To: Lucey, Ellen @ncaa.org] From: Reis, Amy Sent: Mon 3/22/2021 2:24:40 AM Subject: RE: Capital One WBB update offer Received: Mon 3/22/2021 2:24:00 AM Thanks for this update, Ellen.



From: Lucey, Ellen < @ncaa.org>		
Sent: Sunday, March 21, 2021 9:01 PM		
To: Schnase, Dave < @ncaa.org>;	@ncaa.org>;	@ncaa.org>; Bearby, Scott <@ncaa.org>;
Gavitt, Dan < @ncaa.org>; Holzman, Lynn M.	@ncaa.org>; Reis, Amy <	@ncaa.org>; McNeely, Kathleen < @ncaa.org>;
@ncaa.org>; @ncaa.or	g>	
Cc: Scott, JoAn L. @ncaa.org>;	ncaa.org>	
Subject: Re: Capital One WBB update offer		

Update, I spoke to Capital One tonight and shared that there are no more inequalities between the men and the Women's tournament that needs to be addressed.

He asked, "we will not continue to see or hear about issues?" I told him, no. I also shared we are working on statements to explain our partners have been there for women's basketball for years. And we will have a statement to decline all the offers of help.

I thanked them for their gracious donation to help. We discussed circling back on if there is a joint option for their offer to be mutually beneficial to help on a more long term basis. They agreed to meet at a later time to review.

Our working group met tonight and are waiting for the list of offers from WBB. Tomorrow we will develop a plan to politely decline them.

Let me know if there any other items you need for early morning meetings. Ellen

## Get Outlook for iOS

From: Schnase, Dave <	@ncaa.org>			
Sent: Saturday, March 20, 2	-			
To: Lucey, Ellen <	ncaa.org>;	<pre>@ncaa.org&gt;;</pre>	@ncaa.org>;	@ncaa.org>;
Bearby, Scott <	ncaa.org>; Gavitt, Dan <	@ncaa.org>; Holzman, Lynn M.	@ncaa.org>; Reis, Amy <	Dincaa.org>
Cc: Scott, JoAn L.	ncaa.org>; Termini, Christo	pher < @ncaa.org>;	@ncaa.org>;	@ncaa.org>;
	@ncaa.org>;	@ncaa.org>		
Subject: Re: Capital One V	VBB update offer			
Notional base Theorem				
No issues here. Thanks.				
Dave				
From: Lucey, Ellen <	@ncaa.org>			
Sent: Saturday, March 20, 1	2021 6:38:05 PM			
To:	@ncaa.org>; :	@ncaa.org>;	<pre>@ncaa.org&gt;; Schnase,</pre>	Dave < @ncaa.org>
Bearby, Scott <	oncaa.org>; Gavitt, Dan <	@ncaa.org>; Holzman, Lynn M. <	@ncaa.org>; Reis, Amy <	encaa.org>
Cc: Scott, JoAn L.	ncaa.org>; Termini, Christo	pher (	@ncaa.org>;	@ncaa.org>;
	@ncaa.org>;	@ncaa.org>		
Subject: RE: Capital One V	VBB update offer			

Dave

and I discussed the concept that Capital One and the NCAA offer each team assistance to help with food costs. We will be setting up accounts for each team in the tournament to secure food in San Antonio. We can execute that through an account (or gift certificate) with UberEATS, but since this is a gif from Capital One, I don't feel it necessary to name them.

did I write that up correctly? Let us know if that works. I will reach out to Jeff O'Barr on how we get that billed back to Capital One, although we have a process to pass through costs with the partners, so I don't expect it to be a big challenge. Thanks,

Ellen



Ellen Lucey Director of Championship Engagement w: c. ncaa.org P.O. Box 6222, Indianapolis, IN 46206-6222

From: Lucey, Ellen <	@ncaa.org>			
Sent: Saturday, March				
Sent. Saturday, March	20, 2021 0.00 PM			
To:	@ncaa.org>;	@ncaa.org>;	@ncaa.org>; Schnase, D	@ncaa.org>;
Bearby, Scott <	@ncaa.org>; Gavitt, Dan <	@ncaa.org>; Holzman, Lynn M. <	@ncaa.org>; Reis, Amy <	ncaa.org>
Cc: Scott, JoAn L.	@ncaa.org>; Termini, Christo	opher < @ncaa.org>;	@ncaa.org>;	@ncaa.org>;

