use tables with linen for your displays and for checkout. Keep all of your selling areas organized throughout the event, including your inventory stock. Use tents, sheltered areas, or other means of protection from inclement weather.
9. Maintain contact with your Event Manager during the event. Send a sales update and any inventory needs at the end of each day if your event takes place over the course of two or more days.
10. Only the SEC Championship merchandise provided to you by Fanatics is permitted to be sold during the event. The host institution may not sell or allow for sale any merchandise that infringes upon the exclusive rights of Fanatics Inc.

Having met each of the above requirements, Fanatics Inc. will pay the host institution, sponsoring agency, or its assigned vendor, a commission equal to 20 percent of sales net of taxes and credit card services fees. The remaining 80 percent of net sales will need to be sent back to Fanatics Inc. within 14 days of the conclusion of the event. If the host site uses their own credit card machines, the 80 percent will consist of all credit card sales as well as the left over cash after the site's 20 percent has been removed. If the host site uses the credit card machine provided by Fanatics Inc., they will only need to send the remaining cash on hand after their 20 percent commission has been deducted. All payments to Fanatics Inc. must either be in the form of a business check or cashier's check.

Questions regarding merchandising should be directed to Courtney Ray at Fanatics Retail Group or Kory Dahlen in the SEC office, 205-458-3000.

***Contact Information:***

Courtney Ray

518/360-7412 (phone);

Fanatics

General Manager - Special Events

[cray@fanatics.com](mailto:cray@fanatics.com)

333 East Las Olas Blvd,

Suite 300 Fort Lauderdale, FL 33301

# OFFICIALS and REFEREES

## **GENERAL HOST INSTITUTION RESPONSIBILITIES**

- 1) Contact the SEC liaison to develop a list of all officials and volunteers needed to work the event. The liaison should also be copied on all communication to the officials.
- 2) Provide officials with necessary credentials for entrance.
- 3) Document the officials' arrival times and verify their departure dates.
- 4) Designate a lounge area for officials supplied with water, ice, snacks and towels. Officials should also have access to all hospitality areas if there is not a separate hospitality area designated for them.
- 5) Provide a separate dressing area, if possible, for male and female officials.
- 6) Designate a trainer for officials' requests of service or supplies.

*Absolutely no one shall be given access to the official's dressing and lounge areas without the permission of the Southeastern Conference not including except the Tournament Director, Coordinator of Officials and Event Manager.*

## **SELECTION AND ASSIGNMENT**

### ***CROSS COUNTRY***

#### **Host institution responsibilities** (include, but not limited to):

- Obtain the following officials: referee; four judges of the finish; starter; quick-score persons (as many as teams entered); and a three-person jury of appeals (non-Conference persons), and ensuring all officials are trained in accordance with NCAA and/or SEC rules. [NOTE: Officials used during regular-season meets may also be invited to work the championships. Please consult with host institution's head coach for guidance.]
- Pay all officials' fees and expenses based all or in part on the fee paid by the institution during regular-season contests. [NOTE: Please document arrival and departure times for reimbursement verification.]
- Provide officials with all pertinent information regarding the championships (hotel arrangements, schedule of events, fees, etc) either by letter or email.
- Forward to the SEC liaison a list of all officials and volunteers hired to work the event. The liaison should also be copied on all communication to officials.

### ***EQUESTRIAN***

#### **Host institution responsibilities** (include, but not limited to):

- Obtain the following officials as decided upon by the SEC's four head coaches and the SEC liaison: four judges - two hunt seat, two western; two stewards; four scribes. [NOTE: Officials used during regular-season meets may not be invited to work the championships.] The host will be responsible for executing and paying the contract with the officials and will pay fees plus travel expenses, meals and lodging.
- Pay all officials' fees and expenses based on the guidelines set forth in the SEC Commissioner's Regulations:

Judges (4 - two per discipline)	\$550 fee/day of meet
Stewards (2 - one per discipline)	\$300 fee/day of meet
Scribe (4 - one for each judge)	\$150 fee/day of meet

- Provide officials with all pertinent information regarding the championships (hotel arrangements, schedule of events, fees, etc) either by letter or email.
- Forward to the SEC liaison a list of all officials and volunteers hired to work the event. The liaison should also be copied on all communication regarding officials.

