



Dear San Antonio Businesses and Associations,

It's all eyes on San Antonio with less than three months to go before the 2010 NCAA Women's Final Four hits the floor of the Alamodome April 4 & 6.

Standard for any major event in San Antonio, the city establishes a "Clean Zone" Ordinance. This ordinance designates that a portion of the downtown area become a "Clean Zone" in order to regulate commercial activity within public property, rights-of-way and private exterior space (parking lots, balconies, etc.).

It stipulates that in order to sell certain goods or services or engage in certain other commercial activities within the "Clean Zone" one must have approval from the NCAA and the San Antonio Local Organizing Committee and one must obtain a Clean Zone License or a Privately Controlled Property Vending Program Permit through the City of San Antonio's Downtown Operations Department. This includes any forms of ambush or guerrilla marketing which consists of, but is not limited to, the use of inflatables, pennants, wind signs, projection signs, sandwich board signs, flags, tents, banners, temporary signs, or other promotional devices; and the temporary sale or complimentary distribution of food, beverage, literature or merchandise and temporary unauthorized entertainment.

The NCAA Final Four brings immeasurable media exposure, thousands of visitors and a large economic impact to the City of San Antonio. What better way to showcase our city then by keeping it "Clean" from unattractive signage, "flea market" type booths and street peddlers. We want our visitors and the fans watching on TV to discover the beauty of San Antonio and come back again!

The "Clean Zone" Ordinance as well as the Privately Controlled Property Vending Program can be found on the City of San Antonio website, www.sanantonio.gov. If you have any questions feel free to contact Elena Stout with the San Antonio Local Organizing Committee at 210-820-2127 (estout@sanantoniosports.org) or the Downtown Operations Department.

Thank you for your support and dedication to our city!

Sincerely,

Downtown Awareness Committee





Guidelines for Local Companies/Businesses During
the 2010 NCAA Women's Final Four
San Antonio, Texas
April 4 & 6, 2010

These guidelines were developed as a supplement to the NCAA's memorandum on the protection of NCAA trademarks. Please consult that document for important information.

The NCAA appreciates and understands that some local businesses desire to show their civic pride and support in welcoming visitors to their cities as they host the Women's Final Four. We encourage local businesses to support this great NCAA championship and request your cooperation in supporting this event in an appropriate manner. This document is provided to companies to outline the permissible ways to show San Antonio's spirit ("the do's"), in addition to the necessary "don'ts" as summarized by the NCAA in the attached memorandum.

Outlined below are examples of words and phrases, as well as promotional items, which can be used by selected local businesses **San Antonio during the week of the 2010 Women's Final Four**. Businesses are asked to refrain from using these phrases in promoting the event in advance of the Women's Final Four week and to avoid any use or variation of the official logos and names for the championship. Such use and references to the championship, no matter how vague and distant, create a non-permissible association between the event and the business. [NOTE: Please keep in mind that names, logos and mascots of NCAA colleges and universities are protected by intellectual property laws as well.]

It is strongly recommended that any proposed references to the 2010 Women's Final Four, if questionable in any way, should be submitted to the NCAA for its review in advance.

Permissible Phrases

- Welcome to San Antonio, college basketball fans!
- Come to the XYZ store to help celebrate/enjoy the big basketball event!
- Help show your support for your favorite college team...
- Welcome Hoop fans!
- Hoop fans play here!
- Basketball fans are welcome here....
- Count down with us to the biggest sporting event of the year....

Permissible Items for these Phrases

- Table tents.
- Napkins.
- Cups.
- Menus.
- Pennants, banners and other types of signage hanging in store fronts or on private property.

If you have questions about the information in this document or if you want to submit items for review, please contact Durenka Robie at the NCAA (317/917-6825 or drobie@ncaa.org).



