



2010-11 POSTSEASON FOOTBALL HANDBOOK

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Introduction

Postseason bowls have long been a tradition and a reward for a successful football season. Bowls are an extra contest beyond the limits established in Bylaw 17.9.5, and are played after the end of the regular season as defined in Bylaw 18.7.1. Bowls for student-athletes involve additional practice time, physical dedication, risk of injury and, consequently, require NCAA authorization and regulation to protect student-athlete safety and well-being. Bowls ordinarily benefit sponsoring communities, participating member institutions and student-athletes, and must be regulated to preserve these benefits.

Because bowls are licensed by the NCAA and benefit from enabling NCAA bylaws, the public identifies bowls as a part of NCAA football. Bowls are a limited joint venture with the organizing committee, participating conferences, NCAA member institutions and the NCAA. If a bowl were to fail its purposes, its community, its participating institutions or participating student-athletes, the NCAA would be expected to prevent and remedy the situation. The goodwill and intellectual property of the NCAA is therefore affected by the success and failure of the bowls.

Football Issues Committee

The postseason football licensing group of the NCAA Division I Football Issues Committee includes one representative from each Division I Football Bowl Subdivision conference. The subcommittee is responsible for issues involving postseason football contests. The following individuals serve on the subcommittee to license postseason football games:

Barry Alvarez, University of Wisconsin
 Mike Bohn, University of Colorado
 Thomas Bowen, San Jose State University
 Nick Carparelli Jr., Big East Conference, chair
 David Cutcliffe, Duke University
 Robert DeCarolis, Oregon State University
 Richard Gianinni, University of Southern Mississippi
 Dave Heeke, Central Michigan University
 Paul Krebs, University of New Mexico
 Chris Massaro, Middle Tennessee State University
 Mark Womack, Southeastern Conference

Dennis L. Poppe, NCAA vice president of baseball and football (317/917-6509 or dpoppe@ncaa.org) is a staff liaison and is responsible for administrative matters.

Keith E. Martin, NCAA managing director of finance and business operations (317/917-6435 or kmartin@ncaa.org) is responsible for financial matters.

Damani Leech, NCAA director of baseball and football (317/917-6629 or dleech@ncaa.org) is a staff liaison and is responsible for administrative matters

Chad Tolliver, NCAA coordinator for baseball and football (317/917-6706 or ctolliver@ncaa.org) is a staff liaison and is responsible for administrative matters

2010-11 Licensed Bowl Games

Date	Game	Time (EST)	Network
December 18	New Mexico Bowl	2 p.m.	ESPN
	UDrove Humanitarian Bowl	5:30 p.m.	ESPN
	R&L Carriers New Orleans Bowl	9 p.m.	ESPN
December 21	Beef 'O' Brady's Bowl St. Petersburg	8 p.m.	ESPN
December 22	MAACO Bowl Las Vegas	8 p.m.	ESPN
December 23	San Diego County Credit Union Poinsettia Bowl	8 p.m.	ESPN
December 24	Sheraton Hawaii Bowl	8 p.m.	ESPN
December 26	Little Caesars Pizza Bowl	8:30 p.m.	ESPN
December 27	AdvoCare V100 Independence Bowl	5 p.m.	ESPN
December 28	Champs Sports Bowl	6:30 p.m.	ESPN
	Insight Bowl	10 p.m.	ESPN
December 29	EagleBank Bowl	2:30 p.m.	ESPN
	Texas Bowl	6 p.m.	ESPN
	Valero Alamo Bowl	9 p.m.	ESPN
December 30	Bell Helicopter Armed Forces Bowl	Noon	ESPN
	New Era Pinstripe Bowl	3:30 p.m.	ESPN
	Franklin American Mortgage Music City Bowl	6:30 p.m.	ESPN
	Bridgepoint Education Holiday Bowl	10 p.m.	ESPN
December 31	Meineke Car Care Bowl	Noon	ESPN
	Sun Bowl	2 p.m.	CBS
	AutoZone Liberty Bowl	3:30 p.m.	ESPN
	Chick-fil-A Bowl	TBA	ESPN
January 1	Dallas Football Classic	Noon	ESPNU
	Outback Bowl	1 p.m.	ABC
	Capital One Bowl	1 p.m.	ESPN
	Gator Bowl Classic	1:30 p.m.	ESPN2
	Rose Bowl Game Presented by Citi	5 p.m.	ESPN
	Tostitos Fiesta Bowl	8:30 p.m.	ESPN
	Discover Orange Bowl	8 p.m.	ESPN
January 3			
January 4	Allstate Sugar Bowl	8 p.m.	ESPN
January 6	GMAC Bowl	8 p.m.	ESPN
January 7	AT&T Cotton Bowl Classic	8 p.m.	FOX
January 8	Birmingham Bowl	Noon	ESPN
January 9	Kraft Fight Hunger Bowl	9 p.m.	ESPN
January 10	BCS National Championship Game	8 p.m.	ESPN

Handbook

This handbook includes minimum standards that have been adopted by the NCAA. In some instances, an institution or conference may have a contractual relationship with a bowl that specifies requirements that exceed the minimum standards. Those specifications are binding on the involved parties. The handbook, however, is the final authority for arbitrating disputes over minimum requirements, NCAA legislation and committee policies.

Bowl Directory

A directory listing the names, addresses, telephone numbers, executive directors and schedules of the 2010-11 licensed postseason football games is provided on the NCAA Web site (<http://www.ncaa.org/wps/ncaa?key=/ncaa/NCAA/Sports+and+Championship/Football/Postseason+Football/contacts>).

Bowl Licensing

Participation

A member institution shall not participate in any noncollegiate- or nonconference-sponsored postseason football game unless it has been licensed by the NCAA Football Issues Committee.

A postseason football bowl game is conducted after the regular football season ends and involves teams selected because of their regular-season performance (i.e., won-lost record, conference championship). Participation by member institutions is limited to bowl games that are licensed by the Association. The licensed postseason bowl game shall meet all requirements and conditions set forth in Bylaw 18.7.2.

Date for Bowl Game

A licensed postseason football game must be played not later than the second Monday in January (e.g., January 10, 2011). It is recommended that a bowl game be played not earlier than the third weekend in December (e.g., December 17, 2010).

Bowl Representation at April Meeting

A sponsoring agency requesting initial licensing or relicensing for a postseason football game shall have a representative attend the NCAA Football Issues Committee annual April meeting.

General Licensing Criteria for NCAA Postseason Bowl Games

All sponsoring agencies must agree to meet the following criteria in order to be licensed to conduct a postseason bowl game and must show compliance each year during the term of the license in order to continue conducting the game in subsequent years:

1. Postseason bowl games will be granted licenses for a four-year period. As a condition of the multiyear license, conditions of performance must be met to ensure the bowl is meeting expectations. These conditions of performance will be submitted to and reviewed annually by the licensing subcommittee.
2. On an annual basis, in an effort to indicate local community support, the sponsoring agency of a postseason bowl game must generate bowl-based revenue equal to or greater than all of the contractual financial commitments from the two participating institutions and conferences.
3. A sponsoring agency of a postseason bowl game shall be required to average, over a rolling three-year period, either actual attendance of at least 25,000 or 70 percent of stadium capacity.
4. Each licensed bowl game that has not distributed an average of \$1 million to each of the teams during the preceding three-year period, or did not meet the licensing criteria shall be required to issue an irrevocable letter of credit equal to contractual conference payouts not later than September 1 each year of the license.
5. Sponsoring agencies submitting initial applications must submit an irrevocable \$2 million letter of credit with their licensing application (due by April 1 each year of the

license).

6. If a sponsoring agency fails to meet any of the licensing requirements, it shall lose its license or be put on probation for one year and, if at the end of that year it has not complied with the requirements, the bowl shall lose its license.
7. It is recommended that the distribution to the two participating teams and conferences meets, at a minimum, the participating teams' reasonable contractual travel obligations and participation expenses.

The following guidelines will be emphasized by the NCAA Football Issues Committee when reviewing applications from prospective sponsoring agencies for postseason bowl games:

1. Historical data will be used to determine if the primary conference agreements are feasible. If the licensing subcommittee determines a conference commitment is not historically supported, then a secondary agreement or agreements are required to be submitted to ensure the bowl will have eligible participating teams.
2. Conference commitments and conference place finish of the teams to be paired;
3. Value of the title sponsor;
4. Television network and the value of the television agreement;
5. Stadium capacity and previous attendance history;
6. Community involvement substantiated by, but not limited to, an organizational chart noting key contact persons, a report outlining the financial commitment of the community, a detailed promotional program and letters of commitment from the host city and facility;
7. Longevity of bowl and previous bowl administrative experience;
8. Financial commitments by the sponsoring agency to the participating teams;
9. Geographic proximity to other licensed bowl games; and
10. Quality of the facility and other necessary accommodations.

Initial Bowl License

Any sponsoring agency seeking an initial license for a postseason football bowl game shall adhere to the following NCAA bylaws and executive regulations:

1. The bowl game must serve the purpose of providing a national contest between deserving teams.
2. The competing institutions shall be active members of this Association, and a member institution shall not participate in more than one such game during any academic year.
3. The application for the inauguration of a contest will be received from a proposing sponsor only at the annual spring meeting of the football issues committee. The application shall be received at the NCAA national office not later than April 1. Any application received after that date must be postmarked not later than March 25. The proposing sponsor shall submit to the football issues committee, with its application form, a projected financial report showing financial soundness of the proposed game. The football issues committee will approve or disapprove the contest at its annual spring meeting held in late April.
4. The football issues committee shall prepare licensing documents that require the

management of each postseason bowl game to enter into a contractual agreement through the NCAA licensing program. This agreement stipulates that the bowl management agrees to comply with the NCAA's principles for the conduct of intercollegiate athletics, as set forth in Constitution 2 and relevant bylaws and interpretations, and with other policies adopted by the subcommittee.

