



DEPARTMENT OF ATHLETICS

ROBERT MORRIS UNIVERSITY
6001 UNIVERSITY BOULEVARD • MOON TOWNSHIP, PA 15108-1189
PHONE: 412-262-8295 • FAX: 412-262-8557
WWW.RMUCOLONIALS.COM



HOSTING A MAJOR NCAA EVENT

ECAC-SIDA Table Topic (Thursday, June 7, 2012); Marty Galosi – Senior Associate Athletic Director, External Affairs @ Robert Morris University (Office: 412-397-4920; galosi@rmu.edu)

I. THE BID PROCESS – CAN YOU PULL THIS OFF?...

- Are there interested partners (ie. venue, professional team, local sports commission/convention and visitors bureau)
- Learn the ropes...go to the event, make contacts, attend organizational NCAA meetings, meet fans, etc.
- Manage the story – build credibility with your local media and stay in touch with your university point person
- Know the NCAA players like you know your own school's players
- Plan a timeline for a media and public relations campaign (invest your time wisely in this big investment)

II. BE AN ACTIVE PARTICIPANT...

- Get off the sidelines and make sure your local organizing committee chair knows you want to be an active participant
- Archive everything positive that is written about your city, school, bid process, venue, etc. and share with NCAA
- Get involved in the budgeting process...be sure your LOC chair knows what you need to get the job done
- Be active, but not too active! Remember, this is an NCAA event so don't jump the gun on social media, announcements, etc.
- Support your LOC and the NCAA by making the championship brand visible on your website, in your home venue, etc.
- Volunteer to work other championships in order to learn the NCAA "lay of the land"

III. NCAA INTERACTION...

- Media demands change annually (stay up on the latest trends and needs)
- Frozen Four: 350 media, 150 press box seats, 180 media dining/work area, 75 audio distribution, 100 press conference
- Adherence to all NCAA policies!

IV. DELEGATE, DELEGATE, DELEGATE (PUBLICITY SUBCOMMITTEE)...

- No one pulls off a massive event like this without giving up some control of event to other qualified professionals
- Lean on your friends and colleagues to volunteer and help (great resume and contact builder)
- Frozen Four: 275 volunteers, not all of which are stats runners (other places to gain experience...greeter, fan fest, etc.)

V. KEEP YOUR MESSAGE CONSISTENT...

- Understand the global nature of what you're involved in (this isn't just your school you're representing it's your city)
- Be aware of the potential for politics to become a part of the efforts and remember who your boss is
- Many agendas are in play with an event of this magnitude; manage the message on all platforms
- When in doubt about what to give to the media, ask a cross section of your partnership first

Robert Morris University, host institution of the 2013 NCAA® Men's Frozen Four® at Pittsburgh's CONSOL Energy Center