



CITY OF DALLAS

March 13, 2023

The City of Dallas is thrilled to welcome the NCAA Women's Final Four to Dallas in late March and early April.

The Office of Special Events (OSE) has worked closely with the Local Organizing Committee (LOC) to establish guidelines for the NCAA sponsors and partners who wish to activate around the Final Four festivities. This email contains key information that will be useful as you plan your on-the-ground activities, including information about permitting regulations and processes for banners, building wraps and other signage opportunities. In addition, the Office of Special Events is also the regulatory department for issuing permits for Special Events, Commercial Filming, Neighborhood Markets, Dallas Street Seats, and Streetlight Pole Banners.

Please read the enclosed materials carefully. The Office of Special Events will support you in determining whether your sponsorship or partnership activities require specific permits from the city. This resource e-mail provides you with all the necessary information to make the permit process easy. However, you may also visit our website for more information at www.dallasspecialevents.com.

OSE is committed to providing the best service possible to facilitate a positive experience with the new Eproval Permit System. We promise to continue our dedication and commitment by extending to you the hospitality and service you have come to expect. OSE staff is available to assist you with any questions you have regarding your activity. We will serve as your one-stop connection to the City of Dallas during the NCAA 2023 Women's Final Four.

Sincerely,

Jacquelin Justice

Jacquelin Justice
Assistant Director
Convention and Event Services

Clean Zones

At the NCAA and LOC’s request, the City of Dallas will activate a Clean Zone in the City of Dallas during all event periods associated with the NCAA Women’s Final Four. The Clean Zones are designated areas around hotels, event facilities and downtown Dallas where only authorized vendor, sponsors and partners are allowed to operate. The authorized vendors, sponsors and partners will be defined by the NCAA. **The enforcement period begins at 8 a.m. Monday, March 27, 2023, and ends at 11:59 p.m. on Monday, April 2, 2023.** The Clean Zone will allow for temporary suspension of certain permits during the enforcement period. The Clean Zones will be managed through a Special Event Permit and the event footprint is designated based on the event activity within the city. Only those vendors, sponsors and partners approved by the NCAA will be provided permits within the Clean Zone Special Event footprint during the enforcement period. The activity that will be enforced is listed below.

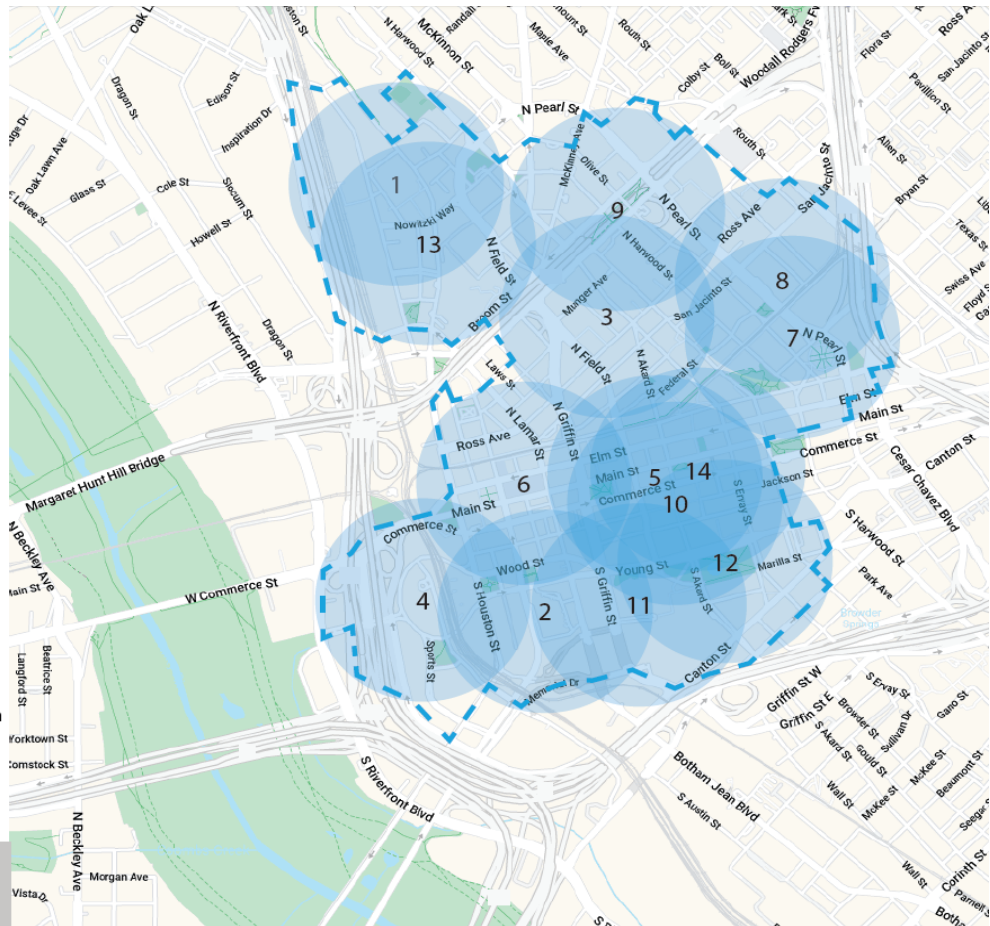
- Special Event Permits
- Streetlight Pole Banner Permits
- Commercial Film Permits
- Super Graphics and Building Wraps
- Street Vending Permits
- Tents or Inflatable Permits
- Temporary Structures
- Entertainment

