

# UAE PL COMMERCIAL & MARKETING REGULATIONS

SEASON 2023-2024



رابطة المحترفين الإماراتية  
UAE PRO LEAGUE



## Table of Contents

<b>CHAPTER 1: DEFINITIONS</b>	<b>5</b>
<b>CHAPTER 2: PREAMBLE</b>	<b>15</b>
1. Representation & Scope of Application	15
2. Powers of The UAE Pro League (UAE PL)	15
3. Disciplinary Measures	15
<b>CHAPTER 3: RIGHTS</b>	<b>17</b>
4. Commercial Rights	17
5. Broadcast Rights	18
6. Intellectual Property Rights	19
7. Image and Video Rights	20
8. UAE PL Competitions Marks	20
9. Participating Club Marks	21
10. Hospitality Rights	22
11. Concessionary Rights	22
12. Training and Match Balls	26
13. Equipment of Players, Officials, Ball Boys & Flag Bearers	26
14. Press Conference Room	26
16. Mixed Zone	28
17. Flash and Super Flash Interviews	28
18. Printed Materials	29
19. LED Pitch Perimeter and Static Boards Advertising Rights	29
20. Portireds	32
21. 3D Cam Carpets	33
22. Giant Screen	33
23. Team Benches	34



24.	Extra Time Boards .....	34
25.	Signage (Rooms and Directional).....	35
26.	Match Day activities .....	36
27.	Merchandising and Franchising .....	40
28.	Player Ambassadors .....	43
29.	Club Branding.....	43
30.	Other Assets.....	44
31.	Rights Protection.....	45
32.	Images for the Tv graphics Line up display. ....	45
 CHAPTER 4: ONLINE TICKETING		
CHAPTER 5: ADMINISTRATIVE REGULATIONS .....		49
54.	Infringement .....	50
CHAPTER 6: GENERAL PROVISIONS.....		52
55.	Special Provisions .....	52
56.	Matters not provided for .....	52
57.	Ratification .....	52
APPENDIX 1: UAE PL'S COMMERCIAL AFFILIATES .....		52
APPENDIX 2: BACKDROP FOR OFFICIAL PRESS CONFERENCES .....		53
APPENDIX 3: PRESS CONFERENCE TABLE.....		53
APPENDIX 4: BACKDROP FOR MIXED ZONE AREA .....		55
APPENDIX 5: BACKDROP FOR FLASH INTERVIEWS.....		56
APPENDIX 6: SPACE ON THE PITCH TO ALLOW FOR SET UP OF THE LED SCREENS .....		58
APPENDIX 7: <u>LED SPECIFICATIONS AND DESIGN GUIDELINES</u> .....		
APPENDIX 8: PORTIREDs .....		58



<b>APPENDIX 9: 3D CAM CARPETS – DISTRIBUTION SCHEME .....</b>	<b>59</b>
<b>APPENDIX 10: GRAPHICS FOR GIANT SCREEN.....</b>	<b>60</b>
Appendix 10.1: Graphics for Giant Screen from 3 hours before kick-off until minus 15 minutes before kick-off, .....	60
Appendix 10.2: Graphics for Giant Screen at minus 15 minutes before kick-off (during team line-up announcement).....	60
Appendix 10.3: Graphics for Giant Screen when goal is scored.....	60
<u>Appendix 10.4: Graphics for Giant Screen during the match .....</u>	<u>39</u>
<b>APPENDIX 11: ROOMS &amp; DIRECTIONAL SIGNAGE .....</b>	<b>62</b>
<b>APPENDIX 12: MARKETING ACTIVITIES ON MATCH DAY .....</b>	<b>62</b>
<b>APPENDIX 13: OTHER ASSETS / PROPERTIES RELATED TO COMPETITIONS .....</b>	<b>63</b>
<b>APPENDIX 14: UAE PL BRANDING INSERTION ON CLUB’S PRINTED MATERIALS .....</b>	<b>66</b>
<b>APPENDIX 15: MARKETING ISSUES THAT WILL HAVE QCP’S APPLIED.....</b>	<b>47</b>



## **CHAPTER 1: Definitions**

**“Accreditation / Accredited”** shall mean the giving of authority to a person or group of person, involving certification, which allows the accredited person(s) to undertake specified activities within the secured areas.