@ncaa.org>

Subject: Capital One WBB update offer

@ncaa.org>;

### Lynn/Amy/Team

Update, Capital One committed \$ dollars to all 64 teams. We will need to bill them for it. And they aren't necessarily looking for publicity by would want the teams to know that detail. I know this needs to come from the NCAA. Any suggestions or requests on how we want to execute? Ellen

### Get Outlook for iOS

				-
From: Lucey, Ellen	- 20, 2021 4-25-26 DM			
Sent: Saturday, March	n 20, 2021 4:25:36 PM			
То:	@ncaa.org>;	@ncaa.org>;	@ncaa.org>; Schnase, Dave <	@ncaa.org>;
Bearby, Scott <	@ncaa.org>			
Cc: Scott, JoAn L. <	@ncaa.org>; Termini, Christopher <	@ncaa.org>; Holzman, Lynn M. <	@ncaa.org>;	@ncaa.org>;
	@ncaa.org>;	@ncaa.org>;	@ncaa.org>; Reis, Amy < @ncaa.	org>
Subject: RE: Urgent -	Chiney Ogwumike			

#### Amy/

Ok, here is a summary of our plans to pitch in and help.

1. Wendy's food truck is now on its way from Dallas, although they offered to start to provide food from a local restaurant as early as tomorrow. We are working to confirm a location for the truck.

2. Pizza Hut committed to a Wednesday night pizza party for the teams. But we are also exploring their options to providente-night eats" similar to what we did in Indianapolis.

3. The local BWW is exploring its ability to participate in the "late-night eats" program.

4. My team will execute a "late-night eats" program with a target start date of sending out a form tomorrow and begin deliveries on 3/21.

5. POWERADE is sending 3000 towels & 8 refrigerators to be added to weight rooms; they are working on signage too

6. AT&T sent over a list of movies that can be shared in a "theater," which includes 2 early release films; the team on the ground needs to find a spot to show them to the teams.

 Capital One offered financial support to help bring up the equity, but I'm unclear what that looks like at the moment. It worth noting that they feel uncomfortable with non-partners coming in with offers; the underlying feeling is that it makes them appear not to be supporting both, which is unfair.
We are reviewing UberEATS delivery fees and if there are options. NCAA can purchase from them if that is of interest, but since their fees go to independent drivers, it is challenging to waive them.

Let me know if there are other needs or ideas we have missed. Ellen



Director of Championship Engagement w: c: ncaa.org P.O. Box 6222, Indianapolis, IN 46206-6222

From: @ncaa.org>	
Sent: Saturday, March 20, 2021 2:33 PM	
To: @ncaa.org>; Lucey, Ellen < @ncaa.org>; @ncaa.org>; Schnase, Dave < @ncaa.org>;	
Bearby, Scott <@ncaa.org>	
Cc: Scott, JoAn L. < @ncaa.org>; Termini, Christopher < @ncaa.org>; Holzman, Lynn M. < @ncaa.org>;	org>;
Silver, Geoff S. < @ncaa.org>; @ncaa.org>; @ncaa.org>; @ncaa.org>;	
Subject: RE: Urgent - Chiney Ogwumike	

Hi All,

I will work with comms on preparing a statement to Chiney. Of course we will circulate for feedback.

I will also work with Ellen on the various CCP offers to see what makes sense and is workable for WBB. Stay tuned as we work through a couple of things.



From: @n	icaa.org>			
Sent: Saturday, March 20, 2021 1:22	PM			
To: Lucey, Ellen < @ncaa.org>	>;	ncaa.org>; Schnase, Dave	@ncaa.org>;	@ncaa.org>;

Bearby, Scott < @ncaa.org>			
Cc: Scott, JoAn L. < @ncaa.org>; Termini, Christopher	er < @ncaa.org>; Holzman, Lynn M. <	@ncaa.org>;	@ncaa.org>;
@ncaa.org>;	@ncaa.org>;	<pre>@ncaa.org&gt;; Reis, Amy &lt;</pre>	@ncaa.org>
California DE Marcat, China a Canada da			

Subject: RE: Urgent - Chiney Ogwumike

Thanks, Ellen. I have copied Amy here, and we just spoke (she is in the same room). There has been no correspondence on this to Chiney or her agent. She did not answer the call from her and deleted the voicemail. No communication has occurred.

