



## 2016-17 NCAA CHAMPIONSHIPS

### *Viewing Party Guidelines*

**General Guidelines and NCAA Copyright.** The NCAA retains exclusive copyright to the following guidelines are applicable to non-profit organizations, including NCAA membership (e.g., colleges, universities and conferences) and for-profit or commercial entities.

The United States Copyright Act places limitations about how one may organize and advertise a group viewing event of a television broadcast. These guidelines are meant to help organize events whose primary purpose is to view any NCAA championship game / match / contest (e.g., March Madness, NCAA Tournament) in compliance with the law and with NCAA policies. The general premise is that organization members may gather to watch an NCAA championship game / match / contest as a social outing, but not for the purpose of an organizational fundraising.

1. No admission may be charged for admission to a party whose primary purpose is to view an NCAA championship game / match / contest.
2. There should not be sale of food or beverages. Members of the organization are permitted to bring their own food or beverages (free of charge).
3. Sponsorship or commercial advertising is prohibited from being a part of a viewing party (e.g., no use of NCAA trademarks, logos).
4. Asking for donations in exchange for being a part of the viewing party is prohibited.
5. Promotion of the event is limited to those affiliated with the organization. [For example, if a church conducts a viewing party, it is able to promote within its own publications (e.g., church bulletin) to the congregation. However, any website promotion is prohibited.]
6. Please carefully review the NCAA Advertising and Promotional Standards, which can be found on [NCAA.com/media](http://NCAA.com/media) and click on the "[NCAA Advertising and Promotional Guidelines](#)" link found under Broadcast and Digital Policies.
7. First and foremost, commercial entities are not permitted to conduct viewing parties without securing a commercial cable subscription or commercial satellite license from their cable (e.g., AT&T U-Verse, Comcast / Xfinity, Time Warner Cable) or satellite (e.g., DirecTV, DISH Network) provider.
8. All non-profit or for-profit (commercial) entities must comply with U.S. copyright laws. The U.S. copyright act addresses issues such as charging admission to view or watch events on television, size of the TV(s) or video screen(s), securing or holding the appropriate copyright license (commercial cable or satellite versus over-the-air), etc.

U.S. Copyright Office  
101 Independence Avenue S.E.  
Washington, D.C. 20559-6000  
202-707-3000  
<http://www.copyright.gov>