**“Accreditation Card”** shall mean the physical accreditation cards which allow access to controlled areas within the location of matches and other events under the responsibility of the UAE PL and issued by the UAE PL.

**“Advertising Rights”** shall mean the right to promote to the exclusion of all others save as qualified in this Agreement, brand and/or corporate names and/or products and/or services at and/or in relation to the Competition by whatever means available, wherever existing now or to be developed in the future, whether at the Stadia or within the Controlled Access Areas, by in-stadium/out-stadium perimeter signage and thorough printed matter such and other advertising, concessions, displays, sampling, premiums, equipment usage or other methods and through printed matter such as programs, posters, letterheads, press releases, newsletters and tickets, including, for the avoidance of doubt, subject always to the UAE PL Guidelines, the right to display such advertising on clothing or footwear worn, or on any equipment used, carried or transported by officials, medical and security staff, ball boys and/or photographers. The display of the name and/or logo of the bona fide supplier of clothing on the strip of the referees/ linesmen and other officials are also included. For the avoidance of doubt, advertising on the strip of Participating Players is excluded, other than where it is in accordance with the relevant UAE PL Regulations.

**“AFC”** shall mean the Asian Football Confederation

**“Appeal Committee”** shall mean a semi-judicial committee of the UAE Football Association specialized in reviewing the appealed decisions issued by the Disciplinary Committee or Chamber of Disputes Settlement.



**“Appeal Regulations”**: shall mean the regulations issued by the UAE Football Association on organizing the process of appealing decisions by the members and clubs.

**“Awards Giving Ceremony”** shall mean the annual ceremony held by the UAE PL at the end of each sports season to honor players, coaches, media partners, commercial partners, non-commercial partners and any other person or entity(ies) the UAE PL decides to honor for the sports season.

**“Brand Guidelines”** shall mean the guidelines governing the proper use of the competition marks and sponsor logos.

**“Broadcast Affiliates”** shall mean any entity(ies), including without limitation the Host Broadcaster, that have acquired from the UAE PL any rights in relation to the Broadcast Rights

**“Broadcast Rights”** shall mean the right to broadcast the Competitions and the right of access to the Stadia to the exclusion of all others for the purposes of producing a live television and/or radio signal and/or recordings of the Competition including of commentary about competitions in any form of audio and/or audio-visual medium and the right to license the right to exhibit such live signal and/or recordings and/or part thereof by any and all forms of television and/or radio including digital broadcast and/or mobile broadcast and/or any media now existing or as may be developed in the future, including, all forms of terrestrial, cable and satellite television, IPTV, broadband (fixed and/or wireless), internet, interactive television

**“Clean Stadia”** shall mean the Stadium shall be free from commercial or promotional messages, advertising, displays or facilities of any kind except for those installed, erected in accordance with the UAE PL Regulations or otherwise approved by the UAE PL, from the period commencing 0800 hrs on each Competition Match day until four (4) hours after the match



**“Club(s)”** shall mean the commercial entity who has a written contract with a registered member of the UAE FA (i.e. Member) and who has been given the right, via this written contract, to participate in UAE PL Competitions by the registered Member.

**“Club(s) Commercial Partner(s)”** shall mean any entities that have acquired the rights to exploit the commercial assets of Participating Clubs

**“Circulars”** shall mean directives or amendments to these Regulations that are sent by the UAE PL to Clubs in the form of official letters before and/or during the course of the League Season

**“Commercial Rights”** shall mean all rights of commercial exploitation of the UAE PL Competitions, including without limitation the Advertising Rights, Broadcast Rights, Concession Rights, Hospitality Rights, Image Rights, Merchandising Rights, Activation Rights, Promotional Rights, Sponsorship Rights, New Media Rights, Video Rights and/or commercial exploitation by any other means in accordance with the UAE PL Regulations

**“Commercial Affiliates”** shall mean any entities, including without limitation any Broadcast Affiliates that have acquired from the UAE PL rights in relation to the Commercial Rights

**“Commercial Partners of the UAE PL”** shall mean the entities or persons associated with the UAE PL by partnership contracts or sponsorship contracts, and granted certain privileges by the UAE PL in the competitions it organizes. These privileges are granted in return for a fee or something else.

