

The ENBL guide for marketing during ENBL games.

1. Media

- 1.1. Media members should be seated in a separate area with a table, chairs and electricity outputs provided (minimum (3) seats required).
- 1.2. Starting from the first regular season's game and further on hosting club must be aware that ENBL can ask to reserve a room for after game press conference.
- 1.3. ENBL shall ask the home club to reserve the press conference room at least 6 hours before the game. If ENBL does not ask to reserve the press conference room, the home club still can organize the press conference post-game if they see a necessary for it for local media.
- 1.4. If there is an after-game press conference – home and visiting team must provide at least 1 player and head coach for it. Both teams shall be informed of after game press conference before the game.

2. Marketing

- 2.1. Clubs and ENBL have the right to promote their games and marketing activities during the games, before, during and after the season.
- 2.2. ENBL and/or their sponsors have the rights to do promotional activities during the games if they have a verbal agreement with the home club at least 6 hours before the game.
- 2.3. Teams can use television, video, and photo materials for advertising and marketing purposes from other club/team home games or team events if their team is involved in the material.
- 2.4. ENBL has the rights to use all the materials accessible to promote the league involving team players, coaches, facilities using videos, photos, interviews and so on.
- 2.5. Clubs must collaborate to promote the image of ENBL.
- 2.6. ENBL must popularize teams' names during the season.
- 2.7. ENBL sponsors have the right to use clubs' name and marks in advertising and promotional campaigns and other intellectual property rights as agreed by the ENBL.
- 2.8. ENBL and the home team have the right to place advertising materials - stands, posters, handouts, flags, and other promotional materials during the games. Anything special (that is not

mentioned here as promotional material) needs to be communicated between the ENBL and home team.

2.9. The home team must use advertising posters or LED boards for ENBL and their sponsors advertising during each game.

2.10. If home team is using advertising posters during the game: Six (6) ENBL sponsor billboards (size 1x3m) needs to be placed at the sideline of the court during each home game, placed by home Clubs representatives. Four (4) of them must be placed in TV camera zone; two (2) of them must be positioned along the sideline.

2.11. Home team is responsible of producing/ making and placing the billboards/posters along court line from ENBL previously provided logos/materials.

2.12. If the home team is using LED boards, the percentage is divided: 50% home team advertisement, 30% ENBL advertisement, 20% visiting team advertisement. Time is divided out of 1 hours' time: 30 minutes home team advertisement, 20 minutes for ENBL advertisement, 10 minutes for guest team advertisement in regular season and play off stage.

2.13. In Final Four – When home team playing - 50% home team, 30% ENBL, 20% visiting

2.14. team. When two visiting teams playing – 25% home organizer, 25% ENBL, 25% each visiting team.

2.15. Visiting teams sent materials cannot be longer than 40 sek. per one showing block (video set together in one block or materials separately connected).

2.16. The home team is responsible of adjusting the size measurements and timing of LED board materials received from ENBL to fit the LED board sizing at their home game arena from previously received ENBL materials/logos.

2.17. The visiting team is responsible of adjusting their LED file measurements of requested sizes to fit away games LED. The LED measurements of all teams will be sent separately to each club in teams info catalog and team must follow the information themselves.

2.18. The visiting team must send the LED materials to home teams representative no later than 72 hours before the game start time. All teams' contact information must be found in previously sent teams info catalog. All materials must be uploaded on a choice of link. All LED materials when sent to opposite teams' representative, must be added Copy to lasma@enbleague.eu

2.19. The home team must provide the advertisement posters or LED materials in use at least 30 minutes prior start of game and continuing throughout the game and at least 15 min post-game finish.

2.20. If the home team is not providing posters or LED advertisement in regulation announced time or amount – the home team receives a warning and after 1000 Euros penalty for each not provided logo/material.

2.21. If the home team does not use LED boards, then visiting club will receive commercial time on TV stream time up to 30 seconds. There must be sent HD video to ENBL representative by 72 hours before the game start time – one up to 30 sec. video or 2 up to 15 sec. videos. The TV commercial clip uploaded on a link must be sent to lasma@enbleague.eu

2.22. Visiting team must provide LED materials or Tv commercial in correct asked sizes and no later than 72 hours before the game in order to have the materials presented in away game.

2.23. The team is allowed to advertise their games and advertise their sponsors in their home games any other ways as long it goes along the FIBA basketball rules.

2.24. ENBL holds the rights to place advertisement on the referees' uniforms and table officials.

2.25. There are no exclusive rights for advertisement for home team organizing home game towards ENBL.

2.26. ENBL holds the rights to use Final Four tournament floor sticker spots. It must be communicated of % before Final Four tournament.

3. Activities during the game

3.1. Home team is responsible of announcing teams before the game within/up to 7 minutes.

3.2. It is suggested for the home club to organize fun competitions, shows, for the audience during their home games. Cheerleaders or other entertaining show are suggested.

3.3. Half-time pause will be fifteen 15 minutes. First five minutes the game court can be used by the home team for organizing promotional activities, spectator games or other show elements. Rest of the eight 10 minutes the game court must be available for teams for warm-up.

3.4. Any other shows or events that is considered out of regular (laser light shows, fire shows, National Anthems by choir, minute of silence and so on) – must be communicated and approved between the home team, visiting team and ENBL.

4. TV Broadcasts

4.1. ENBL is the exclusive owner of all media rights (games, interviews, videos etc.).

4.2. The home team is responsible of providing TV stream broadcast for each home game.

4.3. All contact information of broadcast providers must be sent previously to ENBL representative once requested, so ENBL can communicate with broadcast providers directly.

