

**OVERVIEW AND BACKGROUND:** The USOPC Think Tank recommends increased exploration of partnerships across national governing bodies, the NCAA and the USOPC to collaborate on events/championships and examine options to enhance the athlete experience while growing national interest in each sport. USA Field Hockey has actively engaged college stakeholders through their “sustain and grow” project, which began in 2019 and led to ideas on NGB support of NCAA field hockey championships. USA Field Hockey is planning to build a new “Home of Hockey” that would be the premier field hockey venue in the world, with two side-by-side fields. The following outlines both short and long-term opportunities for USA Field Hockey to collaborate and support the NCAA field hockey championships.

CURRENT / SHORT-TERM OPPORTUNITIES	LONG-TERM VISION OF USAFH COLLABORATION
<ul style="list-style-type: none"> <li>○ <i>Overview:</i> USA Field Hockey provides auxiliary support to enhance the existing NCAA championship and lay groundwork for a site transition in 2024.</li> <li>○ <i>Fan support:</i> USAFH can leverage local membership and athletes of all ages/skill levels (e.g., youth, national team, masters) to drive attendance to the NCAA championship by creating ancillary events that elevate the fan experience.</li> <li>○ <i>Championship promotional support:</i> <ul style="list-style-type: none"> <li>- Outreach to USAFH State Chapters to engage local community.</li> <li>- U.S. National Team athlete engagement (e.g., video messaging, autograph opportunities, in-game recognition, youth activation integration).</li> <li>- Digital promotion via USAFH and national team athlete channels.</li> <li>- Host USAFH viewing parties (virtual or in-person) and a fan zone to increase fan engagement, fun and excitement.</li> <li>- Explore NCAA/USAFH co-branding opportunities.</li> </ul> </li> <li>○ <i>Efficiencies (venue partnerships):</i> USA Field Hockey may partner with local community members to provide event staffing support.</li> <li>○ <i>Auxiliary efforts:</i> <ul style="list-style-type: none"> <li>- Youth engagement opportunities include: <ul style="list-style-type: none"> <li>- Local youth team/program engagement (experienced youth),</li> <li>- “Learn to Play” clinics (younger ages/new to sport),</li> <li>- Youth-centric fan zone activations (interactive games), and</li> <li>- Social gatherings for field hockey community of all ages.</li> </ul> </li> <li>- Local coaching/umpire education events include; <ul style="list-style-type: none"> <li>- Coaches education camp/seminar</li> <li>- Officiating camp/seminar</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>○ <i>Vision:</i> The USOPC Think Tank is proposing that in 2024, a NCAA DI, DII, DIII national championship pilot be hosted at USAFH’s National Training and Competition Center, the United States Performance Center, in Kannapolis, NC.</li> <li>○ <i>Event format:</i> NCAA DI, DII, DIII championship semifinals and finals occur over a single weekend (Friday-Sunday) in late November, with integration of an existing NFHCA senior all-star competitions.</li> <li>○ <i>Audience/participants:</i> The USPC seats 4000+ fans per field, with a standing room only option. This includes fan accommodations and space to sell merchandise.</li> <li>○ <i>Logistics planning:</i> The climate is conducive to late-November competition; USAFH staffing can support event(s); the facility can accommodate elite hockey at the highest level of play.</li> <li>○ <i>Expense management:</i> USAFH would extend free use of Team USA’s world-class field/facilities and collaboration on creative revenue opportunities.</li> <li>○ <i>Revenue/promotional opportunities:</i> <ul style="list-style-type: none"> <li>- Alignment with USAFH National Tournament (200+ youth and adult teams across the country) to be played annually in the Charlotte, NC area</li> <li>- Space/infrastructure co create an on-site Fan Zone.</li> <li>- Inclusion of youth clinics (e.g., local youth programs, “learn to play” events), coaching and umpire education/networking events.</li> <li>- U.S. national team exhibition games and engagement.</li> </ul> </li> <li>○ <i>Enhancement opportunities:</i> <ul style="list-style-type: none"> <li>- The USAFH Hall of Fame is on-site and can expand to include areas devoted to past and present NCAA champions/award winners.</li> <li>- Diversity, equity and inclusion education can be integrated into youth programming and community-based activations</li> </ul> </li> </ul>