If we are saying no, due to the clear ambush marketing concerns, what is our messaging for our efforts in engaging CCP's? As awareness, with Chiney's affiliation with ESPN, they called me inquiring about this as well and are kicking it up on their side to help manage any fallout should Chiney go public to our decline. They ( agree this is ambush marketing, for the record. Thank you,



From: Lucey, Ellen <	@ncaa.org>			
Sent: Saturday, March	20, 2021 1:12 PM			
To:	@ncaa.org>;	@ncaa.org>; Schnase, Dave •	@ncaa.org>;	@ncaa.org>;
Bearby, Scott <	@ncaa.org>			
Cc: Scott, JoAn L.	@ncaa.org>; Termini, Christopher <	@ncaa.org>; Holzman, Lynn M.	Pncaa.org>;	@ncaa.org>;
	@ncaa.org>;	@ncaa.org>;	@ncaa.org>	

Subject: RE: Urgent - Chiney Ogwumike

Unfortunately, I only spoke to Amy on the phone in which she mentioned the note to me. I stressed that we need to be cautious accepting offers for donations when we have declined so many CCP offers. Ellen

	Ellen Lucey Director of	Championship En	gagement
NCAA	W: P.O. Box 62	222, Indianapolis, II	ncaa.org N 46206-6222

From:	@ncaa.org>			
Sent: Saturday, Marc	n 20, 2021 2:10 PM			
To: Lucey, Ellen <	@ncaa.org>;	Oncaa.org>; Schnase, Dave < @ncaa	.org>;	@ncaa.org>;
Bearby, Scott <	@ncaa.org>			
Cc: Scott, JoAn L.	@ncaa.org>; Termini, Christopher ·	@ncaa.org>; Holzman, Lynn M. <	@ncaa.org>;	@ncaa.org>;
	@ncaa.org>;	@ncaa.org>;	@ncaa.org>	
Subject: RF: Urgent -	Chiney Ogwumike			

Subject: RE: Urgent - Chiney Ogwumike

Can you circulate the messaging so others may use it should they be receiving requests. Thanks,

#### From: Lucey, Ellen < @ncaa.org> Sent: Saturday, March 20, 2021 1:33 PM @ncaa.org>; Schnase, Dave @ncaa.org>; @ncaa.org>; To: @ncaa.org>; Bearby, Scott < @ncaa.org> @ncaa.org>; Holzman, Lynn M. < Cc: Scott, JoAn L. @ncaa.org>; Termini, Christopher -@ncaa.org>; @ncaa.org>; @ncaa.org>; @ncaa.org>; @ncaa.org> Subject: RE: Urgent - Chiney Ogwumike

Amy was on the phone with me and shared that they have send notes back to offers declining them.

I'm happy to make an UBEREats gift card purchase right now.



From: Steger, Natalie @ncaa.org>		
Sent: Saturday, March 20, 2021 1:19 PM		
To: Lucey, Ellen < @ncaa.org>; Schnase, Dave < @ncaa.org>;	@ncaa.org>;	<pre>@ncaa.org&gt;;</pre>
Bearby, Scott < @ncaa.org>		
Cc: Scott, JoAn L. @ncaa.org>; Termini, Christopher < @ncaa.org>; Holzman, Lynn M	M. < @ncaa.org>;	@ncaa.org>;

#### @ncaa.org>;

@ncaa.org>;

Subject: RE: Urgent - Chiney Ogwumike

### Good Afternoon,

This group has reached out to me again on this request. I have not responded to them on any of our efforts yet. Have we come to a consensus of what we are going to allow and how we message this? Or is there a "holding statement" I can at least provide? I'm happy to send them to someone else if more appropriate as well.

Thank you so much,



From: Lucey, Ellen < @ncaa.org>	
Sent: Friday, March 19, 2021 11:44 PM	
To: Schnase, Dave < @ncaa.org>; Van Senus, Cari < <u>cvansenu</u>	s@ncaa.org>; @ncaa.org>; Bearby, Scott < @ncaa.org>
Cc: Scott, JoAn L. < @ncaa.org>; Termini, Christopher <	@ncaa.org>; Holzman, Lynn M. < <u>lmholzman@ncaa.org</u> >; @ncaa.org>;
@ncaa.org>;	a.org>; @ncaa.org>; @ncaa.org>
Subject: RE: Urgent - Chiney Ogwumike	

As for ways to engage our CCP's in the solve, we need to provide direction. We can put together an ask and develop a mutually beneficial program.

