



On March 18 and 19, Fort Wayne was proud to host the return of the NCAA Division III Men's Basketball Championship at the Allen County War Memorial Coliseum. This year's successful event took the combined effort of *Visit Fort Wayne*, the Memorial Coliseum and Manchester University.

The tournament attendance exceeded expectations, as the Memorial Coliseum was crowded with enthusiastic fans. Over the weekend, Fort Wayne hotels were at **91% occupancy!**



### Social Media Stats

from *Visit Fort Wayne* social media posts and ads:

Reach: **325,777**

Engagements: **22,398**

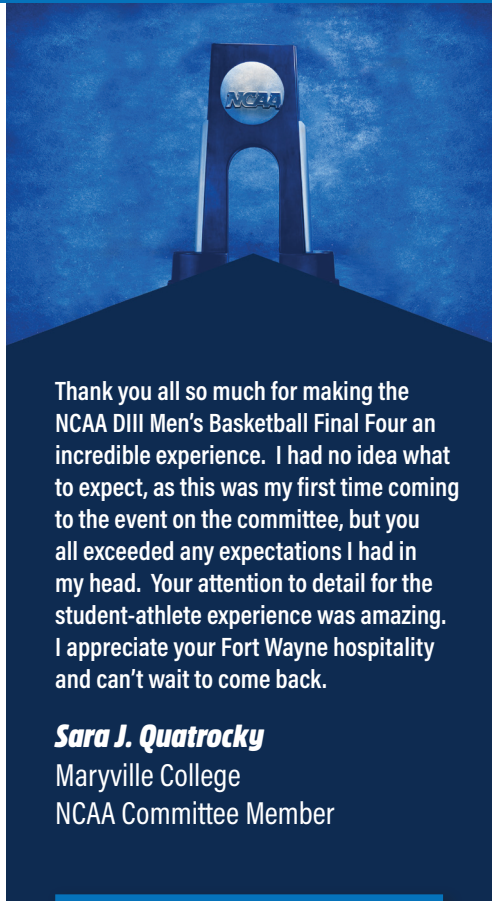
Ticket Link Clicks: **10,798**

Link Clicks from Trophy Tour Campaign: **1,453**



### Service Project

The teams assembled **1,000 dental kits** to be donated to Vincent Village – which serves homeless families in Fort Wayne.



Thank you all so much for making the NCAA DIII Men's Basketball Final Four an incredible experience. I had no idea what to expect, as this was my first time coming to the event on the committee, but you all exceeded any expectations I had in my head. Your attention to detail for the student-athlete experience was amazing. I appreciate your Fort Wayne hospitality and can't wait to come back.

**Sara J. Quatrocky**

Maryville College  
NCAA Committee Member

A simple note to offer a huge THANK YOU to each of you. I hoped I adequately expressed the impact you all make on the experience these teams have in Fort Wayne. I experienced it first-hand in 2019 and I know the teams did so again this year. You make it feel "big time" to be in the Final Four. I am thankful we are in Fort Wayne and thankful we are working with you!

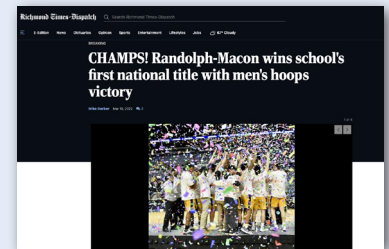
**Michael Schauer**

Wheaton College  
NCAA Committee Chairperson

### Media Coverage

The *Visit Fort Wayne* team garnered media coverage for the launch of ticket sales, Paint the Town Blue Day, and coverage of the Championship!

**25 Articles with 5,070,000 million unique visitors.**



**13 mentions/segments in broadcast media from local stations to Richmond, VA with a total viewership of 162,958 for those clips.**



### We distributed:

- 500** Pom-poms
- 250** Rally Towels
- 8** Large School Cut Outs
- 4** Balloon Arches at the Host Hotels
- 7** Light Up Letters for a Selfie Station
- 84** NCAA Logo Cookies



Enjoy a full gallery of event photos at:  
[VisitFortWayne.com/NCAA](http://VisitFortWayne.com/NCAA)