**“Competition Data”** shall mean any and all information related to the Competition, including Fixture Lists, Image Rights, information and/or statistics about the Participating Club and/or Participating Players, information and/or statistics about their participation and/or performance in the Competitions, match analysis, referee decisions, and any other information in relation to the Competition.



**"Competition(s)"** shall mean the, ADNOC Pro League, UAE Super Cup, ADIB Cup Competition and Pro League U21 which shall include the Matches as set out in the Match Schedule, including activities on the field of play (other than matches), ceremonies, press conferences or official functions connected herewith

**"Competition Marks"** shall mean the official logos and emblems to be used in connection with the Competitions, to be designed and created by the UAE PL

**"Competition Regulation"** shall mean the Regulation that sets organizational and technical procedures pertaining to Competitions as approved by the UAE PL board of directors.

**"Concession Rights"** shall mean sampling, vending and other distribution methods for and of products or services, including pouring rights at the Stadia and Facility Areas.

**"Controlled Access Areas"** shall mean the locations of the Matches and other events, such as (without limitation) Stadium and their fences and perimeters, the aerial space above the Stadium, and all other locations associated with the Competition, including the Facility Areas, media centers, hospitality and VIP areas and facilities, other areas to which admission is regulated by UAE PL's Accreditation Regulations

**"Digital Platforms"** shall mean the UAE PL and/or the Clubs official digital platforms managed by the UAE PL and/or clubs responsible for their content

**"Disciplinary Regulations"**: the regulations specifying the violations under the UAE Football Association rules and regulations in addition to possible penalties and regulating the process of preparing and specifying the procedures to be followed by these authorities.

**"Doping Control Officer"**: the representative of the National Anti-Doping Organization (NADO) accordance to these Regulations.

**"ADIB Cup Competition"** shall mean the annual competition for the Clubs organized by the UAE PL, comprising of a group stage played in a league format and a knock-out stage





**"ADNOC Pro League"** shall mean the premier / top division league organized by the UAE PL, participated by the first team of the Clubs

**"Pro League U21"** shall mean the league competition organized by the UAE PL, participated by the Clubs

**"Equipment Regulations"** shall mean the regulations that govern the apparel and equipment worn by players and officials in the Competition matches held by the UAE PL

**"Facility Areas"** shall mean the location of Official Functions, press center's / facilities, ticket offices, hospitality areas used in connection with the Competition

**"Fantasy League"** shall mean the virtual league game in which fans participate after online registration by selecting a club, a coach and players of the real AGL game. These clubs then are competing among each other in accordance with the game's terms and conditions

**"FIFA"** shall mean The Federation Internationale de Football Association

**"Film Rights"** shall mean the right to exploit visual images of the Competition, including images of the Participating Clubs and/or Participating Players, whether produced for the purpose of the Broadcast Rights or separately, by means of cinematograph film throughout the Territory by any means of transmission and/or exhibition and/or reproduction now existing or hereinafter developed.

**"FIFA Laws of the Game"**: the codified rules which are authorized and published by the sport's governing body FIFA via the International Football Association Board that help define association football.

**"FIFA Regulations for Players' Status and Transfers"**: the international binding rules regulating the players' conditions and qualification for participating in the organized football competitions as well as their transfers between clubs from different leagues and associations.

**"Visual Imaging Rights"** The rights of exploiting visual imaging of the competition including those of the participating clubs and players, whether taken by virtue of the broadcast



rights or separately by using the means of cinematography across all parts of the region by any means of broadcasting and/or display and/or re-production of materials available now or developed later.

**"Force Majeure"** shall be any event, or threatened event, affecting or which may affect the performance of any provision of this Agreement, arising from or attributed to acts, events, omissions or accidents which are beyond the reasonable control of a party, and shall include but not be limited to abnormally inclement weather, flood, lightning, storm, fire, explosion, earthquake, structural damage, epidemic or other natural disaster, war, terrorist action, military operations, riot, crowd disorder, strike, lock-outs or other industrial action, or civil commotion

**"Host Club"** shall mean the club mentioned first for any Competition Match listed on the Match Schedule

**"Hospitality Rights"** shall mean the exclusive opportunity to sell all hospitality and entertainment facilities at the stadium or within the Controlled Access Areas in combination with the Complimentary Tickets, whether such facilities are in boxes, marquees or otherwise, but excluding those private facilities reserved for UAE PL officials and guests not forming part of any commercial programme.