5. An agency that wishes to sponsor a domestic postseason football contest must secure not later than April 1 a \$2 million irrevocable letter of credit issued by a United States financial institution and payable to the NCAA. The letter shall be in effect from the time of the agency's initial application to the committee's annual spring meeting, until it is replaced after licensing by a new letter of credit, guaranteeing the revenues that will be distributed to the participating teams plus an additional 25 percent to cover expenses related to game management, operations and administration. The letter of credit for an international bowl game shall be for \$3.75 million.
6. In the event that a game is licensed (with or without conditions) and the game is not played for reasons the football issues committee believes are within the control of the sponsoring agency, the agency is obligated to reimburse the conference or institution contracted to play in the game for any expenses incurred in preparation for the game.
7. Each postseason bowl game shall pay annually, upon notice of licensing, a \$12,000 fee payable to the Association by November 1 of each year, which is deductible from gross receipts.
8. The management of each licensed postseason bowl game annually shall make available loss-of-income insurance for a participating institution to purchase at its option and expense, which may be deducted from the respective institution's share of gross receipts.
9. The site, date, time and name of a licensed game, as represented by the sponsoring agency, may not be changed after the football issues committee's initial approval of the application without the approval of the football issues committee.
10. A licensed game shall be held in the academic year for which it is licensed; otherwise, the license lapses.
11. Bowl management shall acknowledge that the football issues committee has the authority to review any document related to the bowl game, which would include title and other corporate contracts, and any television contract(s).

Initial Bowl-License Application Form

A sponsoring agency requesting an initial license also must meet these additional requirements that are included on the application form. It shall complete the following:

1. List all personnel who will serve on the game's governing board or management committee;
2. Provide evidence of the experience or association that the management personnel has had with collegiate football;
3. Demonstrate the financial ability of management or the sponsoring agency to guarantee the success of the game. It shall include a letter of credit (\$2 million domestic, \$3.75 million international) issued by a United States financial institution and payable to the NCAA, which shall be in effect from the spring meeting at which the initial application for license is submitted to the subcommittee, until it is replaced after licensing by a

letter of credit, guaranteeing the minimum revenues that will be distributed to the participating teams and an additional 25 percent for game-management, operational and administrative expenses;

4. Reimburse the conference or institution contracted to play in the game for any expenses incurred in preparation for the contest, if the game is licensed (with or without conditions) but is not played for reasons the football issues committee believes are within the control of the sponsoring agency;
5. Identify the amount of money on hand or to which there is access to guarantee game and team expenses;
6. Estimate the total gross receipts to be realized from the game;
7. Detail proposals for promoting the game;
8. Provide plans for selling tickets, identify the number of tickets, if applicable, and demonstrate its understanding that the bowl will be ineligible for relicensing should it fail to average, over a rolling three-year period, sales of 25,000 tickets, or 70 percent of those available for sale in the stadium, or sales of a number of tickets equal in value to the combined contractual obligation of the two participating institutions. These requirements apply unless the football issues committee authorizes a waiver to maintain the license or the bowl has met the ticket demands of the participating institutions;
9. Indicate whether the bowl has a contractual arrangement with a member conference(s) and provide letters recommending licensing of the bowl game from the participating conference(s);
10. Provide evidence of the experience of the sponsoring group in conducting such games or similar affairs;
11. Indicate the plans for television and radio coverage;
12. Submit the organizational operating structure, including a chart or diagram, with an indication of the extent of the active community involvement in game promotion and management;
13. Certify that the stadium has a minimum seating capacity of 30,000, and any other pertinent information or comments; and
14. Acknowledge that the football issues committee has the authority to review any document related to the bowl game, which would include title and other corporate contracts, and any other television contract(s).

Relicensing of Established Postseason Games

Any sponsoring agency seeking the relicensing of a postseason football game shall adhere to the following NCAA bylaws and executive regulations:

1. Applications for relicensing shall be received by the NCAA not later than April 1.
2. The bowl game must serve the purpose of providing a national contest between deserving winning teams.
3. The competing institutions shall be active members of the Association, and a member institution shall not participate in more than one such game during any academic year.
4. The football issues committee shall prepare licensing documents that require the

management of each postseason bowl game to enter into a contractual agreement through the NCAA licensing program. This agreement stipulates that the bowl management agrees to comply with the NCAA's principles for the conduct of intercollegiate athletics, as set forth in Constitution 2 and relevant bylaws and interpretations, and with other policies adopted by the subcommittee.

5. A licensed game shall be held in the academic years for which it is licensed; otherwise, the license lapses.
6. The site, date, time and name of a licensed game, as represented by the sponsoring agency in its application for relicensing, may not be changed without the approval of the subcommittee.
7. The sponsor of a game shall average selling 25,000 tickets, or 70 percent of those available for sale in the stadium, or a number of tickets equal in value to the combined contractual obligation of the two participating institutions, over a rolling three-year period unless the football issues committee grants the bowl a waiver to be licensed.
8. An audited financial report of the immediate past game, including the schedule of gross receipts, the schedule of sponsoring agency expenses, the affidavit of attendance and ticket sales and the changes in Net Assets form, shall be received at the national office by mail or fax not later than April 1 each year of the license. The changes in Net Assets form is required to be completed for bowl games with a payout of \$1.5 million or less to each participating team. Any application or financial report received after that date must be postmarked not later than March 25. Additionally, a complete audited financial report shall be filed with the football issues committee not later than September 1 each year of the license.
9. A postseason football contest that has not distributed an average minimum of \$1 million to each participating institution during the preceding three-year period shall secure annually an irrevocable letter of credit, a sample of which may be found on the NCAA Web site (<http://www.ncaa.org/wps/ncaa?key=/ncaa/NCAA/Sports+and+Championship/Football/Postseason+Football/forms>), in the amount of the contractual financial distribution commitments between the sponsoring agency and participating teams or conferences. Any bowl that has not been licensed for three consecutive years shall include in the letter of credit an additional 25 percent to cover expenses related to game management, operations and administration. The letter of credit shall be made payable to the NCAA and annually shall cover the period from November 1 until the participating institutions have notified the NCAA that they have received their distribution of gross receipts, or not later than May 1 each year of the license. It shall specify that the Association is responsible for the distribution of revenues to the participating institutions in the event of default. The cost of the letter of credit shall be deducted from the contest's gross receipts.
10. Each licensed postseason bowl game shall pay annually, upon notice of licensing a \$12,000 fee payable to the Association by November 1 of each year of the license, which is deductible from gross receipts.
11. The management of each licensed postseason bowl game annually shall make available loss-of-income insurance for a participating institution to purchase at its option and expense, which may be deducted from the respective institution's share of gross receipts.
12. Bowl management shall certify that the stadium has a minimum seating capacity of

30,000.

13. Bowl management shall acknowledge that the football issues committee has the authority to review any document related to the bowl game, which would include title and other corporate contracts, and any television contract(s).

Conditions of Receiving a License

1. By receiving an NCAA bowl license, the licensee may acknowledge to the NCAA membership that it is licensed by the NCAA to conduct a bowl game. The licensee also may advise the media that it holds a license from the NCAA to conduct a bowl game.
2. Said notifications above do not give the licensee authority to use the NCAA primary logo (blue disc) or other logos and graphics of the NCAA without advance written approval by the NCAA national office staff, who shall have sole discretion in these approvals.
3. NCAA marks may not appear in any manner as the official name of a bowl game.
4. NCAA marks shall not be used in a manner to suggest, directly or indirectly, endorsement or affiliation with a product, company, organization or service.
5. NCAA marks may not be used in conjunction with, or in close proximity to bowl sponsor logos or other advertisers in-venue, on-field, or in any other manner.
6. Bowl sponsors, advertisers, and bowl licensees do not have any right to use the NCAA marks in any manner.
7. The licensee's television broadcaster shall be responsible for clearing use of NCAA marks during the bowl broadcast directly with the NCAA.
8. When notified by the NCAA of an infringement, the licensee shall immediately cease and desist from unauthorized use of NCAA marks at bowl sponsors expense. The NCAA reserves the right to pursue any and all other remedies available as a result of licensee's infringement, including, but not limited to, revocation of the license to conduct a bowl game.
9. Promote and administer a postseason football game consistent with the image, integrity and values of the NCAA as outlined in this handbook.
10. Pay an annual license fee of \$12,000, by November 1 of each year of the license.
11. Comply with NCAA postseason football criteria, guidelines and reporting.

Name, Site, Date and Time Changes

The name, site, date and/or time of a postseason football game cannot be changed without approval of the subcommittee. Recognizing that it may be advantageous for an institution, specifically, and intercollegiate football, generally, to change the date or time after September 1, the subcommittee will review such requests. All inquiries should be directed to Dennis Poppe, staff liaison, at the NCAA national office.