Boundaries



**2023 NCAA
WOMEN'S FINAL FOUR**
Clean Zone Map
EVENT VENUES & LOCATIONS

1. American Airlines Center
2. Omni Hotel
3. Fairmont Dallas Hotel
4. Hyatt Regency
5. The Adolphus
6. Westin Dallas
7. Sheraton
8. Dallas Marriot
9. Klyde Warren Park
10. AT&T Discovery District
11. Kay Bailey Hutchison Convention Center Dallas
12. City Hall Plaza
13. W Dallas-Victory Hotel
14. Magnolia Dallas Downtown

Enforcement

During the enforcement period, various City of Dallas departments to include the Office of Special Events, Dallas Police Department, Dallas Fire & Rescue, Code Compliance and Building Inspections will conduct daily checks of the Clean Zone based on a schedule set by the NCAA. A map of the Clean Zones in Dallas is included in the previous section.

In addition to promoting public safety in areas with significant concentrations of attendees, the Clean Zone effect will reduce “ambush marketing” activities at major events. Within the Clean Zone, the activities described below, conducted by any person or entity, except those sanctioned and approved by both the City and the NCAA, are **prohibited** within the Clean Zone, unless a permit or license is approved.

The enforcement does not include advertising on moving vehicles that are obeying the traffic laws within the Clean Zones, pole banners within the Arts District, vendors already holding a city vending license for downtown (these vendors will not be competitors of the sponsors or partners. A list will be provided to the NCAA.) or pre-designated building super graphics that NCAA does not permit with the media company already holding the contract.

City of Dallas Clean Zone FAQs

1. Does the Clean Zone allow mobile billboards, inflatables, projections etc.?

No, unless officially sanctioned by the NCAA and appropriate permits requested through the City of Dallas. Inflatables, cold air balloons, banners, pennants, flags, building wraps, A-frame signs, projected image signs, electronic variable message signs, and light emitting diode signs of any kind are permitted only if within the guidelines of the city code or otherwise at the approval of the City and the NCAA.

General and mobile advertising shall be prohibited except for promotional displays sanctioned or authorized by the NCAA, including but not limited to those placed on existing public utility poles. This does not include advertising on moving vehicles that are obeying the traffic laws within the Clean Zones. It also does not include pole banners on utility poles within the Arts District.

2. Can I buy ad space for a sign or banner on the side of a building (including hotels) downtown?

The City of Dallas has contracts in place with media companies for pre-designated super graphic locations on buildings.

For buildings outside of the city’s pre-designated locations, contact Jacquelin Justice, Assistant Director, Convention and Event Services at jacquelin.justice@dallas.gov. Once a location is determined, a special event application will need to be submitted to the Office of Special Events.

3. Can I buy space on a bus wrap or bus shelter?

No.

4. Is there a list of temporary permits needed to apply for from local governmental authorities?

The Office of Special Events will be your one-stop contact for activity during your stay in Dallas. Please contact Jacquelin Justice, Assistant Director, Convention and Event Services at

jacquelin.justice@dallas.gov to discuss your activity. Most activity within the Clean Zones will be managed with a Special Event Permit. Once a Special Event Permit is filed through the Eproval System, other permit needs will be determined, and the applicant will work within the portal to establish those permits.

5. Are there fees associated with permitting?

Information regarding the cost of events can be found here [OSE Fee Chart](#). In addition to the application processing fees, the applicant is responsible for direct costs incurred by the City in providing required services to a permitted activity; including but not limited to, the costs of set-up, clean-up, public safety, oversight of city facilities and equipment, electrical services, construction, placement and retrieval of city equipment, and other related services beyond what the city would provide to the public in the ordinary course of its daily operations.

6. What is the lead time for most permitting?

A Special Event Permit application process requires a minimum of 30-120 days prior to the event start date depending on the complexity of the event and if a street closure is required.

7. Is there a central number to call for all permits?

Please contact the Office of Special Events at 214-939-2701 to discuss your activity.

8. Are permit requests tracked or monitored?

The LOC will maintain a list of all permit applicants available for inspection upon request and will be reviewed both by the City and the NCAA.

9. Is there a phone number to call and report ambush signage?

Ambush marketing or “bandit” signs should be reported to the ambush hotline at 214-939-2701.

10. Is there a phone number to call report counterfeit tickets, merchandise etc.?

Counterfeiting should be reported to 214-939-2701.

11. Can pre-packaged food items be passed out by “official” NCAA partners?

Official NCAA partners or others authorized by the NCAA may distribute samples. A Special Events permit is required.