**"Host Broadcaster"** shall mean the entity appointed by the UAE PL to provide a certain range of core services in connection with the production of the basic audiovisual feed (or any supplemental feed) of any Match or Official Function

**"IFAB"** shall mean the International Football Association Board

**"Image Rights"** shall mean the right to use still and/or moving images and/or representations of images of Participating Clubs and Participating Players participating in the Competitions, in accordance with this regulations.

**"League Season"** shall mean the period from the first official football match organized under the auspices of the UAE PL (either in the UAE Super Cup, ADIB Cup Competition, ADNOC Pro League or the Pro League U21) until the last official football match organized by the UAE



PL (either in the UAE Super Cup, ADIB Cup Competition, ADNOC Pro League or the Pro League U21) from the first match to the last match.

**"Live Streaming"** shall mean the direct live streaming by any means of streaming whether on the social media platforms or other platforms.

**"Match(es)"** shall mean each and every football match in their entirety of the UAE PL Competitions, including any deferred Matches and replays

**"Match Officials"** shall mean the match officials appointed by the Football Association and/or the UAE PL as defined in Chapter 6 of the Competition Regulations

**"Match Schedule"** shall mean the official fixture list of UAE PL Competition Matches as determined by the Technical Committee

**"Media"** shall mean all members of the written press, on-line editors, photographers, television news crews and the representatives of the Broadcast Rights Holders entitled to media accreditation as determined by the UAE PL

**"Member"** shall mean the clubs who are members of the UAE FA in accordance to the Articles of the UAE FA

**"Mobile Applications"** shall mean any applications that can be installed on Android devices, iOS devices or any other operating systems for mobile phones.

**"Official Licensee"** shall mean a licensee of the Commercial Rights appointed by the UAE PL

**"Official Match Countdown"** shall mean the list containing UAE PL approved activities and events from 3 hours before the match until the kick-off time of the match. The list shall contain the list of activities including the specific time these activities should take place



**“Official Press Conference(s)”** shall mean pre-match press conference organized by the Participating Club 48 hours prior to each match and post-match press conference organized after each Match

**“Official Team Kit”** shall mean the official kit for players of each team, which is approved by the UAE PL at the beginning of each season

**“Participating Club(s)”** shall mean those teams participating in the UAE PL Competitions, under the authority of the Clubs and UAE PL

**“Participating Players”** shall mean those players registered and participating in the UAE PL Competition and any other players under the authority of the UAE PL during the Competition

**“Player Ambassador(s)”** shall mean players who have been selected by the Club to undertake duties aimed at promoting and developing the UAE PL Competitions for one or Four (4) days in each season

**“UAE PL”** shall mean UAE Pro League

**“UAE PL Archive”** shall mean the paper or electronic archive, or any other form of archiving used by the UAE PL to save documents, materials and data.

**“UAE PL Headquarters”** shall mean Sas Al Nakhl area, 52 Al Mutahadireen Street, UAE, Abu Dhabi Location Map  
Link: <https://g.page/uaepl?share>

**“UAE PL Logo”** shall mean the official logo of the UAE PL, and/or such other official logo, which shall be the only marks used by UAE PL, save where otherwise mutually agreed by the parties

**“UAE PL Official Website”** shall mean [www.uaeproleague.ae](http://www.uaeproleague.ae) or such other website to be communicated

**“UAE Pro League”** shall mean An independent body formed by professional clubs headed by an elected board of directors, and is in charge of the management of professional club competitions and governed by the statutes of the UAE Professional League



**"Prohibited Items List":** the list of items which spectators are prohibited from taking into any stadia used for any Competition Match, which shall be periodically communicated to Participating Clubs.

