



What You Need to Know

1. What's Happening:

- Wednesday, March 16 – Team practices at the Dunkin' Donuts Center. These are open to the public. Doors open at 11am. Practices will run from 12pm to 7pm.
- Thursday, March 17 – Two games will be held and the building will be cleared at the conclusion of the second game. Two additional games will be held (again back-to-back) later in the day. Game times and names of teams that will be playing in Providence will not be determined until Selection Sunday, March 13.
- Friday, March 18 - There are no games scheduled for this day. However, there will be a "SlamDunk WaterFire," sponsored by Dunkin' Donuts in the evening. It will be a basin fire in the WaterPlace Park area.
- Saturday, March 19 – The final two games will be played. Again, we will not know the times of those games until Selection Sunday.

Note: NCAA rules do not permit the sale of alcohol in the Dunk. Open containers will be permitted in a designated zone that stops before the Hasbro plaza.

2. What Else is Happening in the City:

- JLC Live, March 16-19 – JLC Live is a conference of residential construction professionals that draws from the Northeast Corridor. This event takes place in Providence annually. Attendance is estimated at 7,000. Of those, 2,000 are expected to utilize hotel rooms. The peak days are expected to be March 18 and 19.
- St. Patrick's Day, March 17
- Guinness St. Pat's 5K, March 19 – The race starts and ends at the Rhode Island State House and loops through the Smith Street area. It begins at 11 a.m.
- Providence St. Patrick's Day Parade, March 19 – The parade begins at noon and winds through the Smith Street area.

3. Marketing Your Business:

The NCAA has very strict trademarking regulations. Please follow the **copyright rules** outlined in the companion document. In addition to advertising your business, that trademarking also includes any social media promotions or communications undertaken by your business. There is a hashtag that has been approved for use by the NCAA which local businesses may use. It is **#PVDHoops**. We encourage you to use this hashtag, as it will help us track social media activity.

The PWCVB has developed a comprehensive microsite for fans that is part of our website **GoProvidence.com**. Once it is determined what teams will be playing in Providence, we will immediately contact both the local media in those communities and the alumni offices of those schools. All public relations and social media efforts will direct fans to that microsite. Additionally, we will be setting up and staffing **12 Visitor Information Centers** for fans. In addition to our main center, located in the Rhode Island Convention Center, we will be providing visitor information at TF Green Airport, the Providence Train Station, the Dunkin' Donuts Center, and the eight hotels in Providence/Warwick at which the teams will be staying.

Additionally, we are working with the *Providence Journal* to develop a special **March Madness Section** that will include both information about the teams participating and visiting Providence. The section will be inserted into the March 16 edition of the newspaper and will be available at all visitor information tables.

How you can market your business:

- **Update your member listing** on GoProvidence.com. Those listings are part of the microsite. In addition to referring all fans to the microsite, the *Journal* will be using it as a source of information for the special section. If you are unsure of how to do so, please contact Renee Sevigny at rsevigny@GoProvidence.com.
- **Send information about any special offers** to Joe Sinapi at jsinapi@GoProvidence.com by March 9. We will put them on the microsite.
- **Collateral material for Visitor Information Tables** may be dropped off to Elise Swearingen by March 9. Elise is located at our Visitor Information Center in the RI Convention Center. There is 15-minute parking right outside. The maximum quantity we can take is 500 pieces.

4. Who to Contact:

- At the PWCVB: Kristen Adamo
VP of Marketing
kadamo@GoProvidence.com
401-456-0231

Erin Degulis
Director of Convention Services
edegulis@GoProvidence.com
401-456-0232

- For questions about outdoor permitting, street closures, etc.:

Lizzie Araujo Haller
Cultural Affairs Manager
City of Providence
Laraujo@ProvidenceRI.com

- For emergency updates: The City of Providence will activate its Code Red system for the duration of March Madness. Follow this link to sign up for this email and text-based system: <https://public.coderedweb.com/cne/en-US/BF4F535E5340>

Social Media Handles:

Twitter	@Providence RI
Facebook	GoProvidenceRI
Instagram	@GoProvidence

END