Penalties for Failure to Comply With Requirements

If the management of a licensed game fails to comply with Bylaw 18.7.2, the requirement for an audited financial report for the immediate past game, or the NCAA's approved policies and procedures, the football issues committee has the option to withhold licensing for the postseason bowl game for one year or fine it a percentage of its gross receipts, not to

exceed 50 percent, from the contest involved in the noncompliance, with the amount to be determined by it and approved by the NCAA Division I Championships/Sports Management Cabinet.

The fine shall be paid to the NCAA, which shall forward 50 percent of any new revenues received to each participating institution within 10 working days after the financial penalty has been paid.

Selection of Institutions

Access

A bowl game must serve the purpose of providing a national contest between eligible teams. The competing institutions shall be active members of the Association, and a member institution shall not participate in more than one such game during any academic year.

Eligible Teams

An eligible team is defined as one that has won a number of games against Football Bowl Subdivision opponents that is equal to or greater than the number of its overall losses. [Exception: Each year, a FBS institution may count one victory against a Football Championship Subdivision (FCS) opponent that has averaged 90 percent of the permissible maximum number of grants-in-aid per year in FCS over a rolling two-year period.]

Expectations

It is important that institutional representatives and game management have a clear understanding of the expectations that each party has of the other. Game management, for example, shall provide the director of athletics a master schedule and a list of social events available, which should include the number of complimentary admissions and the cost and number of additional tickets the institution may purchase. Certain licensing contracts may be in conflict. Once decisions are reached in each of these areas, the institution and game management have an obligation to honor the agreements. A sample of the summary may be found on the NCAA Web site (<http://www.ncaa.org/wps/ncaa?key=/ncaa/NCAA/Sports+and+Championship/Football/Postseason+Football/forms>).

Open Bowl Situation

When an open bowl situation develops due to the fact one or both of the original conferences are unable to provide a bowl-eligible team, the value of the conditions of the contractual arrangements negotiated by the conferences and the sponsoring agency may not be increased, but may be reduced, when teams from other conferences are invited to participate.

Selection Scenarios

The following items provide clarification to selection procedure questions that have been brought to the subcommittee in previous years.

1. A conference may not vacate one of its contracted commitments in order to provide its team to an at-large sport in another bowl game that cannot fill its spots.
2. A conference team that is 6-6 and plays in a conference championship game and loses to finish with a record of 6-7 may apply for a waiver to allow that team to be considered for a postseason bowl. Conditions that will be considered in such a waiver include whether or not all other conference teams under consideration have 6-6 records and there are not a sufficient number of eligible teams to meet the conference's bowl commitments.
3. A bowl may not opt out of a contractual agreement with a conference in order to

secure a commitment from another conference without NCAA approval in as much as a bowl's license is based on its primary agreement with Conference A.

Two Conference Teams in Same Bowl Game

Two teams from the same conference may participate in a bowl game, but the team filling the open side of the bowl must meet existing selection criteria (eligible team that is subject to existing selection criteria in as much as the open spot would not be part of the primary contract between the bowl game and the conference).

Waiver for Conference Champion

The NCAA Leadership Council may approve a waiver of the six-victory requirement as noted in the provisions of Bylaw 18.7.2.2.2, in order to enable a conference champion to participate in a bowl game when the conference champion is scheduled contractually to participate in the game.

Bowl Administration and Policies

Advertising

[Reference: Bylaw 31.1.14.1 in the 2010-11 NCAA Division I Manual.]

Advertising policies of the Association are designed to exclude those advertisements that do not appear to be in the best interests of higher education. The subcommittee chair shall have the authority to rule in cases where doubt exists concerning acceptable advertisers and advertising copy of game programs, broadcasts and telecasts of postseason football games; however, the following expressly are prohibited:

1. Alcoholic beverages that exceed 6 percent alcohol by volume. Advertising of malt beverages, beer and wine products that do not exceed 6 percent alcohol by volume may be used in game programs. Such advertisements, however, shall not compose more than 14 percent of the space in the program devoted to advertising or not more than 60 seconds per hour of any telecast or broadcast (either one 60-second commercial or two 30-second commercials);
2. Cigarettes and other tobacco products; and
3. Organizations promoting gambling.

Nontherapeutic drugs and, generally, other drugs and patent medicine advertisements are excluded; however, analgesics, cold remedies, antacids and athletics-training aids that are in general use are acceptable. Institutional advertising by pharmaceutical firms also is acceptable.

No commercial or advertisement may relate, directly or indirectly, the advertising company or the advertised product to the participating institutions or student-athletes, or the Association itself, unless prior written approval has been granted by the NCAA president.

It should be noted that the NCAA reserves the right of final approval for all advertising at any championship or bowl game.

Alcoholic Beverages

Although the NCAA encourages sponsoring agencies to prohibit the sale of alcoholic beverages, it is the prerogative of the bowl to determine if these products shall be sold or otherwise made available for public consumption at a postseason football game licensed by the Association, or if such beverages may be brought to the site during the game (i.e., from the time access to the stadium is available to spectators until all patrons have left the area used for competition).

The subcommittee encourages game management at sites where alcoholic beverages are available to implement policies regarding “responsible” consumption at bowl games and to consider eliminating these products in the future.

Awards

Only student-athletes eligible to compete in a postseason football game may receive awards from the management of the event or from the participating member institution.

The subcommittee encourages each bowl to provide student-athletes with awards that approach the maximum value (\$500) permitted by NCAA legislation. Awards for most

valuable players in bowl games are not countable in the \$500 limitation, but must conform to NCAA legislation and are limited in value to \$350. Institutions should review NCAA Bylaw 16 and the accompanying figures 16-1 and 16-3 for limits on awards.

Game management shall provide 125 student-athlete awards to each team.

Bowl Site Inspection Visit

A checklist of information that is available on the NCAA Web site (<http://www.ncaa.org/wps/ncaa?key=/ncaa/NCAA/Sports+and+Championship/Football/Postseason+Football/forms>) has been developed for institutional representatives to use on their inspection visit to the city hosting the postseason football game in which it will participate. The checklist should address most items that the institution will require to finalize and facilitate planning for its trip.

Bowl management shall provide the information outlined in the bowl-site checklist to a participating institution not later than one week after the institution has accepted an invitation to participate in the game. Bowl management shall identify corporate sponsorship agreements that may be in conflict with contracts that a participating institution may have with a corporate entity (e.g., a nutrient drink in the bench area).

Bylaws and Regulations

All licensed bowl games must adhere to all applicable NCAA Bylaws. Bowls should pay particular attention to issues regarding student-athlete benefits and NCAA amateurism regulations. Bowls should direct questions on these topics to the NCAA national office or the conference offices affiliated with that bowl.

Commercial Logos on the Field

Commercial logos are prohibited on the playing field during NCAA postseason football bowl games. The only exception would be for the use of the logo of the title sponsor of that particular bowl game.

If a commercial entity has purchased the naming rights to the facility in which the game is being played, that entity may have its name painted on the field, however that entity's logo should not appear on the playing surface.

Also, the logo(s), name(s) and/or field markings of the National Football League and/or professional team(s) shall not appear on the playing field.

Commercial Product Contracts

Institutions traditionally determine the products, equipment and supplies used by their student-athletes, trainers, managers and staff in the team area of the field and in the locker rooms. The sponsoring agency of each bowl should be aware that institutions may have contracts involving the use of such equipment and supplies during all games in which the institution participates.

If a participating institution has any contracts relating to the use of such products, equipment or supplies during bowl games, the participating institution, before accepting a bowl invitation, should make inquiry of the sponsoring agency concerning the latter's potential conflicts with the institution's use of such products, equipment or supplies in connection with the bowl, to prevent any misunderstanding and eliminate conflicts among

the institution, the sponsoring agency and third parties.

Crowd Control

The subcommittee acknowledges that the responsibility for crowd control rests with the bowl game's management. It is recommended, however, that management consider the suggestions below when it develops plans for crowd control.

Bowl management should 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.

The bowl manager, or a designated representative, should be prepared to use the public-address system at the first sign of unsportsmanlike crowd behavior and request cooperation in maintaining proper playing conditions. Profanity, racial comments or other intimidating actions directed at officials, student-athletes, coaches or other team representatives will not be tolerated. Management may elect to remove individuals making such remarks from the site of competition.

The directors of athletics of the competing institutions are expected to communicate with their students and other fans to encourage enthusiastic support within the confines of good sportsmanship.

Artificial noisemakers, air horns and electronic amplifiers may not be permitted, and management may elect to remove such instruments from the playing and spectator areas. The game manager is responsible for enforcing these provisions.

Enhancing the Bowl Experience

The subcommittee has adopted suggested policies, which may be found on the NCAA Web site (<http://www.ncaa.org/wps/ncaa?key=/ncaa/NCAA/Sports+and+Championship/Football/Postseason+Football/forms>) that are designed to enhance the bowl experience for student-athletes and the institution, and to improve communication between it and game management.

Entertainment/Official Function for Official Party/Student-Athletes

A sponsoring agency should be sensitive to the number of social events that it schedules for the official parties and student-athletes representing the institutions participating in the bowl. Most institutions prefer a maximum of two social activities, although some areas have many attractions readily available that may be of interest to the teams. Student-athletes should not be expected to attend scheduled social events the night before the game. Bowl management shall not require that student-athletes or other members of the official party to attend official functions at a site that permits gambling. It is permissible for these individuals to attend a function at such a site on a voluntary basis. The final social schedule should be developed after consultation with the directors of athletics representing the teams.

