



Champions of Character Event Guidelines

Sharing the *Champions of Character* messages with your community, whether it is at an NAIA National Championship or an outreach to local high schools and youth sports, is a key part of the *Champions of Character* program. The NAIA provides guidelines and tools for these outreach activities to ensure the messages and program integrity are maintained. The *Champions of Character* staff is happy to assist you with these presentations.

Using the *Champions of Character* name

To have your event qualify to use the trademarked name, it must have a clear connection to *Champions of Character* programming and *Champions of Character* training should be the main focus of the event. This could be a presentation of the values, interactions between student-presenters and the attendees, a discussion with parents and fans or full-scale character training.

Expectations for an event include:

- The *Champions of Character* message is conveyed and tailored to the audience through presentations or training.
- Presenters will use *Champions of Character* resources, including the values script, and personalize their presentations for the audience.
- The logo with the proper registration marks and the core values appear in any written, online or promotional material related to the event. (See the logo, descriptions of the program on page 2.)
- *Champions of Character* signage and banners are prominently displayed.

Resources for conducting a *Champions of Character* event

Online Material: www.ChampionsofCharacter.org

The website is devoted to the program and includes *Champions of Character* tools and resources to ensure consistent delivery of the programming and messages.

- ChampionsofCharacter.org is devoted to the program and includes *Champions of Character* tools and resources to ensure consistent delivery of the programming and messages.
- [Character Activity Resources](#), including group activities, checklists, pledges, tips for coaches, parents, and athletes can be found on the Resources page of ChampionsofCharacter.org
- [Champions of Character at NAIA National Championships](#) webpage is devoted to providing Championship Hosts with programming ideas and resources for conducting *Champions of Character* activities at NAIA National Championships.

Report

After the event, contact the *Champions of Character* Coordinator with the programs conducted and the number of people reached. Please attach any flyers that were printed with our logo. Contact Kathy Busch – kbusch@naia.org – 816-595-8101



Logo

The *Champions of Character* logo should be used in conjunction with any events you host.

NOTE: The use of all NAIA marks and materials must be approved by the NAIA. Contact Kristin Gillette, kgillette@naia.org, or Amy Stover, astover@naia.org, for all inquiries about NAIA trademarks.



Social Media

The NAIA National Office is responsible for coordinating, editing and posting social media including blogs, Facebook, YouTube, Twitter, etc.

Champions of Character has its own Facebook site and you are encouraged to promote and contribute information via NAIA social media. We encourage you to post directly on Facebook (www.facebook.com/NAIAChampionsofCharacter) or Twitter (www.twitter.com/PlayNAIA). Twitter users, when referring to the NAIA *Champions of Character* event, please use @NAIACofC. The NAIA may also post pictures, news, video, etc. provided by the event organizer.

Using the NAIA Message and Description

When writing about the NAIA, you should use our full name - National Association of Intercollegiate Athletics - as a first reference. In subsequent references, the acronym "NAIA" should be used.

For all speeches or introductory remarks and other communications that need a general description of the NAIA and the value it delivers, use this copy:

The NAIA is an intercollegiate athletic association that puts student-athletes at the center of our decision making. We provide student-athletes with an opportunity to play sports through scholarships and compete in 23 national championships, and take that an extra step by offering a personal experience and intentionally teaching character. Our student-athletes emerge from our campuses as well-rounded leaders prepared for their next steps in life.

For news releases and other productions that need a general description of the NAIA, use this copy:

The National Association of Intercollegiate Athletics (NAIA) is the governing body for athletics programs at colleges and universities throughout the United States and Canada. The long-held mission is to advance character-driven intercollegiate athletics while promoting the education and development of well-rounded students and productive citizens through sport participation. The association offers equitable access and opportunities to more than 60,000 student-athletes for the chance to compete in its 23 national championship events held annually throughout the country. Today, the NAIA strengthens its commitment to student-athletes and strives to enrich their college experience by supporting academic achievement and character development. NAIA Champions of Character is the association's innovative flagship program designed to instill character values in student-athletes, coaches and youth in the communities it serves. To learn more visit www.NAIA.org.

NAIA and *Champions of Character* Banners and Decals

For information on banners and decals please visit the NAIA Marketing Tools page at http://www.naia.org/ViewArticle.dbml?DB_OEM_ID=27900&ATCLID=205327326