

## **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 hosting club must reserve a room for press conference to be held in.

## **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 24hours/1 days before the game.

2.3. Clubs can use television, video, and photo materials for advertising and marketing purposes from other club/team home games or club/team events if their team is involved in the material. ENBL can use all the materials accessible to promote the league (videos, photos and so on).

2.4. Clubs must collaborate to promote the image of ENBL.

2.5. ENBL must popularize clubs' names during the season.

2.6. 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.

2.7. ENBL and the home club 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 club.

2.8. Six (6) ENBL sponsor billboards (size provided 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.

2.9. If ENBL have not announced sponsors for all 6 billboards spots 30 days before the season starts, the home club can use 2 of those for their needs. Previously approved with ENBL which 2 spots out of 6 billboards the home club can use during the games.

2.9.1. If ENBL needs to use all 6 spots of billboards – it needs to be announced to the clubs at least 30 days till their next home game and organized that ENBL gets 6 billboard spots.

2.10. If the home club is using LED boards, then ENBL gets 15min out of 1 hours' time for ENBL advertisement.

2.11. The club 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.

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

## **3. Activities during the game**

3.1. It is suggested for the home club to organize fun competitions, shows, for the audience during their home games. Cheerleaders are suggested.

3.2. Half-time pause will be fifteen (15) minutes. First seven (7) 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 (8) minutes the game court must be available for teams for warm-up.

3.3. Any other shows or events that are 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 club and ENBL.

#### **4. TV and Streaming**

- 4.1. ENBL is the exclusive owner of all media rights (games, interviews etc.).
- 4.2. The club 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.
- 4.3. A Club with its own activities must not delay filming or obscure the camera, recording the time-out or any other situation during the game.
- 4.4. Each club must provide head coach or one player for the half time and after game interview.
- 4.5. The home club gets 3 commercials (each up to 15 sec) during the video broadcast of their home game. The videos must be sent to ENBL and approved at least 72 hours before the game.

#### **5. Social Media marketing activities**

- 5.1. Before, during and/or after the game each club must send minimum 3 photos of the game to previously approved ENBL representative for posting on social media.
- 5.2. Short videos of Interviews and/or game moments are suggested. If home club, has it – that should be sent to previously approved ENBL representative for posting on social media.

#### **6. Tickets**

- 6.1. Clubs are suggested from ENBL to sell tickets for the home games.
- 6.2. Home clubs must provide up to 20 tickets to ENBL for every home game. That needs to be communicated at least 24 hours/1 day before the game.
- 6.3. Home clubs must provide 10 tickets to the guest club (In addition of the teams' full roster).
- 6.4. Home clubs must provide a special/separate section and tickets for the other team members to sit – up to 20 tickets for one team. This happens only if tournaments are organized in stages.
- 6.5. ENBL (from their selected 20 tickets, 6.2.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.

#### **7. Additional information**

- 7.1. All additional actions and special cases that are not reflected in the Annex must be communicated between clubs and approved by ENBL.
- 7.2. Any arguments, violations, situations that does not do good for ENBL or clubs or sponsors name are forbidden and will be discussed in the Leagues Ethical Technical commission.

**President of the ENBL : Igo Zanders**