Gambling

Game management shall not accept any sponsorship(s) for any game-related activity (e.g., printed program, social activities) from any organization engaged in gambling activities.

It is requested that all bowl managements preclude in the telecasts of their games

any personnel who would lead the public to the wrong conclusion about the integrity of intercollegiate athletics.

Bowl management shall not require student-athletes or other members of the official party to attend official functions at a site that permits gambling. It is permissible for these individuals to attend a function at such a site on a voluntary basis.

Upon the request of the NCAA national office, the sponsoring agency of a bowl must permit a representative of the NCAA national office to make a presentation to the student-athletes of the participating institutions regarding gambling issues.

Game Titles/Title Sponsorship

The titles of licensed postseason football contests shall be approved by the subcommittee and conform to the NCAA's policy of not advertising or appearing to promote products or activities that may be detrimental to the welfare of student-athletes or the image of higher education and intercollegiate athletics. Such titles shall not include reference to or contain names popularly associated with the following: alcoholic beverages, cigarettes, smokeless tobacco and other tobacco products, muscle-building dietary supplements, professional sports organizations, and organizations promoting gambling or lotteries.

Halftime

Halftime for each bowl game is limited to 30 minutes. The timing of the period for intermission begins when all participants, coaches and officials have left the field (outside the 12-foot limit line).

Insurance

An institution shall have evidence on file that it has adequate medical insurance before it is eligible to participate in a licensed postseason football game.

Kickoff Times

A procedure shall be reviewed in the pregame meeting for changing a game's starting time that has been approved by the NCAA Football Issues Subcommittee. A team shall receive at least 60 minutes notice before the scheduled start time if it will be changed by at least five minutes.

Licensed Products

Game management shall develop a plan with the participating institutions to market licensed merchandise. Enforcement and infringement issues, rights to the institution's marks, and the financial accounting for licensed merchandise bearing a team mark should be reviewed upon an institution's acceptance to participate in a bowl.

Live Microphones

NCAA football-playing rules prohibit microphones from being placed on student-athletes or coaches during the competition. In addition, the subcommittee precludes the use of live microphones on game officials other than for explanation of violations. No electronic equipment (cameras or microphones) or media personnel are permitted in the team area.

Lotteries

A title sponsorship for a bowl game cannot include a lottery. Revenues generated from legal lotteries may be used in other bowl-related activities at the discretion of bowl management.

Medical Procedures

Although each participating team will have a medical/training staff accompany it to a bowl site, it is recommended that the sponsoring agency supplement this group. Each scheduled practice session or postseason football game should require the following:

1. The presence of a person qualified and delegated to render emergency care to a stricken student-athlete or spectator, preferably a certified and/or licensed athletic trainer;
2. Planned access to a physician, preferably a team physician, by phone or nearby presence for prompt medical evaluation of the situation, if warranted;
3. Planned access to a medical facility, including a plan for communication and transportation between the athletics site and the medical facility for prompt medical services, if warranted; and
4. A thorough understanding by all affected parties, including the leadership of visiting teams, of the personnel and procedures involved.

The student-athlete's team physician should examine each student-athlete injured during NCAA competition and make a recommendation to the student-athlete and the coach as to the advisability of continued participation.

Participating Team Radio Origination

The subcommittee strongly recommends that the sponsoring agency permit the official radio station/network of each participating team to purchase origination rights to the bowl game. If the sponsoring agency implements the policies governing institutional radio rights that can be found on the NCAA Web (<http://www.ncaa.org/wps/ncaa?key=/ncaa/NCAA/Sports+and+Championship/Football/Postseason+Football/forms>), it will be permitted to deduct all radio income from gross receipts. Game action will not be interrupted to accommodate a radio commercial format.

Playing Rules

The official playing rules of the Association shall govern the conduct of all postseason football games. The Football Rules Committee, however, has authorized the intermission between halves to extend to 30 minutes.

Postgame Press Interviews

Bowl management shall provide an area near the locker rooms to conduct postgame interviews with representatives of each team. An individual should be identified to moderate the conferences, and a specific format should be distributed to the participating teams and the media before game day.

Practice Facilities

If practice facilities for each institution to use for pregame preparation cannot be provided

free of charge, game management is requested to help the participating institutions negotiate a reasonable rental charge for practice facilities.

Pregame Meeting

The following individuals shall attend a pregame meeting the day before the bowl game: the athletics director and/or designee(s), head coach or full-time assistant, sports information director, and band director of each participating institution; the game referee and clock operator(s); and a representative of the television network or syndicator that has been granted live rights to the game.

The postseason football game's executive director will review administrative and procedural details that may be found on the NCAA Web site (<http://www.ncaa.org/wps/ncaa?key=/ncaa/NCAA/Sports+and+Championship/Football/Postseason+Football/forms>), and the television format for the game. Decisions reached at that meeting that require institutional input are final.

When an institutional representative (director of athletics or designee, head coach or full-time assistant, sports information director, or band director) does not attend the pregame meeting, the sponsoring agency shall withhold \$1,000 from the institution's share for each person not in attendance.

If the sponsoring agency fails to notify the institution that a meeting will be held the day before the game, or if it fails to properly follow the format approved by the subcommittee, bowl management will be subject to a \$4,000 financial penalty from the subcommittee.

Professional Football Credentials

Representatives of the National Football League (NFL) may be provided press box credentials to 2010-11 NCAA postseason football bowl games, depending on space availability in the press box. The NFL will administer this program and will contact each sponsoring agency to request the credentials.

Radio and Television Promotional Messages

A minimum of 120 seconds shall be reserved on radio broadcasts and telecasts for promotional messages of the participating teams and higher education. Each institution shall receive one 30-second position in the telecast to air its promotional message. The NCAA shall receive 60 seconds of promotional time. It is the responsibility of each institution to provide this video directly to the network and/or syndicator.

Sideline Telephones

Policies related to the usage of sideline telephones in the team area should be established at the pregame meeting, after game management consults with the director of athletics representing each participating institution.

Television

The television producer (and other representatives) of the network or syndicator that will televise the game shall attend a pregame meeting that shall be scheduled by the bowl's executive director to review applicable football-playing rules, the television commercial format, etc., with representatives from each participating institution and the game's referee.

The sideline restrictions applicable to regular-season games shall be used in postseason telecasts.

Participating Team Information and Policies

Agent/Gambling Affidavit

Any student-athlete participating in a football bowl game is required to complete and sign an affidavit stating that he has not entered into an agreement to be represented by an agent. A sample of the affidavit may be found on the NCAA Web site (<http://www.ncaa.org/wps/ncaa?key=/ncaa/NCAA/Sports+and+Championship/Football/Postseason+Football/forms>.)

Each institution selected or qualified for a postseason game shall be required to keep a copy of this affidavit on file at the institution to attest to the eligibility of its student-athletes.

If a student-athlete answers one or more of the odd-numbered questions other than “no” or refuses to agree to the truthfulness of his answers, or to execute the document, a copy of his affidavit shall be forwarded to the NCAA national office immediately.

A sports agent who participates in a bowl organization’s committee structure shall not have access to the press box or other areas and activities that would provide the individual access to student-athletes.

Bowl Game Survey

The director of athletics of an institution that participates in a postseason football game shall submit to the subcommittee by March 1, a written report detailing the conduct and administration, specifically game management, of the bowl, before that institution is eligible to participate in subsequent postseason football competition. A form that may be used for this report may be found on the NCAA Web site at (<http://www.ncaa.org/wps/ncaa?key=/ncaa/NCAA/Sports+and+Championship/Football/Postseason+Football/forms>.)

A copy of the letters of invitation and acceptance to participate in a game, and any correspondence to game management requesting the opportunity to purchase more than one-sixth of the tickets available in the stadium, should be included with the mandatory bowl game survey.

Concussions

The NCAA has adopted legislation that requires all active member institutions to have a concussion management plan for their student-athletes. Participating traveling institutions shall follow their concussion management plan while participating in NCAA Championships. If a participating traveling team lacks appropriate medical staff to activate their concussion management plan, the host championship concussion management plan will be activated as noted in the Championships Operations Manual.

The legislation notes, in part, that a student-athlete who exhibits signs, symptoms or behaviors consistent with a concussion shall be removed from athletics activities (e.g., competition, practice, conditioning sessions) and evaluated by a medical staff member (e.g., sports medicine staff, team physician) with experience in the evaluation

and management of concussions; a student-athlete diagnosed with a concussion is precluded from returning to athletic activity for at least the remainder of that calendar day; and medical clearance for return to athletics activity shall be determined by a physician (e.g., team physician) or the physician's designee.

A concussion is a brain injury that may be caused by a blow to the head, face, neck or elsewhere on the body with an "impulsive" force transmitted to the head. Concussions can occur without loss of consciousness or other obvious signs. A repeat concussion that occurs before the brain recovers from the previous one (hours, days or weeks) can slow recovery or increase the likelihood of having long-term problems. In rare cases, repeat concussions can result in brain swelling, permanent brain damage, and even death.

For further details please refer to the "NCAA Sports Medicine Handbook Guideline on Concussions" online at www.NCAA.org/health-safety.

Drug Testing

[Reference: Bylaw 31.2.3.4 NCAA Banned-Drug Classes 2010-11; NCAA Drug-Testing Program 2010-11 booklet and www.ncaa.org/drugtesting]

All student-athletes are subject to NCAA drug testing at all NCAA championships or in conjunction with all postseason certified events. The goal of the drug-testing program is to provide safe, fair and equitable competition as well as to protect the health and safety of all NCAA student-athletes participating in NCAA championships and postseason certified events.

