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## **NJCAA Football Bowl Game**

**HOST  
REQUIREMENTS  
2021 - 2022**

# NJCAA FOOTBALL BOWL GAMES SPORT SPECIFIC HOST REQUIREMENTS

The information contained in this document provides the minimum & suggested bid specifications necessary for hosting a sanctioned NJCAA Football Bowl Game and serve alongside the [NJCAA Championship Manual & Requirements](#).

In order for a contest to be declared a sanctioned NJCAA Bowl Game, it first must be approved by the NJCAA National Office and Board of Regents.

## INTRODUCTION

### A. **FORMAL BID SUBMISSION**

New bowl games that wish to be considered for approval for the 2022 season will be required to submit a formal proposal to the NJCAA by Sept. 15, 2021. All football bowl game bids are to be submitted online at online at [NJCAA Championships Home](#)

### B. **FORMAL BID PROCESS TIMELINE**

Bids will be reviewed by the NJCAA National Office. Bids will either be accepted or declined at the 2021 NJCAA Annual Meeting (to be held early April 2021). Bowl games approved at the 2021 NJCAA Annual Meeting will be the only sanctioned NJCAA Bowl Games for the 2022 season. This process, or one similar, will be used again to approve bowl games for the 2023 and 2024 seasons.

### C. **NUMBER OF BOWL GAMES SANCTIONED**

Per NJCAA bylaws, it is the philosophy of the NJCAA that the number of sanctioned football bowl games will correspond with the number of teams filing eligibility in the sport. The number of sanctioned bowl games will be reflective of participating teams being no more than 30 percent (30%) of teams filing eligibility in the sport.

2019 – 57 NJCAA Football Teams x .30 percent = 17 teams (rounded up to 18 for even #)

***18 teams participate in NJCAA bowl games = no more than 9 bowl games sanctioned***

### D. **SITE VISIT**

Following its submission of an official bid, prospective bowl game hosts could be selected for an official visit by the NJCAA National Office. If selected for an official visit, prospective bowl game host will provide travel, lodging and meal expenses for a representative of the NJCAA for the duration of the site visit.

### E. **FINANCIAL GUARANTEE**

All approved and sanctioned bowl games of the NJCAA are subject to a yearly host fee of \$500 per game. Payments are to be submitted no later than 30 days prior to the start date of the bowl game.

### F. **BOWL GAME DATES**

Bowl games approved and sanctioned by the NJCAA for the 2022 season can only take place on the Saturday and Sunday prior to Thanksgiving or the first Saturday and Sunday in December:

2022: November 19/20, 2022; December 3 / 4 , 2022

All dates for postseason bowl games must be finalized no later than June 1<sup>st</sup> of the year in which the sanctioned bowl game is to be played. Any request for date changes after June 1<sup>st</sup> shall be directed to the NJCAA National Office

with appropriate rationale.

## **I. REQUIREMENTS OF Sanctioned NJCAA Bowl Games**

*The items and details listed below are requirements of all sanctioned NJCAA Bowl Games. These are the minimum requirements that must be met in order for a bowl game to be considered by the Championship Events Committee for approval.*

### **A. Bowl Game Information Packet for Teams**

Each sanctioned NJCAA Bowl Game is to provide details regarding its event to the NJCAA National Office that is then distributed to all football participating colleges.

### **B. Bowl Game Logo**

Sanctioned bowl games may produce a unique bowl game logo. These logos must incorporate the official NJCAA logo and/or the words NJCAA™ (with Trademark subscript). Bowl game logos are to adhere to the [NJCAA Logo Use and Style Guide](#) and must be submitted to the NJCAA for approval in .EPS and .JPG format no later than Oct. 1<sup>st</sup> each year. All promotional items / products using the NJCAA name must include the appropriate trademark symbol (NJCAA™ ). Any products bearing a NJCAA logo must include the registered mark (®).

### **C. Championship Merchandise - Licensing**

Affinity Licensing is the official licensing partner of the NJCAA. Any products, minus the tournament program and Team IP products, that are to be sold to the general public or provided as gifts (including participating teams & student-athletes) at an NJCAA Championship, must be licensed in the NJCAA program with Affinity. The vendor/company that is responsible for making the items for sale at the event must go through the licensing process with Affinity. Brian Eubank ([Brian@affinitylicensing.com](mailto:Brian@affinitylicensing.com)) is the NJCAA's account rep at Affinity Licensing and can provide a current listing of licensed vendors/companies in the NJCAA program. It is the responsibility of the HOST to inform their vendor/company of this policy in advance as the registration process must be in place prior to production. All products bearing the NJCAA name must include the appropriate trademark symbol (NJCAATM ). Any products bearing a NJCAA logo must include the registered mark (®). The NJCAA name and logos are copyright protected and any unapproved use of the NJCAA marks is strictly prohibited.