**"Quality Control Procedure"** shall mean the procedures that clubs must follow during the season related to the competition, matches, events, and activities associated or accompanying the competitions, in accordance with the regulations of the competitions or any of the regulations, circulars, or decisions issued by the UAE PL. Any violation of these procedures will result in a financial penalty.

**"Referee Committee"** shall mean the committee formed by the association responsible for all matters related to referees including the appointment of referees and appraisers for all competition matches.

**"Regulations"** shall mean all regulations and/or policies controlled and published by the UAE PL and/or the UAE Football Association to be used in connection with the Competition, including but not limited to the UAE Football Association Statutes, Disciplinary Code, the Competition Regulations, UAE PL Stadia Regulations, the UAE PL Equipment Regulations, the UAE PL Youth Programme Regulations, the UAE PL Accreditation Policy, the UAE PL Media Regulations, the UAE PL Commercial & Marketing Regulations, UAE PL Club Workforce Regulations and the UAE PL Security Regulations.

**"Social Media"** shall mean the social media platforms of the clubs which content is managed by the clubs, their representatives or the contracted third party companies

**"Stadia Regulations"** shall mean the regulations that set the requirements which shall be met by the stadium of the clubs participating in the competitions held by the UAE PL

**"Territory"** shall mean The World

**"Trophy Tour"** shall mean a tour organized by the UAE PL to display the ADNOC Pro League, ADIB Cup Competition, Pro League U21 and Super Cup Competition trophies for fans inside the UAE.

**"UAE FA"** shall mean the United Arab Emirates Football Association which is governed by the UAE FA statutes

**"UAE FA Headquarters"** shall mean Wadi Al Amrdi Building 271-574, Near Murshif Park, Al Khawaneej, Dubai

**"UAE President's Cup"** shall mean the annual knockout cup competition organized by UAE FA

**"Video Rights"** shall mean the right to produce or license the production of video cassettes, video discs, digital video discs or other video material containing material created by means of the Broadcast Rights and/or Film Rights for the purpose of exploiting said video cassettes and/or discs and/or material by means of, including but not limited to, sale or rental and by all forms of non-theatrical distribution.





## **CHAPTER 2: Preamble**

### **1. Representation & Scope of Application**

- 1.1. These Regulations regulate the rights, duties and responsibilities of all Clubs (hereinafter known as the 'Clubs') taking part in the UAE PL Competition with regards to commercial and marketing matters in the UAE PL Competitions.
- 1.2. The current UAE FA Statutes, UAE PL Statutes, all UAE PL regulations, guidelines, circulars and codes are binding for all parties participating and involved in the preparation, organization and hosting of UAE PL Competition Matches.
- 1.3. Any rights associated with the UAE PL Competition, that are not granted to the Clubs by these Regulations and/or specific agreements belong to the UAE PL.

### **2. Powers of The UAE Pro League (UAE PL)**

- 2.1. The UAE Pro League (hereinafter known as the 'UAE PL') is the direct authority responsible for executing the provisions contained in the Regulations and has the right to interpret the provisions at its own discretion as well as has the right to issue decisions on those matters not covered through the conditions and terms of the Regulations and/or amend the Regulations during the Season.
- 2.2. The UAE PL may authorize a sub-Committee to execute the provisions of the Regulations.

### **3. Disciplinary Measures**

- 3.1. Disciplinary measures and appeals are dealt with in compliance with the current UAE FA regulations, UAE PL regulations, the UAE FA Disciplinary Code, the UAE PL Quality Control Procedures, the relevant Competition regulations and UAE PL Circular(s).
- 3.2. The Executive Office may initiate investigations should it suspect and / or is aware of any violations of the current UAE FA regulations, UAE PL regulations, the UAE FA Disciplinary Code, the UAE PL Quality Control Procedures, the relevant Competition regulations and UAE PL Circular(s).



- 3.3. The UAE FA Disciplinary Committee may impose the disciplinary measures for violations of the current UAE FA regulations, UAE PL regulations, the UAE FA Disciplinary Code, the relevant Competition regulations and UAE PL Circular(s).
- 3.4. The Technical Committee and/or the Technical Department may impose the fines for violations of the relevant Competition regulations, UAE PL regulations and UAE PL Circular(s), in accordance to the Quality Control Procedures.