The drug-testing program involves collecting urine specimens from student-athletes at various times throughout an NCAA championship. Student-athletes may be selected for drug testing based on their place of finish, playing time, position and/or an approved random selection method. A student-athlete may be selected for drug testing on more than one occasion during the championship event. All urine specimens provided by student-athletes are analyzed by a World Anti-Doping Agency (WADA) accredited laboratory and the results are then reported to the institution's director of athletics.

The WADA laboratory analyzes each urine specimen for substances and related compounds from a list of banned-drug classes developed by the NCAA Executive Committee. The NCAA Banned-Drug Classes List is comprised of substances that are performance-enhancing and/or potentially harmful to the health and safety of the student-athlete. The 2010-11 list includes drugs in the following classes: stimulants, anabolic agents, diuretics and other urine manipulators, peptide hormones, street drugs, beta blockers and alcohol (rifle only) beta-2 agonists and anti-estrogens. Refer to the 2010-11 Drug-Testing Programs booklet or the NCAA Web site (www.ncaa.org/drugtesting) for the published list of banned drug classes and the procedural guidelines for testing. Athletic administrators are urged to review the NCAA Drug Education and Testing video, the NCAA Banned Drug Classes List as well as the NCAA Drug-Testing Program booklet with all coaches and student-athletes in advance of any NCAA championship or postseason certified event. Student-athletes who test positive as a result of a drug test administered by the NCAA or who breach the NCAA drug-testing program protocol shall lose one year of eligibility and shall be charged with the loss of

a minimum of one season of competition in all sports.

Additional information regarding the NCAA's championship drug-testing program can be found at www.ncaa.org/drugtesting.

Game Film/Video

Each participating team shall provide the supervisor of officials from the conference that assigned the officiating crew to the game a copy of the game film/video it will use to evaluate student-athlete performance. The supervisor must provide the subcommittee with a written evaluation of the crew. The participating institutions also are encouraged to provide an evaluation of the officials to the subcommittee.

Insurance

In order for an institution to be eligible to participate in a postseason football game, it shall have the following:

1. Basic accidental-medical insurance for each participating student-athlete to the deductible amount of the NCAA catastrophic injury insurance program;
2. Catastrophic-injury medical insurance for each participating student-athlete that provides lifetime medical, rehabilitation and disability benefits in excess of the basic coverage, equal to the NCAA-sponsored program or an alternate program approved by the subcommittee; and
3. Coverages in (a) and (b) which shall be in effect while the participating student-athletes are traveling to and from the bowl-game site, and while they are in the host city.

Mascot

Institutions displaying or promoting hostile or abusive references on their mascots, cheerleaders, dance teams and band uniforms or paraphernalia are prohibited from wearing the material at NCAA championships, effective August 1, 2008.

Sideline Management

NCAA Football Rule 1, Section 2, Articles 3 and 4 and interpretations apply to postseason games. Each institution must limit the number of nonuniformed personnel in the team area to 60, which includes the coaching and medical staffs, managers, and other designated team personnel directly involved in administering the conduct of the game. The 60 individuals not in uniform shall wear special team area credentials numbered 1 through 60.

Sideline credentials should be distributed only to individuals who have responsibilities that require their presence on the field level.

Each team shall receive four credentials to distribute to the "ball crews" assisting the game officials.

Student-Athletes in Uniform

The NCAA Football Rules Committee has determined that any individual in the team area who is wearing an official jersey of the appropriate participating institution shall be

considered “in uniform” at a postseason football game.

Team Bench Area

NCAA Football Rules and Interpretations define the team area on the sidelines. The participating team may have contracts in effect for equipment and supplies used by student-athletes, trainers, managers and staff, in both the team area and in its dressing room.

Participating institutions shall not distribute team-area credentials to former student-athletes or anyone else who does not have a responsibility that requires presence in this restricted zone.

Uniform Logos

NCAA Football Playing Rule 1-4-5-1 shall govern the use of logos on uniforms in all postseason football games. This rule states, in part, that uniforms and all other items of apparel (e.g., socks, headbands, wristbands) may bear only a single manufacturer’s or distributor’s normal label or trademark on the outside, regardless of whether or not this label or trademark is visible. The single label or trademark, including any additional material surrounding it on a patch, must be contained within a four-sided geometrical figure (i.e., rectangle, square, parallelogram) no more than 2¼ square inches in area. This rule does not preclude the use of patches that identify the institution’s conference or the bowl game in which the team is playing.

Officiating

Assignment of Bowl Officials

Officials for postseason football games licensed each year by the Association shall be assigned by the College Football Officiating LLC (CFO) national coordinator. The national coordinator will coordinate crew assignments and make any changes to ensure neutral crews are assigned to games after the teams have been invited to participate. Any changes necessary will be made in the same group of bowls as the game for which the conflict occurred.

These tasks shall be performed as quickly as possible after the annual selections of teams to facilitate travel and other arrangements made by and for game officials. The CFO will conduct a teleconference to determine the officiating assignments for all bowls in early December.

The supervisors of officials of each conference (assigning agency) shall remind each official assigned to postseason games that he is a guest at the bowl, he should conduct himself in a professional manner similar to the regular season, and that his role is to manage the competition for the benefit of the participating student-athletes rather than become a focal point of the game.

Each person should be aware of policies that govern the conduct of game officials, particularly as they relate to permissible fees, expenses and amenities. Officials should not expect or request additional items from the game management of the bowl.

The CFO will not authorize for one or more following years the assignment of any official who does not follow the policies in this handbook or who is not a dignified representative of college athletics while at the bowl site.

Assignment Policies

Officials will be assigned under the following guidelines:

1. An organization that is eligible to nominate officials for a postseason football game shall be approved annually by the CFO and meet specific criteria to receive a crew assignment for a postseason football game. It shall:
 - a. Be a member of the Collegiate Commissioners Association (CCA) and ultimately subject to the authority of institutional chief executive officers, or assign varsity football officials for a minimum of eight Division I Football Bowl Subdivision (FBS) members;
 - b. Provide an annual clinic, training and supervision for its officials;
 - c. Require its supervisor of football officials to attend the annual meeting sponsored by the CCA; and
 - d. Assign officials for a minimum of eight Division I FBS-playing institutions for three years.
2. Bowls are divided into two groups. The first group includes bowls that comprise the Bowl Championship Series (i.e., the Fiesta, Orange, Rose, Sugar and the BCS National Championship). The second group includes all other bowls.
3. Each assigning agency that represents a Division I FBS conference that has a contractual relationship that annually guarantees participation in the BCS shall be eligible to assign a crew to one of the BCS games. Neutral-crew assignments shall

rotate annually. If a team representing a conference not included in this group participates in a BCS game, it shall receive a commensurate assignment the following bowl season.

4. After the BCS assignments have been made, each remaining Division I FBS conference will be assigned to a bowl game in the second group. These games would be divided geographically east and west. Neutral-crew assignments shall rotate annually.
5. There will be no maximum placed on the number of officiating crews assigned from any one conference to post-season football contests during a particular season.
6. Each FBS conference with a team participating in a postseason football contest shall have at least one officiating crew assigned to work in a postseason football contest during that season.
7. At the conclusion of the regular season, each conference shall submit to the national coordinator a prioritized order of officiating crews to be considered for assignment to bowl games. The information listed in paragraph 8 shall be provided for each official nominated and will be considered by the national coordinator in assigning officiating crews to bowl games.
8. The national coordinator shall consider the following criteria in establishing assignments of officiating crews to postseason football contests:
 - a. The quartile rank of the officiating crew's members within the conference making the recommendation;
 - b. The officials' history of assignment to officiate games televised on a national network;
 - c. The officials have officiated games with attendance minimally consistent with the average attendance of the assigned bowl game;
 - d. The officials have been assigned to officiate games involving ranked teams; and
 - e. In total, every effort should be made to match the three-year performance evaluation history of the members comprising each officiating crew and assignment to games as described in paragraphs 8-b, 8-c and 8-d to the level of television coverage, attendance and national ranking of teams in the assigned bowl. Actual assignments of officiating crews shall be made following announcements of teams participating in bowl games.
9. A process shall be implemented for conducting a review of officiating performance in post-season games. The national coordinator and three additional officiating coordinators from FBS conferences, who shall be selected by the national coordinator and shall serve for a period of three years, shall conduct this review. The review group shall complete an evaluation of each post-season game involving controversy or concern. Those evaluations along with a written summary shall be submitted to all FBS conference commissioners within 90 days of the final bowl game.
10. The performance evaluation results (from the process identified in paragraph 9) should be supplemental information in determining future postseason officiating assignments.
11. Each crew shall include a standby official.
12. When any adjustments in the assignments are required, the officiating subcommittee will attempt to make the new assignment commensurate to the bowl to which the affected officiating crew was assigned.

13. Final officiating crew assignments for all postseason football games shall be subject to approval of the subcommittee.

14. The supervisor of the assigning conference will identify for game management by fax transmission the names of the officials who have been assigned to the bowl and where each official may be contacted.

15. The sponsoring agency shall distribute basic information that may be found on the NCAA Web site (<http://www.ncaa.org/wps/ncaa?key=/ncaa/NCAA/Sports+and+Championship/Football/Postseason+Football/forms>) to the supervisor of officials for distribution that includes key contacts for the bowl, lodging information and an opportunity to purchase tickets. It is the supervisor's responsibility to distribute the information to the officiating crews.