## **SOFTBALL**

### **Conference Office Responsibilities**

- The Coordinator of Officials is responsible for the selection of tournament officials and shall make all game assignments. The Coordinator shall submit a list of recommended umpires to the Conference office for final approval. Individual game assignments are made on site during the tournament.
- The Conference office will send invitation letters to the selected officials once all officials have been approved. The host championship director will receive copies of the tournament invitation letters which will include contact information for the officials invited to work the tournament.

### **Host institution responsibilities (include, but not limited to):**

- The championship director will contact the Coordinator of Officials and invited tournament officials for the following information:
  - Lodging information
  - Arrival and departure information
  - Other information pertinent to tournament operations
- The championship director will be responsible for reserving and paying for hotel rooms (single occupancy) for all officials.
- The host institution is responsible for payment of officials' fees and travel expenses. The Coordinator of Officials will submit payment information to the Conference office for approval and the Conference office will forward the information to the host institution for payment. The fee schedule and travel policy for softball is recommended by the Conference office and approved by the Athletic Directors. Contact Sylvia Hagan, Associate Director of Officiating Administration, [shagan@sec.org](mailto:shagan@sec.org), in the Conference office for more information regarding the payment process.

## **SWIMMING AND DIVING**

The following officials are selected by the coaches during the annual coaches' meeting: referee, stroke and turn judge, starter, diving referee, announcer and scorer/timer.

### **Host institution responsibilities:**

- Work with the referee to secure all officials other than those selected by the coaches during the annual coaches' meeting which are: referee, stroke and turn judge, starter,

diving referee, announcer and scorer/timer. A panel of seven non-affiliated judges will be assigned to score the diving events. These judges will be selected by the diving coaches. The diving referee shall serve a dual role of referee and as one of the seven judges.

The assignment of judges shall be as follows:

1. Turns: Four judges at the turn end, two at the start end, plus the referee and starter;
  2. Strokes: One on each side of the pool, plus the referee and starter;
  3. Timers: Three (3) on each lane; and
  4. Relay Take-offs: Head timer in each lane; two additional officials, plus the referee and starter will serve as dual confirmation officials (two lanes per official).
- Pay all officials' fees:

Head Swimming Referee (1)	\$200 per day
Head Stroke and Turn Judge (2)	\$175 per day
Starter (1)	\$175 per day
Head Diving Referee (1)	\$200 per day
Diving Judges (6)	\$175 per day

The fee for announcers and scorer/timer will be determined using previous championship fees.

Provide officials with all pertinent information regarding the championships (hotel arrangements, schedule of events, fees, etc) either by letter or email.

### ***MEN'S AND WOMEN'S TENNIS***

The head referee will be selected by a majority vote of the coaches during the annual coaches' meeting each year and contracted by the host institution. The deputy referee will be appointed by joint decision of the head referee, conference liaison, and the host institution. The deputy referee must be a certified USTA official, and his/her duties shall be as directed by the head referee. The host institution is responsible for providing certified ITA chair umpires for the championship, in cooperation with the head referee. The head referee will contact and secure chair umpires and ensure they are USTA or ITA-certified officials. The head referee will provide the chair umpires' contact information to the host championship director.

#### **Host institution responsibilities (include, but not limited to):**

- Payment of all officials' fees and expenses, including the head official, based all or in part on the fee paid by the institution during regular-season contests. [NOTE: Please document arrival and departure times for reimbursement verification.]
- Provide officials with all pertinent information regarding the championships (hotel arrangements, schedule of events, fees, etc) either by letter or email after consultation with the head official.