## **CHAPTER 3: Rights**

### **4. Commercial Rights**

- 4.1. The UAE PL is the sole owner of all of the Commercial Rights to the UAE PL Competitions, and has an exclusive right to exploit, and/or grant the Commercial Affiliates the right to exploit all Commercial Rights in relation to the UAE PL Competition.
- 4.2. The UAE PL shall be entitled to retain all revenues generated from the exploitation of the Commercial Rights, save for agreed distributions to the Clubs as determined by the UAE PL.
- 4.3. The Participating Clubs acknowledge and agree that UAE PL can freely contract or license any Commercial Rights to any entity throughout the territory, and the Participating Clubs shall have no right to exploit directly and/or sublicense the exploitation of such Commercial Rights to any other person and/or entity unless explicitly mentioned in these regulations.
- 4.4. The Participating Clubs, Participating Players and officials shall fully cooperate with the UAE PL in the exploitation of the Commercial Rights, in particular with respect to the activation of the Commercial Rights at the Controlled Access Areas.
- 4.5. With respect to the UAE PL Commercial Rights in the Competition, Clubs shall:
  - a) Observe and abide by all sponsor, partner and supplier contracts which the UAE PL enacts in relation to the UAE PL Competitions;
  - b) Observe and abide by all circulars, guidelines or directives of the UAE PL in relation to the exploitation of the Competition's commercial rights.
- 4.6. Whenever using Commercial Partners logos, Clubs must abide by Brand Guidelines issued by UAE PL
- 4.7. As per the Primary Law of the UAE PL and UAE PL Membership Agreement, all material contracts must be provided to UAE PL for review prior to sign-off.
- 4.8. All Clubs participating in the Competition must grant the UAE PL the right to use and authorize others to use photographic, audio-visual and visual material of the team,



players and officials (including their names, relevant statistics, data and images), as well as the Club name, logo, emblem and team shirt (including references to the shirt sponsors and kit manufacturers) free of charge worldwide for the full duration of any rights for:

- a) Noncommercial, promotional and/or editorial purposes; and/or
- b) Collective commercial purposes; and/or
- c) As reasonably designated by the UAE PL.

4.9. On request, Clubs must supply the UAE PL free of charge with all appropriate material as well as the necessary documentation required to allow the UAE PL to use and exploit such rights in accordance with this Article (Commercial Rights).

4.10 the UAE PL has the right to introduce new commercial assets and to exploit them to promote revenues for the UAE PL and the clubs

## **5. Broadcast Rights**

5.1. The UAE PL is the sole owner of all of the Broadcast Rights to the Competition, and may grant an exclusive license to exploit, and/or or sub-license to a Broadcast Affiliate(s) the right to exploit, all Broadcast Rights in relation to the Competition.

5.2. The UAE PL shall be entitled to retain all revenues generated from the exploitation of the Broadcast Rights, save for agreed distributions to the Clubs as determined by the UAE PL.



- 5.3. The Participating Clubs shall refrain from any action, and shall refrain from entering into any agreement or executing any document, which might result in an infringement of the Broadcast Rights owned by the UAE PL.
- 5.4. The Participating Clubs shall take all steps UAE PL may deem necessary to preserve and protect the Broadcast Rights and the rights owned by the UAE PL and/or granted to any of the Broadcast Affiliates.
- 5.5. The Participating Club shall ensure that all ticket holders, staff members, Participating Players and all others whose images may appear in connection with the exploitation of the Broadcast Rights, permit and/or authorize UAE PL and the Broadcast Affiliates (whether through the ticket terms and conditions or by written agreement or deemed waiver and release) to use, record and broadcast their images worldwide in any media in connection to with the Competition.
- 5.6. With respect to the Broadcast Rights, the Clubs shall:
  - a) Observe and abide by all broadcast agreements which the UAE PL enacts in relation to the Competition;
  - b) Observe and abide by all circulars, guidelines or directives of the UAE PL in relation to the exploitation of the Competition's Broadcast rights;
- 5.7. Each Club must ensure that all Broadcasting facilities as listed in the UAE PL Stadia Regulations and/or any other Regulations are available at the stadium and properly equipped for each Competition Match that it hosts.
- 5.8. The Host Club shall ensure the Host Broadcaster has free access to the stadium when required, in order to access the technical issues of each host club and to assemble and construct the relevant infrastructure required for the execution of the Broadcast Rights.
- 5.9. The Host Club is responsible for ensuring that the Competition's Broadcast rights are protected and that no broadcaster and/or video or ENG camera crews are allowed access to the stadium without the prior written permission of the UAE PL.

