



## **2026 NCAA Men's Final Four Local Organizing Committee (LOC) Committee Description**

**Division:** Innovation  
**Committee:** Arts & Culture

### **Division Co-Chairs:**

- Scott Kraege
- Kelli N. Jones
- Bill Soards

### **Committee Members:**

- Tanya Searcy (Co-Chair)
- André Zhang Sonera (Co-Chair)

### **Indiana Sports Corp Staff:**

- Ashleigh Newbold (Division Lead)
- Ashleigh Newbold (Committee Lead)

### **Overview:**

The Innovation Division will be responsible for developing and executing on the following programming and initiatives:

- Arts & Culture
- Sports Tech
- Sustainability

This committee will work with Indiana Sports Corp and the Indy arts & culture community to develop programming that highlights Indy's culture, history, and connection to basketball. Programming will support local artists, cultural entrepreneurs, chefs, organizations, and community members by providing opportunities to engage with the event showcasing their talent, craft, services, or products. Projects may also include legacy or sustainable programming that lives on long after the 2026 Final Four.

### **Objectives:**

1. Develop program milestones and goals from March 2025 – April 2026.
2. Determine goals for engagement with arts & culture organizations.
3. Develop an Indy Arts & Culture Guide for NCAA sponsors, partners, and university groups to utilize in connecting with local arts & culture organizations.

4. Provide creative direction and implementation of SWISH – an Indy-focused cultural experience throughout downtown from American Legion Mall to Lucas Oil Stadium that engages the community and Final Four fans.
5. Collaborate with Participant Initiatives to develop an Indy-specific gift for teams created by an Indy artist or multiple artists.
6. Coordinate 6 plein air artists to paint the scenes of the Final Four Semifinals and Championship Games from the perspective of behind each team's bench.

**Expectations:**

- Commitment to the committee through April 2026.
- Become an Indiana Sports Corp member – starting at \$50/year, less than \$5/month.
- Attend the first LOC Meeting in February 2025 focused on onboarding and learning about the NCAA Men's Final Four.
- Attend monthly committee and LOC meetings starting in July 2025.
  - Meetings will be a mix of in-person and virtual.
  - Meetings may increase leading up to the event.
- Attend and lead consistent editorial meetings in collaboration with the Public Relations Committee.
- Be an advocate for the 2026 NCAA Men's Final Four and Indiana Sports Corp through sharing opportunities within personal and professional networks.
- Be an active participant in committee and subcommittee meetings by completing assigned tasks, engaging in conversations and planning, and being a strong contributor to the team.

**Benefits:**

- Expand your network and build your personal brand
- Develop mentor/mentee relationships
- Be a part of the team hosting world-class sporting events
- Make an impact in the community
- Represent the city of Indianapolis
- Event and Indiana Sports Corp swag when available