### ***TRACK AND FIELD (INDOOR AND OUTDOOR)***

#### **Host institution responsibilities (include, but not limited to):**

- Obtain the following officials: running events referee; field and/or combined event referee; starter(s); and a three-person jury of appeals (non-Conference persons), and ensuring those individuals are trained in accordance with NCAA and/or SEC rules. [NOTE: Officials used during regular-season meets may also be invited to work the championships. Please consult with host institution's head coach for guidance.]
- The host institution must meet and coordinate the foul camera protocols set out in Supplement C of the SEC Commissioner's Regulations for Indoor and Outdoor Track and Field.
- Pay all officials' fees and expenses based all or in part on the fee paid by the institution during regular-season contests. [NOTE: Please document arrival and departure times for reimbursement verification.]
- Provide officials with all pertinent information regarding the championships (hotel arrangements, schedule of events, fees, etc) either by letter or email.
- Forward to the SEC liaison a list of all officials and volunteers hired to work the event. The liaison should also be copied on all communication to officials.

*Please contact the SEC liaison for information pertaining to a specific sport.*



# **PUBLIC ADDRESS ANNOUNCERS and SCRIPTS**

## **PUBLIC ADDRESS ANNOUNCERS**

Host institutions may use their own regular-season public address (PA) announcers or may choose to hire a different announcer for the SEC Championship. The host institution is responsible for payment of the announcer.

Public address announcers may not be "cheerleaders" or used to incite the crowd during a game. The PA system may not be used by cheerleaders once the contest has started. League PA announcers are expected to exhibit professionalism and neutrality at all times.

Host institution fight songs may be played only if other schools participating in the championship have provided a copy of their fight songs.

Mixed music may be played upon approval from the SEC liaison.

## **SCRIPTS**

Scripts that are normally used by the host institution during regular-season competition should be reviewed by the SEC liaison, prior to use at the championship.

The scripts listed below should be announced before, during and after the championship, as appropriate.

### **CORPORATE SPONSORS**

*Prior to announcing the corporate sponsors, please check with the SEC Office to receive the most up to date list as our sponsors may change throughout the year.*

"The SEC appreciates the support of its official sponsors ... ALLSTATE INSURANCE, AT&T, BELK, DR PEPPER, GATORADE, HOLIDAY INN EXPRESS, JOHNSONVILLE AND REGIONS BANK."

### **SPORTSMANSHIP**

"Ladies and gentlemen . . . in the spirit of sportsmanship, the Southeastern Conference and **[name of university]** ask that all fans act responsibly and courteously to those around them. Abusive language or disorderly conduct is unacceptable and unwelcome at **[name of facility]**. Let's afford the student-athletes, coaches, officials, and your fellow fans the respect they deserve. The throwing of objects on the playing field is strictly prohibited and violators will be ejected from the facility. Also, for your safety and the safety of the players, coaches and officials, please stay off the field at all times, including at the end of the game. Your cooperation is appreciated. Thank you."

### **MERCHANDISE/SOUVENIRS**

"Be sure to stop by the merchandise stand(s) located at the **[insert location]** for your official souvenirs of the 2016 **[or 2017]** SEC **[insert sport]** Championship. That's officially-licensed SEC Championship merchandise.... Available now at the **[insert location]**."

## PROHIBITED ACTIVITY

"This reminder that the use of any type of tobacco product ... including smoking ... is prohibited in all areas of the [insert facility] during the SEC championship. The Southeastern Conference thanks you for your cooperation."

## CHAMPIONSHIP GAME POSTGAME

*Below is an example of the announcement used for postgame activities. This script may be adjusted as necessary. Prior to the scheduled announcement, the public address announcer shall meet with the championship media director and SEC liaison for specific information or updates to the script.*

To be announced at least twice before completion of the event:

"Ladies and Gentlemen, please remain in your seats following today's activities for the presentation of the individual awards and the [year] SEC Championship trophy.

