

MARKETING APPENDIX

ADVERTISING, MERCHANDISING
AND BROADCASTING



Marketing Appendix

Advertising, merchandising and broadcasting

All advertising for the tournament and all written communications must display the Softball Europe logo prominently and must be reviewed and approved by Softball Europe prior to printing and publication. The placement of advertising at the fields must be approved by Softball Europe.

Softball Europe partners and sponsors will be entitled to have their advertising placed at the field in a manner not less prominently than those of the tournament sponsors.

Softball Europe will make all decisions concerning broadcasting (TV, internet/web site, radio, etc.) and broadcast rights. This includes arrangements, agreements and live, delayed and relayed broadcasts in any format. Only with the prior written consent of Softball Europe may the organizer engage in any arrangements for broadcasts. All rights in the tournament and the broadcasting of any aspect of the tournament are vested fully in Softball Europe and the organizer may not take any act or permit anyone to take any act to impair these rights.

Subject to the prior written approval of Softball Europe, the tournament organizer will market and sell the official merchandise. All official tournament merchandise must have on it the Softball Europe logo, either printed or embroidered.

Size, display area on the merchandise and all other relevant factors as to the Softball Europe logo must receive the approval of the Vice President for Marketing.

The tournament merchandise rights fees payable by an Organizer shall be €200 for a European Championship Women and €100 for all other Softball Europe Competitions.

A penalty of €500 will be charged to the organizer if there shall be a sale of any other product related to the tournament without the Softball Europe logo and/or without the permission of Softball Europe Executive Council.

Local suppliers and dealers may sell equipment and goods at the tournament. An official supplier of Softball Europe has the right to be able to sell its equipment and goods at the tournament and not have its ability to do this impaired in a material manner by a local supplier engaged in the same activity at the tournament. An official supplier of Softball Europe has the right to be presented at the venue of all Softball Europe tournaments.

All other decisions involving advertising, merchandising, broadcasting, marketing media relations will be made by Softball Europe in consultation with the organizer.

In the event of a disagreement, the views of Softball Europe prevail.

=====