THE PARTNER PLAYBOOK

2027 NCAA® MEN'S FINAL FOUR®

This document is a summary of critical information, dates and activities affected by the Special Event Activity Zone Ordinance related to the Men's Final Four.

SPECIAL EVENT ACTIVITY PERIOD

MARCH 29 – APRIL 7, 2027

CITY OF DETROIT

RISE HIGHER
MAYOR MARY SHEFFIELD

RISE HIGHER MAYOR MARY SHEFFIELD | DETROIT LOCAL ORGANIZING COMMITTEE

The Detroit Local Organizing Committee (DLOC) is a volunteer-led group of civic, cultural, and business leaders working with the National Collegiate Athletic Association (NCAA) to deliver the 2027 NCAA Men's Final Four and related official ancillary events in Detroit from April 2-5, 2027.

Plan your participation

Know where the Special Event Actvity Zone is, what needs approval, and when to apply. Read and learn more about the Ordinance at **detroitmi.gov/finalfour**.

This playbook summarizes the Special Event Activity Zone and Special Event Activity Period information found in Ordinance 2026-024. It is intended for businesses, vendors and partners preparing for the Men's Final Four. If there is a conflict between the Special Event Activity Zone Ordinance and the Partner Playbook, the Ordinance controls.

01 Check your location

Review the Special Event Activity Zone boundaries and supplied reference map before planning a temporary activity.

02 Confirm your approvals

Special Event Licenses and Temporary Use Permits regulate outdoor sales, temporary structures and signage. Applications for a Special Event License and Temporary Use Permit must have the approval of the Buildings, Safety, Engineering and Environmental Department (BSEED). All other approvals apply based on application type. For any questions related to the Special Event Licenses, contact Sarah Troupe at troupes@detroitmi.gov or 313-224-3179. For questions related to the Temporary Use Permits contact Alycia Berry at berryal@detroitmi.gov or 313-224-0295.

03 Apply early

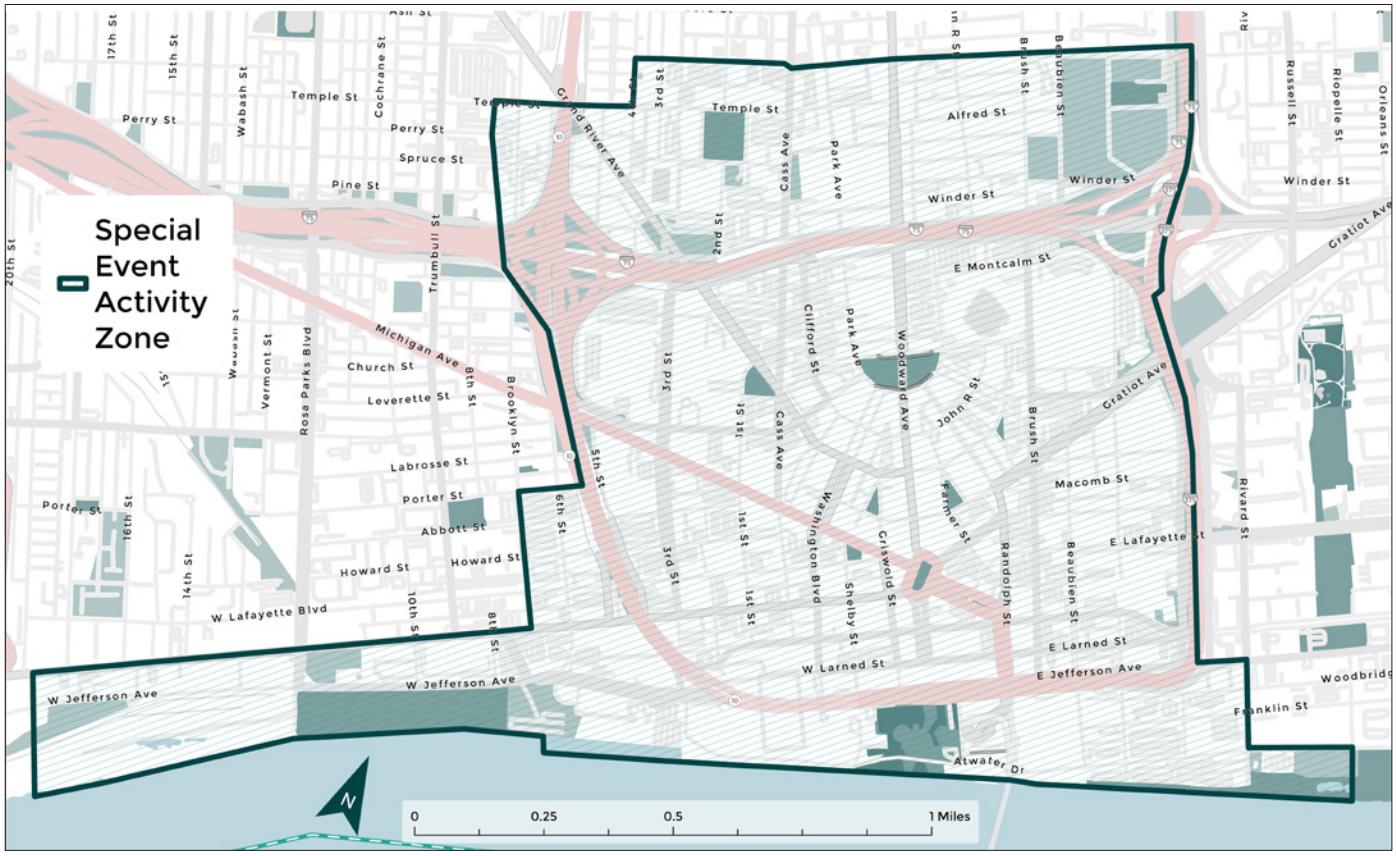
Deadline to apply is January 28, 2027, as applications for Special Event Licenses and Temporary Use Permits are required at least 60 days in advance. Apply at **Detroitmi.gov/specialevents**.

