

NCAA CHAMPIONSHIPS TEAM VIDEOGRAPHER POLICY

The NCAA Championship Videographer policy is intended to protect the broadcast rights sold to the NCAA media partners, while providing NCAA member institutions the ability to capture and utilize championship footage.

Institutional videographers will be permitted to capture competition footage from the still photographer areas. These areas are designated by the championship sports committees in conjunction with the championship media coordinator. Each institution will be permitted to have one videographer for this purpose and will only be permitted to capture footage of events/contests in which it is participating. In addition, institutional videographers will be permitted inside the locker room, with approval of the institution's head coach, during periods that are off limits to general media.

The NCAA will grant the institution permission to videotape this NCAA championship event for non-commercial uses only. Non-commercial uses include institutional banquet videos, recruiting videos, institutional PSAs, video boards, and institutional athletic halls of fame. In addition, the NCAA will permit institutions to use institutional videographer footage captured for two commercial uses: 1) use on the official institution athletic website, and 2) institution coach's shows. The following restrictions will apply to such usages:

Institutional Athletic Websites.

1. Institutions may only use videographer footage if the NCAA championship competition is not being televised by an NCAA media partner. In this case, the NCAA National Office will provide the highlights through NCAA.com. These highlights may be showcased on an institutional athletic website. The NCAA will provide highlights of the event in conjunction with its media partners either in the form of an embedded video player or direct link to the NCAA.com video player.
2. If the NCAA championship event/contest is not being televised, no more than 5:00 of institutional videographer footage may be used from the championship event/competition.
3. Footage shall be removed not more than 30 days after the event.

Coach's shows.

1. Institutions may utilize up to 5:00 of footage of the actual NCAA championship event/contest per show for broadcast/cable television only.
2. Each show may appear twice per station over a seven-day period following the completion of the championship event/contest.

The institution cannot sell, reproduce, duplicate this footage or use the footage for any commercial purposes without the express written consent of the NCAA or its licensing agent, Thought Equity, in its sole discretion. Commercial uses include but are not limited to the following: 1) highlight videos/DVDs that are distributed (includes both paid and free videos) to the public (public includes, but is not limited to parents, donors, alumni, and students who are not student-athletes.), 2) any documentary or other program airing on a commercial television station; 3) future television game broadcasts that includes the institution or 4) any use that would result in a rights fee or in-kind contribution of product or services. If an institution wishes to use footage captured at an NCAA championship for a commercial purpose, contact Bret Wilhoite (bwilhoite@thoughtequity.com) at Thought Equity. In addition, the footage obtained may not be provided to any third parties, including but not limited to the following: 1) news agency (i.e. local/regional news station or national network) 2) video production companies, 3) corporate partners/ sponsors of the institution; or 4) individuals requesting a copy of the game for personal viewing. Any request that the institution receives for footage should be directed to Thought Equity (Bret Wilhoite, bwilhoite@thoughtequity.com).

By signing this form, the institution is identifying the only institutional videographer(s) authorized by the institution to shoot video during an NCAA championship for the stated purposes above. The institution acknowledges on its own behalf and on behalf of its institutional videographer(s) that the NCAA owns all exclusive footage rights to this NCAA championship contest even if it is shot by a institutional official or third party representative identified above. The institution is responsible for ensuring that the institutional videographer(s) is identified to the NCAA. Unauthorized representatives of the institution shall retain no rights and the institution shall be responsible for any and all violations of this Agreement. The NCAA retains all rights to all NCAA championship events.

If requested by the NCAA, the institution will provide a beta SP dub of the footage captured at no charge to the NCAA. The NCAA reserves the right to use footage for any commercial or non-commercial purpose as described above.

The institution and videographer understand that any violation of the above policy WILL result in an infringement of the NCAA's copyright. Copyright infringement could result in a financial penalty of up \$50,000 per violation to be paid to the NCAA. In addition, the NCAA reserves all other sanctions including but not limited to institutional videographer privileges being revoked for up to a five-year period for all NCAA championships competition.