## PRIOR TO AWARDS CEREMONY

"Before we begin the awards ceremony, the Southeastern Conference would like to thank \_\_\_\_\_ [host institution] for an excellent job in hosting the \_\_\_\_\_ Championship[s]. The SEC also extends its appreciation to the many volunteers who make this event possible. Thank you!"

"The SEC and its member institutions would like to thank [host institution] Athletics Director \_\_\_\_\_, head coach \_\_\_\_\_, Assistant Coach (if applicable) and the great staff from [host institution] for everything they did to make this event a huge success. And a special thanks goes to the many volunteers who gave their time and effort to make this event possible."

## REGULAR SEASON TROPHY PRESENTATION

Ladies and Gentlemen ... Please direct your attention to [LOCATION] where [NAME OF SEC STAFF MEMBER WITH TITLE] is pleased to present the [HEAD COACH NAME] AND THE [SCHOOL AND MASCOT NAME] with the [YEAR] SEC Regular Season Trophy. Ladies and Gentlemen ... the [TEAM NAME].

## CROSS COUNTRY

"Ladies and Gentlemen, at this time please direct your attention to the front where SEC [Title] \_\_\_\_\_ [Name] \_\_\_\_\_ will now present the [Year] \_\_\_\_\_ SEC Cross Country Championship Awards.

First, individual medalists for the [Men - Women] ... The [Year] \_\_\_\_\_ SEC [Men's - Women's] Cross Country Individual Champion ...

With a time of \_\_\_\_\_; from \_\_\_\_\_ [School] \_\_\_\_\_ [Runner]

Our awards ceremony continues with the [Year] \_\_\_\_\_ SEC [Men's - Women's] Cross Country Championship trophy ... presented to the \_\_\_\_\_ [School]."

**EQUESTRIAN**

"Ladies and Gentlemen, at this time, please direct your attention to \_\_\_\_\_ where SEC [Title] \_\_\_\_\_ [Name] \_\_\_\_\_ will now present the [Year] SEC Equestrian Championship trophy to the \_\_\_\_\_ [Mascot Name] of \_\_\_\_\_ [School Name]."

**SOFTBALL**

"Ladies and Gentlemen, at this time please direct your attention to the field where SEC [Title] \_\_\_\_\_ [Name] \_\_\_\_\_ will now present the [Year] SEC Softball All-Tournament Team and Most Valuable Player:

- From \_\_\_\_\_, [school], \_\_\_\_\_ [position] \_\_\_\_\_ [player]
- From \_\_\_\_\_, [school], \_\_\_\_\_ [position] \_\_\_\_\_ [player]
- From \_\_\_\_\_, [school], \_\_\_\_\_ [position] \_\_\_\_\_ [player]
- From \_\_\_\_\_, [school], \_\_\_\_\_ [position] \_\_\_\_\_ [player]
- From \_\_\_\_\_, [school], \_\_\_\_\_ [position] \_\_\_\_\_ [player]
- From \_\_\_\_\_, [school], \_\_\_\_\_ [position] \_\_\_\_\_ [player]
- From \_\_\_\_\_, [school], \_\_\_\_\_ [position] \_\_\_\_\_ [player]
- From \_\_\_\_\_, [school], \_\_\_\_\_ [position] \_\_\_\_\_ [player]
- From \_\_\_\_\_, [school], \_\_\_\_\_ [position] \_\_\_\_\_ [player]
- From \_\_\_\_\_, [school], \_\_\_\_\_ [position] \_\_\_\_\_ [player]

And the [Year] SEC Softball Tournament Most Valuable Player:  
From \_\_\_\_\_, [School], [Position] \_\_\_\_\_, \_\_\_\_\_ [Player].

Ladies and Gentlemen, our post-game awards ceremony continues with the [Year] SEC Softball Championship Trophy...presented to Head Coach \_\_\_\_\_ [Name] and the \_\_\_\_\_ [School]!"

