



# MARKETING... MARCH MADNESS

For many basketball fans, the NCAA Tournament is the biggest sporting event of the year. For the NCAA, its schools, and the cities that host games, March Madness is big business. Using the template provided to you in Google Slides, you should locate information and create the following slides:

**Title Slide**—March Madness Project; Your Name/Hour; Appropriate Graphic(s)

**Slides 2-6**—Select **FIVE (5)** teams in the NCAA Tournament and find the following information: Hint: the following website will help with some of the information below. Once you find the team you are looking for, click on the “Roster” link:

<http://www.cbssports.com/collegebasketball/teams/>

- College
- Location
- Coach
- Current Record
- NCAA Region and Seed
- Picture of their logo/mascot
- Go to <https://nces.ed.gov/collegenavigator/>—and find the following information: Tuition Fees for In-State and Out of State students and ACT Score needed to get in

**Slide 7—Competitive Advantage**—Select ONE (1) of the teams you chose earlier. Visit the website for your chosen school. What are TWO competitive advantages for a student athlete (or anyone) to attend your school? It could be location, possible college majors, elite athletics, etc.

**Slide 8—Tournament Changes**—In a normal year (pre-COVID), the NCAA Tournament is played all over the country. This year, games are only played at SIX stadiums. Where will the games be played? (The Arena and City)

**Slide 9—Broadcasting Rights**—What TV network(s) have the rights to broadcast the NCAA Tournament? How much did they pay for these rights and how long does the contract last?

**Slide 10—Tournament Sponsors**—Name 10 companies that sponsor March Madness

**Slide 11—College Athletic Sponsorship Contracts**—Locate the top three athletic companies who sponsor/outfit various teams in March Madness. Place their logos in the boxes below.

**Slide 12—Sports Drink Sponsorships**—You always see winning teams dousing the head coach in Gatorade after winning the big game. It has become iconic to see the orange Gatorade jug and green cups on the sideline. In 2019, the NCAA partnered with a different brand. Who was it and what color jugs, cups, etc. were used? Also, who are some of the famous athletes that endorse this brand?

**Slide 13—NCAA Tournament Gear**—In the 2019 NCAA Tournament, you can see every team wore the same style of T-shirt before and during games. What was written across the front and what company made it?

**Slide 14—Athlete Compensation**—Everyone makes money off the NCAA Basketball Tournament (except for the players). Do you think they should get some form of compensation (either while they are in school or once they leave) to benefit from the money they help generate for their school and the NCAA? **Please make sure to fully answer this question in complete sentences.**