### **D. Marketing**

1. Sanctioned bowl games agree to provide recognition to NJCAA national sponsors including but not limited to:

- on field signage
- placement on cover of bowl game program
- ad inventory in bowl game program
- PA announcements
- opportunity for on-site engagement / product give away
- special jersey patches for team and officials

2. Official NJCAA Championship signage is available at discounted rates through the NJCAA Official Signage Partner, Source One Digital. These discounted packages and signage options are approved and officially branded by the NJCAA. Any other signage not ordered from Source One or any other designs are required to be approved by the NJCAA. In addition, several NJCAA national sponsors are contracted to receive prominent display opportunities at the championship game. The NJCAA will inform host of this requirement and provide such banners at no cost to the host.

3. Bowl games are permitted to secure local sponsors, however, there can be no conflicts with sponsorships between any local sponsor that the host secures and a national sponsor of the NJCAA. Local sponsorships of any kind are to be approved by the NJCAA prior to the signing of any contract by the host. All revenue gained from local sponsors to be reported as event income in the post-championship game budget and expense report to the NJCAA.

#### **E. Insurance**

All sanctioned bowl games are responsible for procuring and maintaining comprehensive general public liability insurance covering the NJCAA and the Name of Bowl or Host, against claims for bodily injury and property damage with a minimum of \$1,000,000.00 CSL (Combined Single Limit). The policy shall name the NJCAA as an additional insured. Host further agrees to indemnify and hold harmless the NJCAA from and against all claims of liability to third parties for injury to or death of persons or loss or damage to property arising out of or in connection with the performance of this contract and Bowl Game.

*NOTE: Medical, hospitalization, travel and accident insurance for members of a participating college's team **is not** the responsibility of the bowl game host or the NJCAA.*

#### **F. Football Rules**

NCAA Football Rules will be followed for all NJCAA Bowl Games with the exception of video replays for review of any call made on the field.

#### **G. Facility / Playing Surface Requirements**

1. Playing venue and surface must meet current NCAA guidelines as outlined in the latest edition of the NCAA Football Playing Rules. *Exception: NJCAA will entertain proposals for a bowl game to be played at a high school facility, however in such cases the NJCAA strongly suggests that hash marks and field goals meet the collegiate standards.*

2. Facility must be in compliance with the Americans with Disabilities Act and all applicable city, state or federal regulations concerning access and seating for people with disabilities. Facility must also have a comprehensive evacuation plan in case of emergency.

3. Venue must have a suitable press box with appropriate space for select coaches from both teams, radio, television, print media, administrators, statisticians and other key personnel. Internet access is highly recommended.

4. Venue must have a modernized scoreboard that provides fans with essential details of the game.

5. Venue must have a permanent or portable PA system for use during the bowl game. This will be used for team introductions, awards ceremonies, announcements and warm up music.

6. Adequate parking for team buses, fans and administrators must be available.

#### **H. Medical**

A certified athletic trainer, AED, EMT and ambulance are required to be on site for the duration of the game. Bowl game host should provide a dedicated athletic training area where Certified Athletic Trainers, those provided by the bowl host and those from a participating college, can treat student-athletes.

#### **I. Security, Crowd Control**

HOST is responsible for all security and crowd control measures for the championship. Security and crowd control

for the bowl game should include measures that prevent on-field confrontations between the two teams during warm-ups.

#### **J. Inclement Weather / Lightning Detection**

Sanctioned bowl games are to have equipment or service for monitoring and tracking inclement weather that potentially could disrupt the bowl game or compromise the safety of participants and spectators. Outside venues are required to have lightning detection equipment on site that is constantly monitored throughout the event. Sport specific playing rules dictate when competition is to be suspended due to weather / lightning.

#### **K. Officials**

1. Sanctioned bowl games are responsible for hiring and contracting game officials.
2. Sanctioned bowl games are required to provide their method of hiring and contracting officials to the NJCAA each year.
3. The NJCAA suggests each sanctioned bowl game schedule time for game officials to address the head coaches of both participating teams prior to the start of the game (one day prior to the game would be preferred).