4.3.1. The home team is responsible of providing broadcaster that can guarantee the quality and all needed requirements for the broadcast. The home team is responsible of choosing the right broadcaster in order to have all requirements fulfilled.

4.3.2. The home broadcaster MUST check the live feed no later than 60 minutes before Tip-Off time.

4.4. All broadcast quality details must be:

4.4.1. ENBL must receive the broadcast as a whole and in full scope.

4.4.2. The broadcaster provides ENBL Live broadcasts filmed with minimum 2 cameras. There might be request from ENBL to upgrade cameras count or quality if not adjusted to requirements or moving into next phase as playoffs or Final Four phase.

4.4.3. The broadcaster is obligated to use:

4.4.4. During the games ENBL graphics (previously received from ENBL)

4.4.5. Previously received from ENBL commercials by the advertisement plan. The advertising plan will be informed in written form before the games in Production Rundown document. ENBL shall receive 6min (360 sec.) commercial time during any broadcasts game time. Game time is also considered 5min before and 5 min after the game.

4.4.6. Filming game interviews if any taken by ENBL or teams' representative: Before the game, halftime, after the game.

4.4.7. Referee Video Support System (RVSS) to be mandatory for all games. To provide readiness to introduce referees with the system 30 minutes before the game.

4.4.8. Post-game highlight video - 40 to 60 seconds long.

4.4.9. If requested by ENBL - The broadcaster is obligated to upload full game video in 120 minutes time after the game and send the link to ENBL representative- lasma@enbleague.eu and/or if needed upload full game recording on previously received USB to provide full game video to both participating teams and referees, all together 3 copies of game.

- 4.4.10. The broadcaster is obligated to share signal (clean feed) with ENBL broadcast partners, previously communicated.
- 4.4.11. The broadcaster is obligated to share signal with English speaking commentator with ENBL if requested by ENBL in regular season stage. In playoff and Final Four stage mandatory to provide English speaking commentator and provide signal also with English speaking commentator to ENBL.
- 4.4.12. The broadcaster is obligated to follow ENBL Broadcast Manual sent to all clubs and their broadcasters previously.
- 4.5. The team must provide everything necessary for the game venue to be suitable for TV and online broadcasting, including a minimum Internet upload speed of five (5) Mbit / sec.
- 4.6. A team with its own activities must not delay filming or obscure the camera, recording the time-out or any other situation during the game.
- 4.7. Each team must provide head coach and/or one player for the half time and after game interview if the interviews are happening and previously asked.
- 4.8. If ENBL asks - club is responsible to provide a club representative who can interview their team member in half time and after the game for the TV streaming.
- 4.9. If the broadcast is to be failed in quality or any other issue, the home team is responsible of paying penalty of 3000 euros.
- 4.10. The teams in playoff must financially cover English speaking commentator for their home playoff game (one games payment for professional English speaking commentator up to EUR 350). Not to be used local English-speaking commentator in order to have as neutral and fair commentating. The chosen English-speaking commentator must be approved by ENBL.

5. Social Media marketing activities

- 5.1. Before, during and/or after the game each club must provide 30 photos of the game to previously approved ENBL representative for posting on social media and game articles from ENBL.
- 5.2. Home team's photographer shall provide at least 8 pictures with visiting teams players in action, so visiting team can use the pictures as well for theirs and ENBL representation.
- 5.3. The home team is responsible of awarding MVP of each team after every game. The award moments must be captured and the picture of each MVP with an award sent to ENBL representative right after.
- 5.4. All pictures must be uploaded on a link of teams' choice and the link must be sent in fastest timely manner to ENBL designated representative. No later than 2 hours after the game.
- 5.5. Up to 10 pictures must be provided in game half time to ENBL representative.
- 5.6. Short videos of Interviews and/or game moments for social media are suggested. If home team has it – that should be sent to previously approved ENBL representative for posting on ENBL social media accounts.

6. Tickets

- 6.1. Home team must provide entrance for visiting teams' participants (teams delegation) - list from their official game application.
- 6.2. Home team must provide entrance with full access (including court access) for ENBL representatives in every game. Regular season games and Playoff games up to 4 persons, Final

Four event up to ENBL 8 persons, plus ENBL partners.

6.3. Clubs are suggested to sell tickets for the home games.

6.4. Home team must provide additional up to 20 tickets to ENBL for every home game if previously communicated. That needs to be communicated at least 24 hours/1 day before the game in regular season. In playoff stage and Final Four – ENBL may ask more entrance for VIP partners with VIP lounge access.

6.5. Home team must provide up to 10 tickets to the guest team (Additional of the teams' full roster/game application list).

6.6. ENBL (from their selected 20 tickets, 6.4. point) is allowed to make competitions or lotteries throughout the social media and other media platforms to win tickets for the audience for the games.

6.7. If any visiting team is willing to arrive with group of fans, ticket conditions and sector placements must be communicated and agreed between home team and visiting teams' representatives.

7. Additional information

7.1. All additional actions and special cases that are not reflected in the Annex No.1, No.2 , Annex No3 or Regulations Document must be communicated between teams and approved by ENBL.

7.2. Any arguments, violations, situations that harms ENBL, teams or sponsors name in any capacity are forbidden and will be discussed in ENBL committee and decided penalty from ENBL.

President of the ENBL: Igo Zanders