Background Checks

The NCAA's Agent, Gambling and Amateurism Activities staff administers the background check program. These are conducted on at least 50 percent of all officials assigned to work bowl games. The pool of officials is a cross section of all officiating crews, including replay officials, assigned to work the previous season's bowl games. This is to ensure that each officiating crew has at least one or more officials selected for a background check.

Clock Operator

The clock operator shall attend the pregame meeting on the day before the bowl game.

Courtesy Automobiles

Each sponsoring agency shall provide the officiating crew two courtesy automobiles to use during the three days that these individuals are required to be at the bowl site.

Credentials

Game management shall provide credentials for the officiating crew. The bowl's executive director will receive a copy of a fax transmission that will identify all members of the crew and where each official may be contacted.

Entertainment

It is appropriate for the sponsoring agency to entertain game officials the day they arrive at the site at any bowl activity that excludes coaches or student-athletes from the participating teams. The day before the bowl, game officials may participate in a breakfast or luncheon that is not attended by coaches or student-athletes from the participating teams, but they shall not be invited to attend evening bowl activities. The night before the actual day of the game, officials are prohibited from attending any bowl-sponsored activity.

The only exception to the prohibition of officials attending an event where team representatives are present is a kickoff breakfast or luncheon, at which they should be segregated from the teams and coaches.

Game Fee

Officials, including the standby, shall receive a \$2,100 game fee from BCS bowls and a \$1,725 game fee from other licensed bowls. Payment must be received at the game site.

Game management is authorized to deduct game fees from gross receipts.

Game Management Responsibilities

Game management shall be responsible for providing the clock operator(s), ball persons, chain crew and television liaison official. Fees and expenses for these individuals shall be determined by game management.

Game Tickets

Each official, including the standby, shall receive two game tickets in a prime location at the bowl's expense. The sponsoring agency also may make additional tickets available for officials to purchase, at its discretion. Any such requests for additional tickets should be made through the conference supervisor of officials, who shall make the request to bowl management. Officials shall not contact the bowl directly.

Game officials are prohibited from contacting a participating institution to purchase tickets.

Gifts

The bowl game's management shall present each game official, including the standby official, a watch as a gift. Game management may deduct from gross receipts the cost of the gifts to officials, provided the value is approximately \$350 per official.

Hotel Accommodations

Sleeping accommodations for officials, including the standby, shall be reserved at a hotel that will not be used by the official parties of the two participating teams. The media hotel or "official" hotel of the sponsoring agency of the postseason football game may be used. The expenses for the room and applicable taxes for three nights shall be paid by the sponsoring agency, which may petition the subcommittee for an exception if the hotel requires a longer guarantee. An official may request a reservation for an additional hotel room (if available) at his cost, not the bowl's.

Instant Replay

Instant replay should be used during the conduct of a bowl game. It has been determined that the conference assigning the game officials shall also assign the instant replay crew. It is imperative that consistency be maintained and every effort should be made to avoid the perception that might impact on the integrity of the system. If an unusual and unique situation develops, the assigning conference may recommend to the Postseason Football Licensing Subcommittee an exception to this policy.

The assigning conference shall determine the equipment used for instant replay purposes; however it is highly recommended that the same equipment used during the regular season by the assigned instant replay crew be used for the bowl game. It is the responsibility of the conference supervisor of officials to make all of the arrangements for the instant replay equipment. If necessary, the bowl is responsible for all equipment shipping charges. Instant replay officials are to be provided with the same amenities (e.g., gifts, lodging, courtesy cars) that are provided the on-field officiating crews.

The instant replay officials should receive the following game fees: replay official-\$1,000;

assistant/communicator-\$600; and technician-\$400. They should also receive a \$100 per diem for three days (\$300).

The sponsoring agency for the bowl shall assign a sideline assistant, who will serve as a communicator with the referee when necessary. The sideline assistant shall be provided a fee, to be determined by the sponsoring agency. In addition, the sideline assistant should wear his green conference vest.

Per Diems

Game officials, including the standby, shall receive a \$100 per diem for three days (\$300) and receive payment at the game site. A sponsoring agency may petition the subcommittee for an exception if local requirements demand more than three days.

Practice

Game officials shall not attend any practice session of a competing team.

Pregame Meeting

The game referee and clock operator(s) shall attend a pregame meeting to review administrative procedures, the television format and other items of interest that are listed on the NCAA Web site (<http://www.ncaa.org/wps/ncaa?key=/ncaa/NCAA/Sports+and+Championship/Football/Postseason+Football/forms>). The meeting will be organized and chaired by the bowl's executive director and will include representatives of the participating teams and the television network or syndicator. Officials also may have to attend other meetings as scheduled by bowl management.

The crew also will have a private meeting at the hotel or stadium before the game to review officiating mechanics and other details. Game management should consult with the referee to determine if a videocassette recorder will be required for the meeting.

Standby Official

The agency that is assigning the officiating crew for a game shall include a standby official who will receive the same expense reimbursement, per diem and game fee as the other officials.

The minimum duties of the standby official are detailed on the NCAA Web site (<http://www.ncaa.org/wps/ncaa?key=/ncaa/NCAA/Sports+and+Championship/Football/Postseason+Football/forms>).

Supervisor of Officials

The supervisor of officials for the assigning agency shall forward an evaluation of the officiating crew for each game the agency's crews worked to the NCAA staff liaison for administrative matters.

If the assigning conference elects to have its supervisor or designee attend a game for which it is providing a crew, the sponsoring agency shall provide a credential that gives the supervisor access to the officials' locker room and a designated seat in the press box.

The supervisor shall contact the participating institutions to make arrangements to receive a copy of the game video/film.

Transportation

The sponsoring agency shall transport the game officials from their hotel to the stadium before and after the game. It also shall provide two courtesy automobiles for their use at no cost to them on other occasions.

Travel Arrangements

Each game official and the standby official shall receive the lowest available coach airfare as of the date that notification of a game assignment is received. The supervisor of officials (or individual designated by the conference to coordinate officials' travel) for the assigning conference shall coordinate all travel. The supervisor shall first contact the bowl liaison for officials to discuss the travel options before making firm travel arrangements. No official is to make travel arrangements before receiving instructions from his supervisor.

A game official who uses an automobile to travel to the bowl shall be reimbursed 50 cents per mile round trip, not to exceed coach airfare.

Game management is authorized to deduct the expense for each official's airfare from gross receipts.

Uniforms

Each game official shall wear a standard uniform and is prohibited from wearing anything that identifies the bowl and/or sponsor(s). Financial Administration

Tickets

Accounting

All tickets shall be accounted for at face value and are a part of gross receipts. It is permissible for a sponsor to scale, but not discount, the price of tickets. The sponsoring agency shall provide the NCAA full accountability of tickets sold and collected at the gate.

Allocation

Each competing institution may be allocated a number of tickets up to one-sixth of the total seats in the stadium. Any agreement for a greater number made between the sponsoring organization and the institution must be approved by the chief executive officer of the institution.

1. A sponsoring agency of a postseason bowl game shall be required to average, over a rolling three-year period, actual attendance of at least 25,000, or 70 percent of stadium capacity.
2. An institution that accepts an invitation to participate in a bowl game shall not purchase more than one-sixth of the tickets available in the stadium. The chief executive officer of the institution may submit a written request for an exception to this policy from the subcommittee, stipulating that the additional tickets will be purchased at face value by constituents of that institution. (This requirement does not apply if the bowl distributed more than \$1 million to each institution in the preceding year.)
3. A participating institution may negotiate an agreement with bowl management that permits it to purchase less than one-sixth of the total seats in the stadium. An institution is not required to purchase one-sixth of the tickets that will be sold, unless it is contractually obligated as an institution or by the conference in which it is a member.
4. The institution shall determine the number of tickets that it shall be responsible for purchasing, and, once claimed, shall notify the management of the licensed game, not later than noon (institution's time) on December 1 or one week after the institution has been invited or qualifies by contract to participate in a bowl, of the total number of tickets for which it shall become financially responsible.
5. A participating institution has an obligation to meet the deadline or be responsible for purchasing all tickets in its possession thereafter.
6. A participating institution may not return any tickets to bowl management after the deadline, unless this option is approved by bowl management.
7. Tickets sold by the sponsor and the participating institutions shall be the same price for comparable seating. Ticket prices may be scaled but not discounted.

Bowl management shall not advertise the availability of tickets for which it is responsible for selling in the geographical market of a participating team, unless the market is the same for the bowl and the institution. Conversely, the team cannot market tickets in the city in which the bowl is played, unless the geographical area is common for it and the venue.

Armed Services Discount

The sponsoring agency may, with subcommittee approval, sell discount-priced tickets to

representatives of the armed services who are assigned to the geographical area in which the game is being played.

Handling Fee

The sponsoring agency is permitted to charge a handling fee of not greater than five percent of the face value, which may be excluded from gross receipts.

Location

Each participating institution shall receive at least 1,000 prime tickets with 250 between the 35- and 50-yard lines and 750 between the 35-yard line and the goal lines. Prime tickets generally would begin 10-15 rows from the bottom of the stands.

Seating Plan

Game management shall provide the institution a ticket seating plan that graphically identifies all seating areas to determine potential locations before the team becomes financially responsible for its allocation. It is imperative that tickets sold by the institution and those sold by the sponsoring agency be priced the same for comparable stadium seating.