MEMORANDUM

December 14, 2009

P.O. Box 6222
Indianapolis, Indiana 46206
Telephone: 317/917-6222

Shipping/Overnight Address:
1802 Alonzo Watford Sr. Drive
Indianapolis, Indiana 46202

www.ncaa.org

TO: Selected Newspapers, Radio and Television Stations
Selected Advertising, Marketing and Promotion Agencies
Selected Other Businesses/Corporations.

FROM: David Knopp
Managing Director of Strategic Activation/
Corporate and Broadcast Alliances.

SUBJECT: Use of NCAA[®] Marks/Tickets related to the 2010 NCAA Women's
Final Four[®].

As an entity located in San Antonio, host of the 2010 NCAA Women's Final Four, you are a key component in a community that embraces NCAA national championships and helps to provide a quality experience for participating student-athletes.

Given San Antonio's rich history in hosting prior NCAA basketball championships, you have likely received an NCAA communication similar to this one. Should this be the case, our apologies for the redundancy. However, we thought it would be helpful to provide you with updated information should you consider advertising or marketing activities in association with the 2010 Women's Final Four held April 4 and 6.

The NCAA's efforts to protect the goodwill associated with its championships are no different than the efforts that you undertake, for instance, to protect your business' name or logo. Just as you want to be able to determine who uses your name commercially, so does the NCAA.

NCAA Marketing and Licensing Programs

The NCAA conducts 88 championships each year. In conjunction with all these championships, the NCAA has developed licensing and marketing programs that make use of the NCAA's trademarks and championships marks. Such programs are carefully controlled and protected to be consistent with the purposes and objectives of the NCAA, its member institutions and conferences, and higher education. As such, the NCAA monitors unauthorized use of its trademarks, tickets and references to its championships. The NCAA requests your cooperation in this regard.

National Collegiate Athletic Association

An association of more than 1,200 members serving the student-athlete

Equal Opportunity/Affirmative Action Employer

News Reporting on NCAA Championships and Events

Media/news entities do not need written consent to use NCAA marks/logos for editorial content in coverage of NCAA events.

Use of NCAA Tickets and Marks in Promotions

In your advertising and marketing plans, we ask that you refrain from any direct or indirect usage of the NCAA's tickets or marks/logos or specific references to NCAA championships unless and until you have obtained the prior written consent of the NCAA and specifically our corporate alliances staff. Only NCAA Corporate Champions and Corporate Partners are authorized to use tickets in advertising, marketing or promotional activities (i.e., giveaways).

Use of NCAA Terminology in Marketing

Federal regulations support the NCAA's efforts to prohibit the unauthorized use of the NCAA's name and trademarks (including the "Final Four[®]" and "March Madness[®]") or any use of NCAA championship tickets in sweepstakes, promotions or contests, or any other unfair attempt to associate with or exploit the goodwill of any NCAA championship event. This includes a prohibition against the display of any commercial identification within an NCAA championship bracket. NCAA trademarks are not to be used as part of Internet domain names, nor may NCAA trademarks be used on the Internet for commercial purposes.

NCAA's Primary Television and Marketing Rights Holders

Many of these guidelines do not apply to advertising or promotional activities involving CBS (the NCAA's primary television and marketing rights holder), CBS affiliates, ESPN (an NCAA television rights holder), or NCAA Corporate Champions and Corporate Partners. [NOTE: All such activities by these entities are subject to explicit NCAA approval in each case.] NCAA Corporate Champions and Corporate Partners are given category-exclusive rights to use any of the NCAA's championships, tickets and marks/logos in advertising, merchandising and promotional programs. An updated list of NCAA registered trademarks and a list of current NCAA Corporate Champions and Corporate Partners are enclosed.

If you are not the individual responsible for ensuring that advertising and/or marketing activities involving your company are in compliance with legal restrictions, we would appreciate your assistance in forwarding this to the appropriate person.

If you would like additional information on the NCAA, or if you have questions about this memorandum, please contact Durenka Robie at 317/917-6825 or drobie@ncaa.org.

Enjoy the 2010 Women's Final Four!

