



## FUTURE **NFCA** GENDER EQUITY INITIATIVES:

Generation and flow of sponsorship dollars. Cost is continuously raised by the NCAA as a major road block. Although cost will always be part of the process, the NFCA would welcome a better understanding of how sponsorship revenue is sought and used in NCAA championships, especially women's championships, and specifically, softball.

- How are sponsorships obtained?
- What are the requirements?
- How does the money flow?

It is imperative that the barriers of entry for those wanting to sponsor women's championships, and specifically softball, be broken down to allow more inclusiveness and opportunity.

Joint Leadership. To avoid the appearance of operating within silos, it's time for visible collaboration. It is the recommendation of the NFCA to have the NCAA create a joint Softball/Baseball Oversight Committee to govern both sports. This will allow a direct path for advancement for softball and baseball. It's time to make this happen.

Championship Committee Composition. NCAA Softball Championships Committee members are charged with making impactful decisions including but not limited to, selection of the participating teams and seeding the tournament brackets. Although not currently a requirement, the NFCA would recommend as a prerequisite at a minimum that NCAA Softball Championships Committee members have an understanding of our sport and a deep-seated investment in its future.