

NCAA Licensing Guidelines

Several guidelines have been developed to ensure that NCAA championship footage copyright is protected and that the use of the footage is handled with the utmost integrity.

BUSINESS requests are reviewed and approved or denied based on a number of criteria, including:

1. The footage being requested must not violate any NCAA rules regarding use of footage of student-athletes (Generally, any request for footage that is less than five years old will be denied for student-athlete eligibility reasons.)
2. The intended use of the footage must not present the NCAA and/or its member institutions and/or student-athletes in a negative manner.

MEMBERSHIP requests are reviewed and approved or denied based on the following criteria:

1. The footage must be for the use of the requesting institution.
2. The footage requested must include footage of the requesting institution's participation in an NCAA championship or be for the promotion of an upcoming championship to be hosted by the requesting institution.

This is not a comprehensive list, and other restrictions may apply. Footage requests are licensed through Thought Equity, the exclusive source of NCAA footage. Contact: Sales@thoughtequity.com, or call toll free 866.815.6599, or direct dial to 303.308.3727, or visit www.thoughtequity.com/ncaa.