Student-Athlete Tickets

An institution may award complimentary admissions to student-athletes as governed by the provisions of Bylaw 16.2.1.1.1. An institution shall not award more than six complimentary admissions per student-athlete, nor any complimentary admissions to student-athletes in other sports.

Student-Athlete Ticket Gate - "Pass List"

Bowl management shall identify at least two weeks before the game the physical location for the student-athlete "pass list" ticket gate.

Each participating institution shall administer a gate to admit individuals who are listed on the student-athlete complimentary "pass list." This listing only may include names of individuals who have been designated by the student-athlete. Hard tickets shall not be issued. Once inside the stadium, however, a seat identification ticket may be provided to assist individuals in locating their assigned seats.

Financial Administration

Audited Reporting

The management of each bowl game shall submit four required forms: an auditor's opinion letter, an audited schedule of postseason bowl gross receipts, the schedule of postseason bowl sponsoring agency expenses, and an affidavit of attendance/ticket sales. Two additional forms are required from the sponsoring agency for bowl games with a payout of \$1.5 million or less to each participating team: the change in net assets form and the unaudited financials form. All applicable forms are required of the immediate past games before an ensuing contest will be licensed. These reports must be received in the NCAA national office by e-mail or fax not later than April 1 each year. The NCAA provides each bowl a financial report workbook (in excel format) to be used for filing the results of the operation of its game. All six forms are located within the financial report workbook.

This workbook may also be found on the NCAA Web site at: <http://www.ncaa.org/wps/ncaa?key=/ncaa/NCAA/Sports+and+Championship/Football/Postseason+Football/forms>.

Additionally, each bowl annually shall file with the subcommittee complete audited financial statements for the most recent fiscal year end for the bowl entity not later than the August 1 after the game.

Components of Gross Receipts

The gross receipts shall include all revenues derived from the game. Definitions of the individual components are listed on the NCAA Web site at www1.ncaa.org/membership/postseason_football/grdefinitions. The components include:

1. Ticket Sales. Gross receipts shall include the gross income from the sale of tickets less applicable taxes, except those paid as stadium-use taxes for rental, cost of permanent equipment, or in lieu thereof. Internal handling fees shall not be deducted from ticket revenue.
2. Membership fees/dues;
3. Concessions;
4. Programs;
5. Advertising (programs, radio, television, video, tickets);
6. Radio;
7. Television, pay-per-view and movie/video rights;
8. Title sponsorships;
9. Merchandising sales and licensing fees;
10. Corporate sponsors/contributions; and
11. Any other income derived from the operation of the game, including affiliated events, multibowl promotional activities, corporate sponsorship revenues and "gifts in kind" as identified by the committee.

General administrative and operating expenses shall be included in the sponsoring agency's share of gross receipts.

All revenue items should be appropriately reported as being generated by the participating

teams or the sponsoring agency. All nongame revenue should be excluded from the report. A game-related event is any activity for which the sponsoring agency, or an affiliate thereof, meets any one of the following criteria: (1) uses the name of the bowl; (2) is associated with any NCAA institution participating in the bowl game or its constituency, or uses the name or marks of such institution in the title or promotion of the event; (3) requires the participation of any member or representative of a participating institution or its constituency; and/or (4) the event promotes the bowl game.

Escrow

Although a sponsoring agency may confront a potential tax liability on a portion of its revenues, any indemnification or escrow above the applicable minimum distribution must voluntarily be negotiated between the participant and game management.

Audits

The subcommittee or representatives designated by it may conduct audits of the financial information of an agency sponsoring a bowl game and other organizations and activities affiliated with it. Audits will be conducted in the summer and will review the immediate past game. Any involvement by a sponsoring agency's accounting firm in the NCAA auditing process is at the expense of the sponsoring agency. Each bowl game shall be audited at the discretion of the Postseason Football Licensing Subcommittee.

Distribution of Gross Receipts

Each competing institution's share of the gross receipts must be paid immediately upon completion of the audit of the game, but not later than April 1. Out of the sponsor's portion of the gross receipts, all game and administrative expenses shall be paid by the sponsoring agency.

Letter of Credit

The licensing process may require a sponsoring agency annually to secure an irrevocable letter of credit issued by a United States financial institution to guarantee the minimum payoff required for each team participating in a postseason game. The letter of credit must be submitted not later than September 1. A sample of the letter of credit may be found on the NCAA Web site at www1.ncaa.org/membership/postseason_football/forms.

1. Letters of credit in the amount of \$2 million for initial bowl applications are due April 1.
2. Each licensed postseason football bowl game that has not distributed an average minimum of \$1 million to each of the participating institutions during the preceding three-year period annually shall secure an irrevocable letter of credit in the amount of the contractual financial distribution commitments between the sponsoring agency and participating teams. The football licensing committee at its discretion may require a sponsoring agency to issue a letter of credit regardless of its payout based on its review and knowledge of its financial position and its ability to make team payouts.
3. Bowl management must direct the financial institution that will provide the letter of credit to send it to the NCAA not later than September 1.
4. The letter of credit is payable to the NCAA.
5. The period of time covered by the letter of credit is from September 1 until the participating institutions have notified the NCAA that they have received their

distribution of receipts, or not later than May 1 each year.

6. In the event that a game is licensed (with or without conditions) and the game is not played for reasons the committee believes are within the control of the sponsoring agency, the agency is obligated to reimburse the conference or institution contracted to play the game for any expenses incurred in preparation for the game.
7. The NCAA is responsible for distributing the letter-of-credit revenues to participating institutions in the event of default.
8. The sponsoring agency is responsible for securing the letter of credit, including any financial obligations required by the issuing financial institution. Participating institutions or conferences are prohibited from providing the sponsoring agency with a letter of credit.

Licensing Fee

The \$12,000 annual licensing fee is a permissible deduction before identifying total gross receipts. The licensing fee is due November 1 of each year.

Loss-of-Income Insurance

The management of each licensed postseason football game annually shall make available loss-of-income insurance for a participating institution to purchase at its option and expense, which may be deducted from the respective institution's share of gross receipts. This expense shall not be deducted from total gross receipts.

Bowl-Based Revenue/Minimum Guarantee

On an annual basis, in an effort to indicate local community support, the sponsoring agency of a postseason bowl game must generate bowl-based revenue equal to or greater than all the contractual financial commitments from the two participating institutions and conferences. It is recommended that the distribution to the participating teams and conferences meet, at a minimum, the participating teams' reasonable contractual travel obligations and participation expenses.

Bowl Championship Series

Bowl Championship Series

The Tostitos Fiesta Bowl, Orange Bowl, Rose Bowl, Allstate Sugar Bowl and BCS National Championship Game comprise the Bowl Championship Series. The BCS is managed by the 11 Football Bowl Subdivision conferences and institutions.

Automatic Qualification

1. The top two teams in the final BCS standings shall play in the National Championship Game.
2. The champions of the ACC, Big East, Big Ten, Big 12, Pac-10, and Southeastern conferences have earned automatic berths after the 2010, 2011, 2012 and 2013 regular seasons.
3. The champion of Conference USA, the Mid-American Conference, the Mountain West Conference, the Sun Belt Conference, or the Western Athletic Conference will earn an automatic berth in a BCS bowl game if either:
 - a. Such team is ranked in the top 12 of the final BCS standings, or,
 - b. Such team is ranked in the top 16 of the final BCS standings and its ranking is higher than that of a champion of a conference that has an annual automatic berth in one of the BCS bowls.

No more than one such team from Conference USA, the Mid-American Conference, the Mountain West Conference, the Sun Belt Conference, and the Western Athletic Conference shall earn an automatic berth in any year. If two or more teams from those conferences satisfy the provisions for an automatic berth, then the team with the highest ranking in the final BCS standings will receive the automatic berth, and the remaining team or teams will be in the pool of teams eligible for selection by the bowls as at-large teams.

4. The University of Notre Dame will have an automatic berth if it is in the top eight of the final BCS standings.
5. If any of the 10 slots remain open after application of provisions 1 through 4, and if an at-large team from a conference with an annual automatic berth for its champion is ranked No. 3 in the final BCS standings, that team will become an automatic qualifier provided that no at-large teams from the same conference qualifies for the national championship game.
6. If any of the 10 slots remain open after application of provisions 1 through 5, and if no team qualifies under paragraph No. 5 and an at-large team from a conference with an annual automatic berth for its champion is ranked No. 4 in the final BCS standings, that team will become an automatic qualifier provided that no at-large team from the same conference qualifies for the national championship game.

At-Large Teams

If there are fewer than 10 automatic qualifiers, then the bowls will select at-large participants to fill the remaining berths. An at-large team is any Division I Football Bowl

Subdivision (FBS) team that is bowl-eligible and meets the following requirements:

1. Has won at least nine regular-season games, and
2. Is among the top 14 teams in the final BCS standings.

No more than two teams from a conference may be selected, regardless of whether they are automatic qualifiers or at-large selections, unless teams from the same conference are ranked No. 1 and No. 2 and neither is the conference champion.

If fewer than 10 teams are eligible for selection, then the Bowls can select as an at-large team any Football Bowl Subdivision team that is bowl-eligible, has won at least nine regular-season games and is among the top 18 teams in the final BCS Standings subject to the two-team limit noted above and also subject to the following: (1) if any conference has two or more teams in the top 14, then two of those teams must be selected and (2) from the teams ranked 15-18, a bowl can select only a team from a conference that has fewer than two teams in the top 14.