#### **L. Bowl Participant Selections, Financial Packages, Etc.**

1. Sanctioned bowl games are required to provide the selection rationale and criteria for determining bowl game participants as well as any financial packages, incentives and special arrangements for teams to the NJCAA National Office each year the sanctioned bowl game is to be played. These details are due to the NJCAA National Office by **Sept. 1** each year and will be shared with the athletic directors of NJCAA member colleges that participate in football.
2. Selections/invitations to sanctioned bowl games must follow the policy and guidelines established by the NJCAA Football Committee and are subject to change each year. The NJCAA will circulate these guidelines to sanctioned bowl game directors annually.

#### **M. Team Limitations**

1. Only eligible student-athletes may be in uniform for a bowl game. Those are student-athletes currently listed on each team's online eligibility, filed with the NJCAA.
2. Student-athletes not on an eligibility form, and/or not in uniform may not be on the sideline during the game. Those athletes must sit in the stands before, during and after the contest.
3. The colleges involved may not have recruits at the game if the recruiting trip is financed in any way by the college. This would include complimentary admission.

#### **N. Balls**

The official football of the NJCAA is to be used at all times during the bowl game by both teams. Big Game USA Team Issue Football is currently the official football of the NJCAA (subject to change). Teams are able to use their own Team Issue footballs in bowl games. If a team does not use the Team Issue football, Team Issue game balls will be provided to the team for the bowl game.

#### **O. Practice**

Each team shall be allotted time (at least 60 min) to conduct a walk-through practice on the playing surface of the bowl game venue the day prior to the game.

#### **P. Trophies and Awards**

All trophies and awards for the bowl game must be purchased through official NJCAA awards provider (Medalcraft Mint). The maximum number of awards that can be presented are: Winning team, team participant, Offensive MVP, Defensive MVP.

#### **Q. Bowl Game Program**

1. Sanctioned bowl games are to create a game day program. The cost of printing the program will be paid by the bowl game. The NJCAA requires a minimum of 5 to a maximum of 10 pages within the program be reserved for advertisements and marketing pages from the NJCAA and its partners. Any additional advertising within the program is the responsibility of the bowl game and must not conflict with the NJCAA's national sponsors. Game program must be approved by the NJCAA prior to printing.
2. Upon written request no later than 30 days prior to the bowl game, the NJCAA can provide general football information such as historical information, previous season results, records, etc., for inclusion in the program. It is up to the bowl game to determine style and format of the content.
3. Each team is to receive 75 complimentary bowl game programs.

#### **R. Ticket / Game Access**

1. Sanctioned bowl games are to provide a toll-free number or website where fans can order/purchase tickets for the game.
2. Ticket / admission prices are set by the bowl game and all gate receipts are to be reported as event income in the post-bowl game budget and expense report to the NJCAA.
3. Ticket sales and attendance is to be recorded and a report of attendance should be included in the post-bowl game report to the NJCAA.
4. Sanctioned bowl games are to provide members of qualified media (radio/print/television/online) access to a media credential that provides complimentary access to the game and the ability to interview coaches/student-athletes/administration in a reasonable manner. Media credentials should also be made available to the media relations/public relations/sports information/statistician/photographer of a participating college.
5. Sanctioned bowl games are to make available a VIP credential that provides free admission and complimentary parking to the President (or designee), Vice President (or designee) and Athletic Director (or designee) of each participating college.

#### **S. Concessions**

Food and drink concessions may be offered at the full discretion of the bowl game. All income from concessions is to be reported as event income in the post-bowl game budget and expense report.

#### **T. Tobacco**

Products containing Tobacco are NOT to be sold or made available at an NJCAA Bowl Game, which includes banquet, coaches meeting, etc.

#### **U. Radio**

Official radio broadcast crews from participating colleges are to be provided access, but will be subject to applicable venue/site fees. NJCAA Broadcast Rights Policies may also apply. Any radio broadcast crews and fees must be approved by the NJCAA.

## **V. Statistics**

Sanctioned bowl games are responsible for providing knowledgeable staff to record official statistics for their bowl game. Statistics are to be recorded and distributed/reported to the general public and NJCAA immediately following the conclusion of the bowl game. Bowl game hosts are required to record game statistics via one of the following statistics software programs: DakStats, StatCrew, or PrestoSports Stat Entry. The XML files for each game are to be sent to the NJCAA following the conclusion of each game. *PrestoSports Stat Entry is available to all NJCAA member colleges and football bowl games. Contact the NJCAA National Office for more information.*

## **W. Photography**

Sanctioned bowl games are responsible for providing an official photographer and photography services to include reproduction, sales and distribution. The name and contact information for the photographer must be provided to the NJCAA at least one week prior to the start of the event.