We can say our Corporate Partners are joining the NCAA to ensure our female student-athletes feel our support. We have put together XX them.

Let me know if we are meeting in the morning. Ellen



Ellen Lucey Director of Championship Engagement w: \_\_\_\_\_\_ c: \_\_\_\_\_ ncaa.org P.O. Box 6222, Indianapolis, IN 46206-6222

From: Schnase, Dave <	@ncaa.org>			
Sent: Friday, March 19, 1	2021 11:09 PM			
To:	@ncaa.org>;	@ncaa.org>; Lucey, Ellen <	<pre>@ncaa.org&gt;; Bearby, Scott &lt;</pre>	@ncaa.org>
Cc: Scott, JoAn L. <	@ncaa.org>; Termini, Christopher <	@ncaa.org>; Holzman, Lynn M. <	@ncaa.org>;	@ncaa.org>;
	@ncaa.org>;	@ncaa.org>;	@ncaa.org>;	@ncaa.org>

Subject: Re: Urgent - Chiney Ogwumike

From a rules perspective, we will make it work. It's better if the benefits flow through the NCAA or the school rather than directly to the student athletes.

Dave

From:	@ncaa.org>
Sent: Friday, March 1	19, 2021 10:23:57 PM
To:	@ncaa.org>; Lucey, Ellen <@ncaa.org>; Bearby, Scott <@ncaa.org>; Schnase, Dave <@ncaa.org>
Cc: Scott, JoAn L.	@ <u>ncaa.org</u> >; Termini, Christopher <@ <u>ncaa.org</u> >; Holzman, Lynn M. <@ <u>ncaa.org</u> >; @ <u>ncaa.org</u> >;
	@ncaa.org>
Subject: RE: Urgent -	· Chiney Ogwumike

Subject he orgene chiney ogwannike

Obviously there's a lot of moving parts here and a lot of questions still in the air. I agree with suggestion and would kindly request that we gather more information but don't make firm decisions tonight and then huddle tomorrow morning and consider how we can move forward maximizing all the opportunity possible for the women's tournament. Want to do what we can here.



Subject: RE: Urgent - Chiney Ogwumike

...One additional thought:

Perhaps Ellen can see what other offers we can get from our existing CCPs and when/if we ultimately decline Chiney's offer, we can counter with the new CCP offerings. In other words – we did not agree to X, but we are doing Y instead.

Just a thought so that may help us combat the lack of equity narrative.



From: Lucey, Ellen	< @ncaa.org>	
Sent: Friday, March	19, 2021 9:17 PM	
To:	@ncaa.org>; Bearby, Scott	<pre>@ncaa.org&gt;; Schnase, Dave &lt; @ncaa.org&gt;</pre>
Cc:	@ncaa.org>; Scott, JoAn L. <	<pre>@ncaa.org&gt;; Termini, Christopher </pre>
Subject: Po: Urgent	Chinay Ogyumika	

Subject: Re: Urgent - Chiney Ogwumike

I will say we have declined offers before the tournament in a couple of areas. But then today, I have numerous partners offering options and \$ to help get a weight room. Capital One asked if we needed \$\$. Powerade has provided equipment; my team was told we didn't need it. They are still working on adding "bells and whistles." AT&T wants to show a movie premiere, but that was declined earlier, but I'm not working to bring that back.

Before the tournament, numerous partners wanted to offer gift cards to each student-athlete, and the decision collectively was no. I'm happy to activate our partners to help. Ellen

### Get Outlook for iOS

From:   @ncaa.org>     Sent: Friday, March 19, 2021 9:06:38 PM     To: Bearby, Scott <@ncaa.org>; Schnase, Dave <@ncaa.org>     Cc:   @ncaa.org>; Scott, JoAn L. < @ncaa.org>; Lucey, Ellen <@ncaa.org>; Termini, Christopher @ncaa.org>     Subject: FW: Urgent - Chiney Ogwumike	
Subject 14. Orgent Clinicy of Minine	

Ellen, bringing in reinforcements. But in the meantime, can you let us know on what basis we have been telling our partners no to their offers?