REMINDER

Existing licenses and day-to-day business operations are not affected provided that such uses and activities were licensed prior to the activity period. All other licenses are subject to review.

Know the zone

The Special Event Activity Zone for the Men's Final Four



SOURCE MAP: The Partner Playbook labels this area as the "Special Event Activity Zone." Confirm final boundaries with the City.

SPECIAL EVENT ACTIVITY ZONE BOUNDARIES

WEST: Rosa Parks Boulevard, Brooklyn Avenue, and MI-10 (John C. Lodge Freeway), Fourth Street

EAST: Chrysler Freeway (I-375), Rivard Street, Riopelle Street

NORTH: West Fort Street, Porter Street, Temple Street, Charlotte Street, Fisher Freeway (I-75), Chrysler Freeway (I-375), East Jefferson Avenue, Atwater Street

SOUTH: Detroit Riverfront

What needs approvals

Licenses and permits are subject to approval in the Special Event Activity Zone. Per the Ordinance, preference will be given to local Detroit-based businesses.

Merchandise	Special Event Licenses and Temporary Use Permits within the Special Event Activity Zone must be approved by the Building, Safety Engineering and Environmental Department (BSEED) for stationary, foot and street vendors of merchandise.
Food & Beverage	Food and Beverage vendors in the Special Event Activity Zone need a Special Event License from BSEED. Vendors must also be approved by the Detroit Health Department. This includes Special Event Licenses for food trucks.
Alcohol & Service Vendors	On-premises alcohol sales and service vendors shall have a National Sporting Event License in accordance with Section 517a of the Michigan Liquor Control Code (MCL 436.1517a) in the Special Event Activity Zone. All alcohol sales and service vendors also require a Special Event License from BSEED.
Signs & Advertising	Special Event Licenses and Temporary Use Sign Permits, including but not limited to, flags, graphics, inflatables, projections of images, banners, LEDs and temporary wayfinding signs related to the special event theme must comply with 2026-024 Ordinance requirements. All special event activity signs must be removed within 48 hours after the last day of the Special Event Activity Period, which ends on April 7.
Temporary Structures	BSEED must approve Temporary Use Permits for structures, including but not limited to scaffolding, stages, and tents. All structures are subject to conditions and inspection by BSEED and the Detroit Fire Department.
Wireless Facilities	Set-up for wireless communication may be permitted for the Special Event Activity Period in the Special Event Activity Zone in the areas designated and under conditions identified by the City of Detroit Department of Innovation and Technology.

Fees will apply for Special Event Licenses and Temporary Use Permits. For more information, visit the **City of Detroit BSEED Fee Schedule**.

Keep your creative in bounds

Secure NCAA and Detroit Local Organizing Committee (DLOC) approvals before using event branding.

01 Official Marks

Do not redesign, recreate, alter or use AI to generate NCAA or Men's Final Four logos. All usage requires review and written consent from NCAA and DLOC.

02 Sponsor Language & Co-Branding

Do not imply official sponsorship, partnership or endorsement. "Official Partner," "Proud Sponsor," "Presented by" and similar language require authorization. Adjacent organizational logos require NCAA approval.

03 Creative & Promotional Events

Do not modify approved artwork, imitate event branding or use outdated marks. Do not imply affiliation, mimic official events or capitalize on event branding without the required consent.

04 Messaging

Avoid political, offensive, discriminatory or misleading messaging; implied partnerships; and content inconsistent with NCAA and DLOC values or community inclusion standards.

05 Social Media & Websites

All posts using NCAA creative, marks, unofficial event logos, sponsor claims or promotions require NCAA and DLOC approval. Do NOT create any Men's Final Four specific pages within any website.

BEFORE YOU PUBLISH

Contact the City to ask about the review process. This City-issued Partner Playbook does not confer NCAA sponsorship or permission to use official event marks. All usage requires NCAA and DLOC review and written consent.

