

# POTENTIAL STADIUM EVENT

---

## NCAA MEN'S BASKETBALL FINAL FOUR

### Requirements:

- Facility capacity minimum of 60,000
- 10,000 high quality hotel rooms
- A minimum of four practice sites within 20 minutes of team's hotel
- Cities must form a Local Organizing Committee (LOC)
- LOC needs to be managed by a full time executive director and staff

### Ancillary Events:

- Bracket Town (400,000 square feet of first class exhibit space)
- DII and DIII Men's Basketball Championships
  - Facility capacity minimum of 10,000
  - Two practice sites
- March Madness Music Festival (minimum of 10 acres or 450,000 square feet of outdoor park or open grass space)
- National Association of Basketball Coaches Convention (80,000 square feet of convention space)
- Salute Presentation (1,200 seat traditional indoor theater)
- Tip-Off Tailgate (200,000 square feet of outdoor event space on the site of the competition venue)
- 3,000 volunteers

### Financials:

- NCAA retains 100% of ticket revenue
- Competition venue retains 100% of suite rental, food and beverage, and parking revenue
- LOC retains 100% of grants/economic development dollars and hotel sponsorship packages

**Case Study:** Atlanta secured the NCAA Men's Final Four at Mercedes-Benz Stadium in 2020.

### Bid Fund:

- Atlanta's bid demonstrated that if awarded the event, the LOC would provide \$8.5 million to stage the event. The budget covers stadium operations, fan events, and city-wide décor and signage, among other expenses to meet NCAA specifications.
- Funding comes from the city's hotel-motel tax.
- A portion of expenses could be recovered through a 10% room rebate that participating hotels will pay to LOC.