Immediately following the conclusion of the game, the photographer is required to provide the NJCAA access to **ALL PHOTOS (high-res)** taken at the event free of charge for use on the NJCAA website, publications and promotional materials. NJCAA National Office will provide direct upload instructions to the HOST and photographer.

Photos needed by the NJCAA include, but are not limited to:

1. Team photo of winning team posing with the trophy
2. Winning team celebrating (storming the field, raising the trophy, dogpiling, etc.)
3. At least 3 action photos of players on the winning team
4. At least 2 action photos of each the Offensive and Defensive MVP

## **X. Hotel Requirements**

At a minimum, sanctioned bowl games are responsible for securing hotel reservations for each team. Bowl games are encouraged to negotiate a discounted rate on behalf of the participating teams. See NJCAA Recommends section for more info.

## **Y. NJCAA Representative**

A representative of the NJCAA (Board Member, Officer or National Office Staff) could choose to attend a sanctioned bowl game to provide a formal review for the Championship Events Committee. The NJCAA representative can assist the bowl game in making sure NJCAA rules and policies are followed. Bowl games should prepare in advance to be responsible for the cost of the NJCAA representative's travel, lodging, meals and/or meal per diem for duration of his/her stay at the bowl game. The NJCAA representative is to be provided full credentials and parking.

## **Z. Post-Bowl Game Report**

1. Sanctioned bowl games shall submit a post-bowl game report that is to include the following to the NJCAA no later than sixty (60) days following the conclusion of the game:
  - General overview of the event's operation
  - Keys to improving the event the following year
  - Record of attendance
  - Full budget & expense report
2. Prior to being sanctioned as NJCAA Bowl Game, host is to establish and submit a potential budget (income & expenses). The bowl game host is then required to submit a post-bowl game budget & expense report with their overall Post-Bowl Game Report to the NJCAA no later than 60 days following the completion of the event.

### **AA. Post-Bowl Game Survey**

NJCAA National Office will distribute an electronic survey to member colleges that participate in a sanctioned bowl game following their conclusion. Results of the survey will be made available to the bowl game director.

## **II. SUGGESTED Practices for Sanctioned NJCAA Bowl Games**

### **A. TV / Video Streaming**

Sanctioned bowl games are encouraged to video stream their games. If a bowl game decides to video stream, the NJCAA requires the broadcast to be available on NJCAA network ([www.njcaanetwork.com](http://www.njcaanetwork.com)). All broadcasting rights (radio/tv/internet) of NJCAA Championship Events are exclusive to the NJCAA and the NJCAA will have final authority over all broadcasts \*

### **B. Banquet**

A bowl game banquet is optional, but encouraged. This is a great way to kick off the event and recognize the outstanding achievements of both teams. Many hosts are able to secure a sponsor for this event while others charge a minimal fee for teams to attend. If a charge is required, it is to be no more than \$25 per student-athlete / coach of each team. A fee for general admission is to be determined by the bowl game. If a banquet is provided, coaches and student-athletes must abide by the NJCAA dress decorum outlined in the NJCAA Handbook.

### **C. Officials**

The NJCAA strongly encourages bowl games to contract game officials that are not affiliated with either participating team or their conference.

### **D. Financial, Lodging and Specialty Incentives**

Throughout the history of NJCAA bowl games, hosts have tried to assist participating teams to offset some of the large costs colleges incur in order to give their student-athletes the opportunity to play in the postseason. Below are some of the incentives and benefits that have been provided to teams participating in sanctioned NJCAA Bowl Games. The NJCAA strongly encourages prospective bowl game hosts to provide some of the benefits described below.

- Monetary travel stipend to each participating team (current range is \$3,000 - \$10,000)
- Complimentary lodging provided for each team (current range is 1-2 nights, max 40 rooms)
- Breakfast and lunch/dinner provided to both teams the day of the game
- Complimentary travel arrangements upon arrival (vehicles for coaches)
- Meal discounts at local restaurants

### **E. Special Events / Community Involvement**

Previous NJCAA Bowl Games have seen much success in having the two selected teams participate in community activities prior to the bowl game. Visiting elementary schools, Boys & Girls Club, hosting a football instructional clinic, having a 5k – 10k race the day before the game (players can assist / hand out awards), community concert / street fair (autograph sessions with the teams) are just a few examples of what can be done to help foster more community involvement for the bowl game and creating a memorable experience for participating teams.