## 6. Intellectual Property Rights



- 6.1. The UAE PL is the exclusive owner of all Intellectual Property Rights of the UAE PL Competitions, including any current or future rights of the UAE PL's names, logos, brands, music, medals and Trophy of the UAE PL Competitions.
- 6.2. Any usage of the aforementioned rights requires the prior written approval of the UAE PL, and must comply with any conditions imposed by UAE PL.
- 6.3. All rights to the Match Schedule, as well as any data and statistics in relation to the matches in the UAE PL competitions, are the sole and exclusive property of UAE PL.

## **7. Image and Video Rights**

- 7.1. Each Participating Club agrees that the UAE PL and the Official Licensees, shall have the right to use the records, names and group images of the Participating Club (including its logos and marks), including still photographs and moving images which may be generated from the participation of the Club in UAE PL Competitions.

## **8. UAE PL Competitions Marks**

- 8.1. Ownership: the Participating Clubs acknowledge that the UAE PL is the owner of the Competition Marks and that all rights and goodwill in and in relation to the Competition Marks are vested in the UAE PL. The Participating Clubs will not grant any right or license to use the Competition marks to any third party.
- 8.2. Usage of Competition Marks by the clubs: Usage of the Competitions Marks must be approved in writing by the UAE PL. The Participating Clubs must use the following terms only when referring to their participation in Competitions, and each such use must be in an editorial context only:
  - a) ADNOC Pro League
  - b) UAE Super Cup
  - c) ADIB Cup



d) Pro League U21

8.3. Composite Logo: the Participating Clubs are permitted to create a composite logo incorporating both the official emblem of the Competitions and the Participating Club's name with permitted reference of "Participating Club" upon UAE PL's written approval to the Composite Logo creation. The reproduction materials to form a Composite Logo may be obtained from the UAE PL. No other mark may be included or be placed next to a Composite Logo in such a way that it causes confusion as whether or not such mark is part of the Composite Logo without UAE PL's written permission.

8.4. Brand Guidelines: The official brand identity guidelines for Competitions Title and the event Official Marks for use by the Participating Club will be provided to the Participating Clubs.

8.5. All proposed uses of the Official Marks of the Competition must be submitted to the UAE PL for prior written approval.

## 9. UAEPL Competitions and Participating Club Marks

9.1. Participating Clubs must provide the UAE PL with the Club Logo and official name both in Arabic and English six (6) weeks prior to the start of the League Season.

9.2. All Participating Clubs logos must be provided in all of the following formats:

- a) .AI (Adobe Illustrator vector file)
- b) .PDF (Adobe Illustrator vector file)
- c) .JPG (300dpi Adobe Photoshop pixel file)
- d) All clubs must register the brand at the Ministry of Economy According to Club Licensing Regulations

All clubs must provide the UAE PL with the updated brand For club, commercial partners' logos, and the brand guidelines at least 6 weeks prior to the beginning of the season

Apply QCP fines on delivery violations



- 9.3. All clubs trademarks must be registered in the Ministry of Economy and an up to date brand book detailing all brand guideline and logo applications shall be delivered to the UAEPL 6 weeks Prior to the start of the League season . Participating Clubs may submit new official logos and brand identities up to six (6) weeks prior to the start of the League Season. Official logos and brand identities must remain the same throughout the League Season..
- 9.4. Participating Clubs must provide the UAE PL with all commercial partners' logos and official names eight (8) weeks prior to the start of the League Season. In the event a club wishes to onboard a new Sponsor following the start of the season, all costs associated with that change shall be born by the club.
- 9.5. All Participating Clubs commercial partners' logos must be provided in all of the following formats:
- a) .AI (Adobe Illustrator vector file)
  - b) .PDF (Adobe Illustrator vector file)
  - c) .JPG (300dpi Adobe Photoshop pixel file)

## **10. Hospitality Rights**

- 10.1. Hospitality on match days is the sole right and responsibility of the Host Club given that sufficient space is allocated to UAE PL Commercial Affiliates, and should be provided for VVIP and VIP guests.
- 10.2. Hospitality encompasses the provision of food and beverages, as well as dedicated facilities such as, VIP & VVIP seating, VIP & VVIP parking, dining areas and toilets for these guests, as per the UAE PL Stadia Regulations.