# 2021 NCAA DIVISION I MEN'S BASKETBALL CHAMPIONSHIP

**FIRST ROUND**  
MARCH 20

**SECOND ROUND**  
MARCH 22

**SWEET 16**  
MARCH 27-28

**ELITE 8®**  
MARCH 29-30

**NATIONAL SEMIFINALS**  
APRIL 3

**NATIONAL SEMIFINALS**  
APRIL 3

**ELITE 8®**  
MARCH 29-30

**SWEET 16**  
MARCH 27-28

**SECOND ROUND**  
MARCH 21

**FIRST ROUND**  
MARCH 19

## FIRST FOUR®

16 Norfolk St. (16-7)

Mar 18

**W**

11 Wichita St. (16-5)

Mar 18

**W**

MARCH 18

Mount St. Mary's (12-10) 16

Mar 18

**E**

Texas Southern (16-8) 16

Michigan St. (15-12) 11

Mar 18

**E**

UCLA (17-9) 11

1 Gonzaga (26-0)

Mar 20

16 Norfolk St./App St.

8 Oklahoma (15-10)

Mar 20

9 Missouri (16-9)

5 Creighton (20-8)

Mar 20

12 UCSB (22-4)

4 Virginia (18-6)

Mar 20

13 Ohio (16-7)

6 USC (22-7)

Mar 20

11 Wichita St./Drake

3 Kansas (20-8)

Mar 20

14 Eastern Wash. (16-7)

7 Oregon (20-6)

Mar 20

10 VCU (19-7)

2 Iowa (21-8)

Mar 20

15 Grand Canyon (17-6)

1 Michigan (20-4)

Mar 20

16 Mt. St. Mary's/Texas So.

8 LSU (18-9)

Mar 20

9 St. Bonaventure (16-4)

5 Colorado (22-8)

Mar 20

12 Georgetown (13-12)

4 Florida St. (16-6)

Mar 20

13 UNC Greensboro (21-8)

6 BYU (20-6)

Mar 20

11 Michigan St./UCLA

3 Texas (19-7)

Mar 20

14 Abilene Christian (23-4)

7 UConn (15-7)

Mar 20

10 Maryland (16-13)

2 Alabama (24-6)

Mar 20

15 Iona (12-5)

**WEST**

**EAST**



**NATIONAL CHAMPIONSHIP**  
APRIL 5

**SEMIFINALS**

**SEMIFINALS**

**#MARCHMADNESS**

Watch the tournament on these networks  
or online at [NCAA.COM/MARCHMADNESS](http://NCAA.COM/MARCHMADNESS)



**SOUTH**

**MIDWEST**

Baylor (22-2) 1

Mar 19

Hartford (15-8) 16

Mar 19

North Carolina (18-10) 8

Wisconsin (17-12) 9

Mar 19

Villanova (16-6) 5

Mar 19

Winthrop (23-1) 12

Mar 19

Purdue (18-9) 4

Mar 19

North Texas (17-9) 13

Mar 19

Texas Tech (17-10) 6

Mar 19

Utah St. (20-8) 11

Mar 19

Arkansas (22-6) 3

Mar 19

Colgate (14-1) 14

Mar 19

Florida (14-9) 7

Mar 19

Virginia Tech (15-6) 10

Mar 19

Ohio St. (21-9) 2

Mar 19

Oral Roberts (16-10) 15

Mar 19

Illinois (23-6) 1

Mar 19

Drexel (12-7) 16

Mar 19

Loyola Chicago (24-4) 8

Mar 19

Georgia Tech (17-8) 9

Mar 19

Tennessee (18-8) 5

Mar 19

Oregon St. (17-12) 12

Mar 19

Oklahoma St. (20-8) 4

Mar 19

Liberty (23-5) 13

Mar 19

San Diego St. (23-4) 6

Mar 19

Syracuse (16-9) 11

Mar 19

West Virginia (18-9) 3

Mar 19

Morehead St. (23-7) 14

Mar 19

Clemson (16-7) 7

Mar 19

Rutgers (15-11) 10

Mar 19

Houston (24-3) 2

Mar 19

Cleveland St. (19-7) 15

\*On March 14, the NCAA Division I Men's Basketball Committee will select eight teams to play the First Four. Those games are scheduled for March 18 in West Lafayette and Bloomington. The four winning teams will advance to first-round sites to be determined by the committee during selection weekend. First-round and regional sites will be placed in the bracket by the committee March 14.

March 18 and 20 first-round sites: Indianapolis, West Lafayette, Bloomington  
March 21 and 22 second-round sites: Indianapolis  
March 27-30 regional sites: Indianapolis

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# Money & March Madness

## PBS Video

**Directions:** While viewing the Frontline video about March Madness answer the following questions:

1. How many people tune into watch the NCAA tournament games?
2. What is the only sporting event bigger than NCAA March Madness?
3. How much of NCAA revenue comes from the men's basketball tournament?
4. How much money and how long is the current contract for March Madness with CBS & Turner Broadcasting?
5. Who was the first company (in 1977) to supply shoes and t-shirts to colleges and pay them for wearing them?
6. How many national championships does the NCAA host?
7. What is the real value of a star quarterback on a big-time college team?
8. What percent of college basketball players make it to the NBA?
9. How much residual do NCAA players receive from products that include their image?
10. What former player is leading the class action lawsuit against the NCAA to give players compensation for the use of their image?