12. Are signs allowed within the Clean Zone?

Yes. All temporary signage including banners, building wraps, A-frame signs, projected image signs, electronic variable message signs, and light emitting diode signs are permitted with a special event permit and only with the approval of the City and NCAA.

13. Within the Clean Zone, are private businesses able to be converted into temporary storefronts to sell tickets, merchandise or other items?

Yes. Storefront sales are generally allowed with the necessary permits and zoning.

14. Who enforces the Clean Zone?

The Clean Zone is enforced by the City of Dallas with support from the NCAA and LOC.

15. Do I need a permit for an authorized tent in the Clean Zone?

Yes. If the tent is 400 square feet or over, a Special Event Permit will need to be filed. If the tent size is less than 400 feet, please contact Jacquelin Justice, Assistant Director, Convention and Event Services at jacquelin.justice@dallas.gov to discuss your activity.

16. How do I file for a Special Event Permit, Utility Pole Banner Permit, Filming Permit or an Attached Banner Super Graphic Permit?

Please visit the www.dallasspecialevents.com website. Please contact Jacquelin Justice, Assistant Director, Convention and Event Services at jacquelin.justice@dallas.gov to discuss your super graphic. An application will be sent upon request.

Clean Zone Requirements - Non-Sponsor Media & Press

GENERAL

- Non-sponsor media & press will be allowed to broadcast within the Clean Zones, provided they have they have their company media credentials.
- Satellite/media vehicle logos should solely ID their company (i.e. "Comcast", "Telemundo"...etc.)
- No advertisements/sponsor logos allowed (including: electronic signs, banners, pop ups, graphics on vehicles, etc.). Signage cannot include listing of sponsors (i.e. "X is a sponsor of X").
- If sanctioned media/press wish to set up tents, staging, scaffolding, etc. a permit will be required according to the Special Events Ordinance. <http://dallasspecialevents.com> (Permit applications can be found on the website as well).
- Live shots will be allowed from Pioneer Plaza in front of the Dallas Convention Center. However, no staging, sets or longer set ups will be allowed. This space is contracted to the NCAA.
- Media/press may broadcast temporarily from sidewalks provided the public right of way is not blocked. No scaffolding, sets, tables, chairs, etc. will be allowed on sidewalks. Only handheld cameras will be acceptable to alleviate the disruption to the flow of pedestrian traffic.
- Curbside parking is allowed only at parking meters. The meters can be fed and used as normal, but all posted parking rules apply.

PARKING

- Lane closures to accommodate media parking will not be granted.
- The normal flow of traffic cannot be impacted. If a vehicle is so large as to touch into a traffic lane, the vehicle will be requested to be moved.
- If vehicles are left unattended and impact the flow of traffic, they will be towed at the owner's expense.



MEMORANDUM

March 1, 2023

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 Agency
Selected Other Businesses/Corporations.

FROM: Scott Bearby
Senior Vice President of Law, Policy and Governance

SUBJECT: Use of NCAA® Marks/Tickets related to the 2023 NCAA Women's Final Four®.

As an entity located in Dallas, host of the [2023 NCAA Women's Final Four](#), you are a key component of a community that embraces NCAA national championships and helps to provide a quality experience for participating student-athletes.

Given the city of Dallas's history in hosting prior NCAA championships, you likely have received an NCAA memorandum similar to this one. However, we thought it would be helpful to provide you with updated information should you consider advertising or marketing activities in association with the Women's Final Four games held March 31 and April 2.

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 90 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.

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 marks/logos or tickets or specific references to NCAA championships unless and until you have obtained the prior written consent of the NCAA and specifically our corporate relationships staff.

N a t i o n a l C o l l e g i a t e A t h l e t i c A s s o c i a t i o n

Supporting student-athlete success on the field, in the classroom and for life

Equal Opportunity/Affirmative Action Employer

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 marks/logos or tickets 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.

Use of NCAA Terminology in Marketing/Advertising

Federal regulations support the NCAA's efforts to prohibit the unauthorized use of the NCAA's name and trademarks (including "Women's Final Four[®]" and "March Madness[®]"). These regulations also prohibit 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. (Please refer to "[Using the NCAA Bracket](#)".) NCAA trademarks are not to be used as part of Internet domain names, nor may NCAA trademarks be used on any digital platforms, including but not limited to an organization's website without specific prior authorization from the NCAA or its digital partner, Turner Sports.

NCAA's Television, Digital and Marketing Rights Holders

Many of these guidelines do not apply to advertising, marketing or promotional activities involving Turner Broadcasting, CBS/CBS affiliates, ESPN (the NCAA's current television rights holders), 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 support all 90 NCAA Championships and are granted a wide variety of benefits, including certain category exclusivity around use of NCAA logos, marks, designations and championship tickets. An updated list of NCAA registered trademarks and a list of current NCAA Corporate Champions and Corporate Partners are enclosed.

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.

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 David Clendenin at 317/917-6496 or dclendenin@ncaa.org.

Enjoy the 2023 championship!

SAB/DKC