



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

Division: Outreach
Committee: College Basketball Marketing Council

Division Co-Chairs:

- Jeff Robinson
- Ashley Gurvitz
- Ron Stiver

Committee Members:

- Ira Maher (Co-Chair)
- Margaret Henney (Co-Chair)
- Monique Wise (Committee Member)
- Kelly Douglas (Committee Member)
- Daniel Incandela (Committee Member)
- Molly Carlino (Committee Member)
- Ashley Jackson (Committee Member)
- Katie Snider (Committee Member)
- Isaac Bamgbose (Committee Member)
- Kyle Bender (Committee Member)
- Molly Kruger Sanford (Committee Member)
- Nate Spangle (Committee Member)
- Clare Clark (Committee Member)
- Antonia Collins (Committee Member)

Indiana Sports Corp Staff:

- Celeste Ballou (Division & Committee Lead)

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.

The Strategic Marketing Council was created in 2023 to help expand the audience for major college basketball events held in Indianapolis. The team has advised and participated in planning for major college basketball events in Indianapolis, including the Indy Class, Horizon League Men's & Women's Championships, NCAA DI Men's First & Second Rounds and Regionals, WBIT, NIT, all in preparation for the 2026 Men's Final Four.

Objectives:

1. Expand the demographics of fans to reach record breaking attendance- Reach as many people as possible in the Indianapolis area to drive awareness of all ancillary events around the 2026 Men's Final Four.
 - a. Attendance Goals
 - i. Fan Fest: TBD
 - ii. Music Fest: TBD on venue capacity
 - iii. Dribble: Sellout by X date
 - iv. Tailgate: TBD
 - v. Final Four Friday: TBD
2. Serve as a focus group for the NCAA to provide feedback on imagery and messaging of marketing collateral to maximize the interest and attendance of ancillary events.
3. Develop community outreach ideas to amplify the events to target audiences.
4. Create and activate an Indy-focused unified brand, without any marks or IP from the NCAA, to focus on college basketball in Indianapolis. (Example: All Lanes Lead to Indy for US Olympic Swim Trials)

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.
- Provide insight on the marketing plan, including paid and grassroots tactics, developed by Indiana Sports Corp and its partners.
- 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:

- December 13, 2024 – Final Four Logo Reveal
- December 14, 2024 – Final Four swag giveaway at Indy Classic (volunteers needed)
- February 2025 – LOC Meeting
- June 2025: Monthly LOC meetings begin
- 2025 additional meetings TBD