



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

**Division:** Outreach  
**Committee:** Statewide Ambassadors

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

- Jeff Robinson, Managing Director of Marketing, Visit Indy
- Ashley Gurvitz, Executive Director & CEO, Alliance for Northeast Unification
- Ron Stiver, President of System Health Solutions, IU Health

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

- Celeste Ballou (Division Lead) SVP, Marketing
- Rachel Frank (Committee Lead) Director, Statewide Initiatives & External Affairs

### **Statewide Committee Co-Chairs:**

- Kimberly Hoffman, VP of Strategy & Experience, Accent Indy
- Jazmin Zavala, Sports Sales Manager, Visit Fort Wayne

### **Committee Members:**

- Sarah Taylor, Hoosier Lottery
- Noelle Szydyk, Visit Indiana/Indiana Destination Development Corporation
- Carrie Lambert, Indiana Tourism Association
- Jennifer Darby, Indiana Youth Institute
- Raena Latina, YMCA of Greater Indianapolis
- Mark Walpole, Purdue Sports Properties
- Heidi Young, Indiana Economic Development Corporation

### **Division Overview:**

The Outreach Division will aim to make the Final Four more accessible and inclusive to residents and traveling fan bases. Through a strategy that targets local, statewide, and regional communities, they will expand awareness and access to opportunities surrounding the Final Four to showcase that there is something for everyone, even if you don't have a ticket to the games. The Division will focus on creating and amplifying messaging around all aspects of the Tournament through various media outlets, including social. In addition, the Division will be responsible for collaborating with civic partners to execute programs the impact and engage the community in the Final Four.

### **Event Goals**

1. Record-breaking attendance across all NCAA Final Four ancillary events that are accessible and inclusive to both residents and traveling fan bases.

- a. Attendance Goals
    - i. Fan Fest: TBD
    - ii. Music Fest: TBD
    - iii. Dribble: Sellout by TBD date
    - iv. Tailgate: TBD
    - v. Final Four Friday: TBD
2. Develop and execute a local, statewide, and regional marketing strategy to expand awareness and access to opportunities surrounding the Final Four to showcase that there is something for everyone, even if you don't have a ticket to the games.
3. Create and amplify messaging around all aspects of the DI, DII, and DIII Tournaments through various media outlets, including social media.
4. Collaborate with civic partners to execute programs that impact and engage a diverse audience to the Final Four.

#### **Committee Objectives:**

- Develop a statewide strategy to communicate initiatives broadly and increase attendance to Final Four events and DII & DIII Tournaments.
- Create a network of ambassadors to amplify messages and drive awareness statewide.
- Develop regular touchpoints to provide updates to ambassadors
- Work alongside Community Engagement team to determine statewide promotional and activation opportunities

#### **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 next June 2025.
  - Meetings will be a mix of in-person and virtual.
  - Meetings may increase leading up to the event.
- 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:**

- Ability to connect and network with other Central Indiana marketing professionals
- 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

**Key Dates & Milestones:**

- February 2025 – LOC Meeting
- June 2025: Monthly LOC meetings begin