If expansion of the pool to 18 teams does not result in 10 teams eligible for selection, then the pool shall be expanded by blocks of 4 teams until 10 eligible teams are available subject to the two-teams per conference limit noted above and also subject to the following: (1) if any conference has two or more teams in the top 14, then two of those teams must be selected and (2) from the teams ranked 15 or lower, a bowl can select only a team from a conference that has fewer than two teams in the top 14.

Relative to the two preceding paragraphs, all teams ranked in the top 14, other than those from conferences that already have had two teams selected, must be included in the bowl selections.

Note: in order to participate in a BCS Bowl game, a team (i) must be eligible for post-season play under the rules of the NCAA and, if it not an independent, under the rules of its conference and (ii) must not have imposed sanctions upon itself prohibiting participation in a post-season game for infractions of the rules of the NCAA or the rules of its conference.

Team-Selection Procedures

The bowls will select their participants from two pools: (1) automatic qualifiers, all of which must be selected and (2) at-large teams, if fewer than 10 teams qualify automatically. The following sequence will be used when establishing pairings:

1. The top two teams in the final BCS standings will be placed in the National Championship Game ("NCG").
2. Unless they qualify to play in the NCG, the champions of selected conferences are contractually committed to these selected games:
 - Atlantic Coast Conference-Orange Bowl
 - Big Ten Conference-Rose Bowl
 - Big 12 Conference-Fiesta Bowl
 - Pac-10 Conference-Rose Bowl
 - Southeastern Conference-Sugar Bowl
3. If a bowl loses a host team to the NCG, then such bowl shall select a replacement team from among the automatic-qualifying teams and the at-large teams before any other selections are made. If two bowls lose host teams to the NCG, each bowl will get a replacement pick before any other selections are made. In such case, the bowl losing

the No. 1 team gets the first replacement pick, and the bowl losing the No. 2 team gets the second replacement pick. If the Rose Bowl loses both the Big Ten and Pac-10 champions to the NCG, it will receive two replacement picks.

A bowl choosing a replacement team may not select any of the following:

- a. A team in the NCG;
- b. The host team for another BCS Bowl;

Further, when two bowls lose host teams, the bowl losing the No. 1 team may not select a replacement team from the same conference as the No. 2 team, unless the bowl losing the No. 2 team consents.

4. Any bowl with an unfilled slot shall select a team from the automatic qualifiers and/or at-large teams in the following order:
 - a. The bowl played on the date nearest to the National Championship Game will pick first - for 2010, the Allstate Sugar Bowl;
 - b. The bowl played on the date second-nearest to the National Championship Game will pick second - for 2010, the Orange Bowl;
 - c. The bowl hosting the game that is played in the time slot immediately after the Rose Bowl game will pick third - for 2010, the Tostitos Fiesta Bowl.

All host teams earning an automatic berth in a BCS bowl game must be selected to play in one of the BCS bowls. No more than two teams from any single conference may be selected to play in the BCS bowl games.

5. After completion of the selection process as described in Paragraph Nos. 1-4, the conferences and Notre Dame may, but are not required to, adjust the pairings taking into consideration the following:
 - a. whether the same team will be playing in the same bowl game for two consecutive years, and/or;
 - b. whether two teams that played against one another in the regular season will be paired against one another in a bowl game, and/or;
 - c. whether the same two teams will play against each other in a bowl game for two consecutive years, and/or;
 - d. whether alternative pairings may have greater or lesser appeal to college football fans as measured by expected ticket sales for the bowls and by expected television interest, and the consequent financial impact on Fox and the bowls.

The pairings may not be altered by removing the Big 10 Champion or Pac-10 champion from the Rose Bowl.

The 2010-11 Bowl Championship Series Standings

The Harris Interactive College Football Poll, USA Today Coaches Poll and computer rankings each constitute one-third of the BCS Standings. To derive the three percentages, each team is assigned an inverse point total (25 for No. 1, 24 for No. 2, etc.).

The two poll percentages are calculated by dividing each team's point total by a maximum 2,850 possible points (Harris) and 1525 possible points (USA Today). The computer rankings percentage is calculated by dropping the highest and lowest ranking for each team and then dividing the remaining total by 100 (the maximum possible points).

The percentage totals of the Harris Interactive Poll, USA Today Poll, and the computer

rankings are then averaged. The teams' averages are ranked to produce the BCS Standings.

The six computer rankings providers are Anderson & Hester, Richard Billingsley, Colley Matrix, Kenneth Massey, Jeff Sagarin and Peter Wolfe. Each computer ranking provider accounts for schedule strength within its formula.

The BCS Standings are used to:

1. Determine the two teams that qualify to play in the BCS National Championship Game;
2. Determining any other automatic qualifiers, and;
3. Establishing the pool of teams eligible for at-large selection by the bowls.

Harris Interactive College Football Poll

The Harris poll was first used during the 2005 regular season. To provide the initial pool of potential panelist, each conference submitted the names of 30 qualified individuals; Harris Interactive randomly selected 10 panelists from among the names submitted by each conference. Notre Dame submitted a list of six qualified individuals, from which Harris randomly selected three. Army and Navy together submitted a list of three qualified individuals, from which Harris selected one.

The Harris Poll is released for 11 consecutive weeks each season, including the final poll on selection Sunday.

Tie-Breaking Procedure

The following steps will be used to resolve any ties in the BCS Standings after the computation is carried out to full decimal points:

1. Look to head-to-head results;
2. If the tie is not resolved by No. 1, evaluate results against the highest-ranked common opponent in the BCS Standings;
3. If the tie is not resolved by No. 1 or No. 2, calculate tied teams' place in BCS Standings using all six computer providers (i.e., do not throw out the high and low computer rankings) and the Harris and Coaches polls;
4. If the ties are not resolved by paragraph No. 1, No. 2 or No. 3, then conduct a drawing.

Standards for Future BCS Automatic Qualification

The champions of the Atlantic Coast, Big East, Big 10, Big 12, Pac-10 and Southeastern conference's will have annual automatic qualification for a BCS game through the 2013 regular season, based on mathematical standards of performance during the 2004-2007 regular seasons.

The 2008-2011 regular seasons will be evaluated under the same standards to determine if other conferences will have annual automatic qualification for the games after the 2012 and 2013 regular season. The champions of no more than seven conferences will have annual automatic berths.

If the BCS continues under the same or similar format, conferences will be evaluated on their performance during the 2010 to 2013 regular seasons to determine which conferences will have automatic qualification for the bowls that will conclude the 2014-2017 regular

seasons.

Conference agreements with bowls will continue. The Big Ten and Pac-10 champions will participate in the Rose Bowl if their teams are not in the BCS national championship game. Likewise, the Southeastern Conference champion will participate in the Allstate Sugar Bowl, ACC champion will participate in the FedEx Orange Bowl and the Big 12 champion will participate in the Tostitos Fiesta Bowl.

The evaluation includes the following for each conference:

1. Average Ranking of Highest-Ranked Team, the ranking of the highest-rated team in the final BCS Standings each year (if a conference does not place a team in the final BCS Standings, then its highest-ranked team is determined by the conference member that has the highest average ranking in the computer rankings used in the BCS Standings).
2. Average Conference Ranking, the final regular-season rankings of all conference teams in the computer rankings used in compiling the BCS Standings each year, and
3. Top 25 Performance Ranking, the number of teams in the top 25 of the final BCS Standings each year, with adjustments to account for differences in the number of members of each conference.

A conference will become the seventh automatic qualifier if it finishes among the top six conferences in both No. 1 and No. 2 and if its ranking in No. 3 is equal to or greater than 50 percent of the conference with the highest ranking in No. 3.

* Further, a conference will be eligible to apply to the Presidential Oversight Committee for an exemption if it finishes among the top six in both No. 1 and No. 2 and if its ranking in No. 3 is equal to or greater than 33.3 percent of the conference with the highest ranking in No. 3, OR

If it finishes among the top seven in either No. 1 or No. 2 and among the top five in the other and if its ranking in No. 3 is equal to or greater than 33.3 percent of the conference with the highest ranking in No. 3.

No. 3 above, the “Top 25 Performance Rating,” will be calculated as follows: Points will be awarded to the conferences based on their teams’ finishes in the top 25 of the final BCS Standings each year. Points will be awarded as follows:

Teams finishing 1-6:	4 points for each team
Teams finishing 7-12:	3 points for each team
Teams finishing 13-18:	2 points for each team
Teams finishing 19-25:	1 point for each team

The point totals will be adjusted to account for the size of the conference, as follows:

Conference membership	Adjustment
12 or more members	no adjustment

10 or 11 members
9 or fewer members

points increased by 12.5 percent
points increased by 25 percent

* The computations will be made according to the conference’s membership on December 4, 2011.

If the BCS continues under the same or a similar format, conferences will be evaluated on their performances during the 2010 to 2013 regular seasons to determine which conferences without bowl contracts will have automatic qualification for the bowls that will conclude the 2014-2017 regular seasons.

Conference agreements with bowls will continue. The Big Ten and Pac-10 champions will participate in the Rose Bowl if their teams are not in the BCS national championship game. Likewise, the Southeastern Conference champion will participate in the Allstate Sugar Bowl, ACC champion will participate in the FedEx Orange Bowl and the Big 12 champion will participate in the Tostitos Fiesta Bowl.