

# MARCH MADNESS - ROAD TO THE FINAL FOUR



The NCAA and its official travel agents handle all of the travel for the NCAA Men's Basketball Tournament. That starts with 68 teams in a 64 team tournament that travel over thousands of miles within a two week spread. By the end of this activity you will get a visual of just how much travel these teams do for this tournament and the planning that must go into getting the "product" from point A to point B and an idea of the expenses involved!

First, in Canva, create a ledger size publication (11 x 17) and create two pages. You will need to download and place a map of the United States that shows the states on one page and "mark" the site locations for each round with a legend.

Next, we will then have a random draw to see which school you will follow through the rest of the tournament.

Once you draw your school, then you will need to do a little research (MIM) and place it on the opposite page of your map...remember your print ad design elements. (Promotion)

**Name of School**  
**Location of School**  
**School Name/Mascot**  
**Social Media of School**  
**Number of Students Enrolled**  
**Estimated Tuition (In/Out of State)**  
**Conference Played In for Basketball**  
**Major Players on Team**  
**One Piece of Interesting Information to You**

Back on the map side, locate the school and then create the path they took to get to their early round games and then to the Sweet Sixteen location (Place). Search and see how many miles traveled for that team and some current flight costs! (Price)

[illegible]