DAK:DWR

Enclosures

cc: Selected NCAA Staff Members

NCAA CORPORATE CHAMPION/CORPORATE PARTNER PROGRAM

Official NCAA® Corporate Champions



Official NCAA® Corporate Partners



NCAA TRADEMARKS – AS OF OCTOBER 14, 2009

65 Teams...One Dream™
All day. Every day. Our game.™ - Division I women's basketball only
And Then There Were Four®
Champions Play Here®
Championship City™
College Cup® - Division I men's and women's soccer only
² College World Series® - Division I baseball only
CWS™ - Division I baseball only
Double-A Zone®
Eight at the Plate® - Division I baseball only
Elite Eight®
Elite8®
F4™ - Division I men's or women's basketball only
Final 4® - Division I men's or women's basketball only
Final Four Friday® - Division I men's or women's basketball only
Final Four® - Division I men's or women's basketball only
Frozen Four® - Division I men's and women's ice hockey only
Hoop City® - For corporate partners involved in Hoop City

It's More Than A Game®
It's the Journey®
JJ Jumper® - Collegiate basketball only
¹ March Madness® - Division I men's or women's basketball only
¹ Middle School Madness® - Division I men's or women's basketball only
¹ Midnight Madness® - Division I men's or women's basketball only
Men's College Cup® - Division I men's soccer only
Men's Elite Eight®
Men's Final 4™ - Division I men's basketball only
Men's Final Four™ - Division I men's basketball only
Men's Frozen Four® - Division I men's ice hockey only
National Champion of Champions™
National Collegiate Athletic Association®
National Collegiate Athletic Association® Hall of Champions™
National Collegiate Championships®
NCAA Basketball®
NCAA College Cup® - Division I men's and women's soccer only
NCAA Hall of Champions®

NCAA Trademarks

Page No. 2

NCAA International [®]
NCAA Kids [®]
NCAA News [®]
NCAA Photos [®]
NCAA Sweet 16 [®] - Collegiate basketball only
NCAA Sweet Sixteen [®] - Collegiate basketball only
NCAA Championships [®]
NCAA [®]
Pinnacle of Fitness [™] - Division I women's basketball only
Road to the Final Four [®]
Selection Sunday [™]
Stagg Bowl [®] - Division III football only
The Big Dance [®] - Division I basketball only
The Final Four [®] - Division I men's or women's basketball only
The Greatest Show on Dirt [®] - Division I baseball only
The NCAA Experience [™]
The Pinnacle Awaits [™] - Division I women's basketball only
The Road Ends Here [®]
The Road to Atlanta [™]
The Road to Cary [™]
The Road to Cleveland [™]

The Road to Detroit [™]
The Road to Indianapolis [®]
The Road to Minneapolis [™]
The Road to New Orleans [™]
The Road to Omaha [®]
The Road to San Antonio [™]
The Road to San Diego [™]
The Road to St. Louis [™]
The Road to the Final Four [®]
We are the Game [®]
Women's College Cup [®] - Division I women's soccer only
² Women's College World Series [®] - Division I women's softball only
Women's Elite Eight [®]
Women's Final 4 [®] - Division I women's basketball only
Women's Final Four [®] - Division I women's basketball only
Women's Frozen Four [®] - Division I women's ice hockey only
YES [®]

¹March Madness and Midnight Madness: March Madness Athletic Association LLC, an NCAA limited liability company, owns the registration to March Madness and Midnight Madness. The NCAA is the exclusive licensee of the marks in connection with the NCAA Division I Men's Basketball Championship and the Division I Women's Basketball Championship.

²College World Series and Women's College World Series: The NCAA is the exclusive licensee of these marks, registered by Major League Baseball, in connection with the NCAA Division I Men's Baseball Championship and the Division I Women's Softball Championship.

Gender-specific sports are appropriate when used in connection with the Final Four, Frozen Four and Elite Eight.

The NCAA must grant approval before the use of any NCAA trademark or logo.