**SWIMMING AND DIVING**

"Ladies and Gentlemen, at this time please direct your attention to the awards stand where SEC [Title] \_\_\_\_\_ [Name] \_\_\_\_\_ will now present the [year] SEC Swimming and Diving Championship Awards.

First, the [Year] [MALE - FEMALE] Commissioner's Trophy recipient, from [School] \_\_\_\_\_ with \_\_\_\_\_ points, [Name] \_\_\_\_\_.

Ladies and Gentlemen, our post-meet awards ceremony continues with the [Year] SEC Swimming and Diving Championship Trophy...presented to Head Coach \_\_\_\_\_ [Name] and the \_\_\_\_\_ [School]!"

**TENNIS**

"Ladies and Gentlemen, at this time please direct your attention to center court where SEC [Title] \_\_\_\_\_ [Name] \_\_\_\_\_ will now present the [Year] \_\_\_\_\_ SEC All Tournament Team and Most Valuable Player Awards.

From \_\_\_\_\_, [school] \_\_\_\_\_ [player]  
From \_\_\_\_\_, [school] \_\_\_\_\_ [player]  
From \_\_\_\_\_, [school] \_\_\_\_\_ [player]  
From \_\_\_\_\_, [school] \_\_\_\_\_ [player]  
From \_\_\_\_\_, [school] \_\_\_\_\_ [player]  
From \_\_\_\_\_, [school] \_\_\_\_\_ [player]

And the [Year] \_\_\_\_\_ SEC Tennis Tournament Most Valuable Player, from \_\_\_\_\_, [School] \_\_\_\_\_ [Player]

Now your [Year] \_\_\_\_\_ SEC Tournament Championship Trophy, presented to Head Coach \_\_\_\_\_ [Name] and the \_\_\_\_\_ [School]."

**INDOOR TRACK AND FIELD**

"Ladies and Gentlemen, at this time please direct your attention to the finish line where SEC [Title] \_\_\_\_\_ [Name] \_\_\_\_\_ will now present the [Year] \_\_\_\_\_ SEC Indoor Track and Field Championship Awards.

First, the [Year] \_\_\_\_\_ [Men's - Women's] Cliff Harper Trophy ... from \_\_\_\_\_, [School] with \_\_\_\_\_ points, [Name] \_\_\_\_\_

And the [Year] \_\_\_\_\_ [Men's - Women's] Cliff Harper Trophy Recipient ... from \_\_\_\_\_, [School] with \_\_\_\_\_ points, [Name] \_\_\_\_\_

Our awards ceremony continues with the [Year] \_\_\_\_\_ SEC Indoor Track and Field Championship Trophy ... Presented to Head Coach \_\_\_\_\_ [Name] and the \_\_\_\_\_ [School]."

**OUTDOOR TRACK AND FIELD**

"Ladies and Gentlemen, at this time please direct your attention to the finish line where SEC [Title] \_\_\_\_\_ [Name] \_\_\_\_\_ will now present the [Year] \_\_\_\_\_ SEC Outdoor Track and Field Championship Awards.

First, the [Year] \_\_\_\_\_ [Men's - Women's] Commissioner's Trophy ... from \_\_\_\_\_, [School] with \_\_\_\_\_ points, [Name] \_\_\_\_\_

And the [Year] \_\_\_\_\_ [Men's - Women's] Commissioner's Trophy Recipient ... from \_\_\_\_\_, [School] with \_\_\_\_\_ points, [Name] \_\_\_\_\_

The awards ceremony continues with the [Year]\_\_\_\_\_ SEC Outdoor Track and Field Championship Trophy ... Presented to Head Coach\_\_\_\_\_ [Name] and the\_\_\_\_\_ [School]."

**END OF CONTEST (following championship final contest or event)**

"Thank you for attending the [year] Southeastern Conference [insert sport] Championship. The SEC appreciates your support of intercollegiate athletics and encourages you to be a part of all conference championships by attending events in your area throughout the year. Please buckle up and drive safely."

# NOTES