Mark the calendar

Keep the activity window, application dates and enforcement period separate.

NOV 2026	**Application Open** Special Event Activity Zone information released.
JAN 28, 2027	**Application Cutoff** The Special Event Activity Zone Ordinance requires applications at least 60 days in advance. Confirm the deadline for your activity.
MAR 29 – APR 7, 2027	**Special Event Activity Period** Special Event Activity Zone restrictions apply during this time.
APR 2 – APR 5, 2027	**Tournament Window** Men's Final Four and championship dates.
APR 30, 2027	**Ordinance End Date** The City retains the right to prosecute violations later.

ENFORCEMENT

The Special Event Activity Zone Ordinance states violations as a 90-day misdemeanor with a $500 penalty. Enforcement agencies: Detroit Police Department, Detroit Fire Department, Building, Safety, Engineering and Environmental Department (BSEED), and the Detroit Health Department.

Your questions answered

Key guidance for existing businesses, event hosts, and prospective vendors in the Special Event Activity Zone.

Do I need a special license to host an event?

Yes. Applications close on January 28, 2027. Confirm the 60-day advance requirement for your event date.

Can I advertise my products?

You can advertise your products so long as you have received a Special Event License. NCAA and Detroit Local Organizing Committee (DLOC) approvals are required before using event branding.

What about my current license?

Current licenses are not affected provided that such uses and activities were approved prior to the activity period.

Will my regular business operations be affected by the ordinance?

Previous licensed operations can continue during the Special Event Activity Period.

How do I become a vendor?

Email **FinalFourDetroit@detroitmi.gov** to ask about participating in Men's Final Four activities. The Special Event Activity Zone Ordinance allows local Detroit-based businesses to receive priority for Special Event Licensing and Temporary Use Permits.

PROHIBITED IN THE SPECIAL EVENT ACTIVITY ZONE

Mobile advertising signs and devices, adult entertainment, and certain motorized and nonmotorized vehicles are prohibited. Golf or electric carts are prohibited except for Men's Final Four and City event staff.

LET'S GET YOU READY.

Start with the City.
Confirm your activity, location, permit deadline, and required approvals.

SPECIAL EVENT ACTIVITY ZONE QUESTIONS & VENDOR PARTICIPATION

FinalFourDetroit@detroitmi.gov

SPECIAL EVENT LICENSES

Sarah Troupe at troupes@detroitmi.gov, 313-224-3179

TEMPORARY USE PERMIT

Alycia Berry at berryal@detroitmi.gov, 313-224-0295

SIGNS

Eric Johnson at ericj@detroitmi.gov, 313-628-2219

CITY OF DETROIT MEN'S FINAL FOUR SPECIAL EVENTS

Detroitmi.gov/finalfour

GENERAL INFORMATION

FinalFourDetroit.com

Information is subject to change and provided for informational purposes only. Confirm current requirements with the City before acting.

SPECIAL EVENT ACTIVITY ZONE ORDINANCE

This Ordinance amends the 2019 Detroit City Code by adding Chapter 28.5, Special Event Licenses and Temporary Use Permits for the National Collegiate Athletic Association, which shall consist of:

Article I, In General, containing Section 28.5-1-1, Definitions, Section 28.5-1-2, Period of applicability, and Section 28.5-1-3, Conflict with other provisions of this Code;

Article II, Violations and Enforcement, containing Section 28.5-2-1, General prohibitions, Section 28.5-2-2, Authority to enforce; preservation of rights, and Section 28.5-2-3, Violations under this chapter;

Article III, Special Event Licenses and Temporary Use Permits, containing Section 28.5-3-1, Current license and/or permit holders, Section 28.5-3-2, Special Event Licenses and Temporary Use Permits; identification of activities to be permitted; area of operation, Section 28.5-3-

3, Special Event Licenses and Temporary Use Permits; application; attachments; insurance; approvals, Section 28.5-3-4, Parades and similar activities, Section 28.5-3-5, Conflict with other provisions in this Code, to provide for and the issuance of Special Event License, Temporary Use Permits and Temporary Use Permits with Temporary Certificates of Occupancy by the Buildings and Safety Engineering Department, the application process for obtaining these types of permits and licenses, the approvals required, the activities that will be permitted or licensed, the areas where the activities will be allowed, and the responsibilities of the City departments and the National Collegiate Athletic Association in processing these applications and enforcing the Code.

Please be advised that information within this packet is subject to change and should be used for informational purposes only. Any changes or modifications related to the Men's Final Four Special Event Activity Zone Ordinance will be updated in this document.

For questions and further information regarding Special Event Activity Zone Ordinance restrictions or operations permitted within the boundaries, please contact **FinalFourDetroit@detroitmi.gov**.

For general information about Men's Final Four in Detroit please visit **FinalFourDetroit.com**.