



2016-17 NCAA Championships
NCAA Trademark Protection Program

The NCAA conducts 90 championships each year that are the subject of great public and media interest, most notably the men's and women's basketball championships leading to the Men's Final Four and the Women's Final Four.

In conjunction with its championships, the NCAA must be vigilant against the unauthorized use of its trademarks, tickets and references. 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 aggressively protected to be consistent with the purposes and objectives of the NCAA, its member institutions and conferences and higher education.

One of these programs, the [NCAA Corporate Champion and Corporate Partner Program](#), represents a commitment between the NCAA and selected corporations to enhance and improve intercollegiate athletics. This partnership helps the NCAA emphasize the role of athletics in developing young people for our society and provides funding for NCAA youth programs. Click here for a [current list of NCAA trademarks](#).

Only NCAA corporate champions and partners are authorized to use tickets in advertising, marketing or promotional activities (e.g., giveaways).

Please refrain from any direct or indirect usage of the NCAA's championships, tickets or marks/logos unless and until you have obtained the prior written consent of the NCAA and specifically our marketing and broadcast alliances staff. 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 may not be used as part of Internet domain names, nor may NCAA trademarks be used on the Internet for commercial purposes.

Please contact [David Clendenin](#) (317/917-6496) if you would like any more information on the NCAA trademarks.