Scott, Dave, et al, please see below and advise. This is not my area of expertise but we need to respond.

# Thanks,



Sorry I failed to mention Unilever, who sent the same items as to the men but we have chosen to distribute differently. They are feel great pressure and are scrambling to send additional gift bags to everyone.

Ellen

#### Get Outlook for iOS



I'm extremely concerned with this execution. All day I have fielded calls from partners really upset with the situation and wanting to help. We have declined them all. Not to mention numerous partners wanted to gift student athletes gift cards and we said no.

I hate to think we have a non-partner come in to save the day. AT&T, Coke, Capital One, Aflac, Nissan, Pizza Hut to name a few I have spoken to directly. Ellen

Get Outlook for iOS

@ncaa.org>

Sent: Friday, March 19, 2021 8:54:45 PM To: Scott, JoAn L. Cc: Termini, Christopher < <u>@ncaa.org</u>>; Lucey, Ellen < <u>@ncaa.org</u>> Subject: RE: Urgent - Chiney Ogwumike

I'm working on it...

From: Scott, JoAn L. @ncaa.org>
Sent: Friday, March 19, 2021 8:48 PM
To: @ncaa.org>
Cc: Termini, Christopher <@ncaa.org>; Lucey, Ellen <@ncaa.org>
Subject: FW: Urgent - Chiney Ogwumike
-see below.
JoAn Scott Managing Director, Men's Basketball w: ncaa.org P.O. Box 6222, Indianapolis, IN 46206-6222
From: "Termini, Christopher" <    @ncaa.org>     Date: Friday, March 19, 2021 at 8:42 PM      To: Lynn Holzman <    @ncaa.org>, Dan Gavitt    @ncaa.org>     Cc: JoAn Scott <    @ncaa.org>, Joni Comstock    @ncaa.org>     Subject: Fwd: Urgent - Chiney Ogwumike    @ncaa.org>

Lynn and Dan - I just received a phone call and email (below) from **Construction**, agent for Chiney Ogwumike. Our colleague Oliver Luck put her in touch with me. Chiney is interested in making an offer to all 64 teams in the DI WBB tournament, providing each team with a DoorDash gift card of **Solution** options. **Construction** indicated that Chimey would make a post on social media about this recognizing DoorDash, but no NCAA marks need be used. The potential conflict is obvious given Uber Eats is an NCAA Corporate Partner and that's probably enough for us to decline the offer (I've copied JoAn for visibility on that potential issue); I shared this factor with **Construction**. Nonetheless, Chimey is prepared to make outreach to each of the participating teams to coordinate distribution of the gift cards as soon as possible.

I'm passing this along this offer, which presents one opportunity to build a positive narrative around the women's tournament. It obviously comes with complications - not just regarding the CCP conflict, but also a possible compliance issue for which AMA should be consulted (though it seems this could be allowed under the same policy or legislation that allows other gifts to student-athletes during championships).

I'll totally defer to your judgment on whether this would be appropriate, viable, or even permissible under the circumstances. If you want to proceed, let me know so I can close the loop on my end, but also feel free to contact Chimey and directly (their emails below). I'd like to honor directly sequest and offer a status update sometime tonight, whether we accept, decline, or will further consider it. If we decline, I'd be happy to communicate that back to on our behalf.

Happy to discuss this further. I'm on my cell at if you'd like to talk.

Thanks, Chris

Sent from my iPhone Begin forwarded message:

From: \_\_\_\_\_\_\_@disruptthegame.com> Date: March 19, 2021 at 7:59:09 PM EDT To: "Termini, Christopher" < \_\_\_\_\_\_@ncaa.org> Cc: Chiney Ogwumike < Subject: Urgent - Chiney Ogwumike

Hi Chris,

Great speaking just now! As we spoke about, Chiney Ogwumike would like to donate DoorDash virtual gift cards to all 64 head coaches or athletic director (or whomever at the school/program would be deemed best and permissible) of the women's tournament. For context, Chiney would be emailing the donation directly to that person (whichever is preferred).

We just want to make sure this is ok, as we (Chiney, DoorDash, and OneTeam Partners) do not intend to cause any problems.

We would like to get this going ASAP by tonight, so if anyone could answer us quickly it would be so appreciated. Thank you so much, really appreciate your efforts!

Best,



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