## **11. Concessionary Rights**

- 11.1. Concessionaire management operations are the sole responsibility of the Host Club.



- 11.2. Host Clubs must provide adequate requirements to any licensed or sub-licensed Concessionary Affiliate included and not limited to inhouse service providers, restaurants or foodtrucks on permanent or temporary basis.
- 11.3. The packaging of any food and beverage sold must meet police, security and Municipality regulations, and all selling and storage points must meet the required health Regulations applicable in the UAE.
- 11.4. Food and beverage provisions should be made available for all spectators attending the match, in all categories in home and away areas (Cat 1, Cat 2, Cat 3 if applicable, as well as VIP and VVIP).
- 11.5. Selling points and roaming vendors should be easily accessible, well-staffed and well-stocked to cater for all fans before and after the match as well as within the 15 minute Half-time window.
  - 11.5.1 Food and beverage kiosks and hawkers must be supplied with sufficient requirements and the necessary number of employees to meet the needs of all fans visiting the food kiosks before and after the match and during halftime, as stated in the Stadia Regulations.

In all cases, clubs are committed to complying with all laws and instructions issued by the relevant authorities in each Emirate regarding the sale of food and beverages.

  - 11.5.2 The clubs are committed to providing suitable food and beverage kiosks that meet the criteria of the Stadia Regulations
- 11.6. Each Selling point should have no less than 2 Trash Bins and 2 more trash bins at the entry point of Each Fans Gate.



11.7. Minimum Food and beverage provisions should be as follows:

Beverages	Including and Not Limited to Water, Juice, Soft drinks[provided coolers], and hot drinks (Coffee, tea etc)
Food	<p>Snacks shall include and will Not be Limited to:</p> <p>Premium &amp; Affordable options such as:</p> <p>Cold &amp; Hot SandwichesPopcorn, Chocolate and Candy bars, Chips, Pizza, Burgers, Pasta, Ice Cream etc</p>





- 11.8. Clubs must provide us with the food & beverage, Fans Engagement, and Match tickets promotion plan one week prior to the match, to be approved by UAE PL. Clubs must ensure that the plan encompasses the Minimum acceptable provision based on the fan's forecasted attendance for each individual match.(QCP to be applied)
- 11.9. Participating clubs must submit monthly, half and full-season reports for all the marketing promotions conducted during the season including metrics of all the initiatives (QCP to be applied).
- 11.10. "A- Clubs are required to standardize the list of prices for food and beverages sold on Matchday for both teams' fans, and to display a price list for all products available for sale."
- B- Matchday sales prices must match the prices specified in the marketing plan.
- C. The responsibility for monitoring sales prices at the stadium on matchday lies with the host club.
- D- Quality control fines apply in case of any violation of the above-mentioned terms.
- 11.11. A. Clubs are committed to providing a number of hawkers in the stands for both teams' fans of all categories.
- B. The host club must determine the number of hawkers based on the expected number of fans specified in the match's marketing plan. The specified number is subject to final approval by the UAE PL.
- C. On matchday, hawkers are committed to the following:
1. Wear the entry wristbands.
  - 2- Using approved portable sales boxes provided by the UAE PL for selling.



3- Full compliance with all applicable laws and regulations on health and safety, as well as the provisions of the Stadia Regulations.

## **12. Fan Zone**

- 12.1. Participating clubs must provide the appointed company with all the needed power, space and general support need it on match day (QCP to be applied)
- 12.2. Fan Zone Power Requirements: 32A 3phase power closed to the fan zone & the activation area at the maximum 50M distance.

## **13. Training and Match Balls**

- 13.1. The UAE PL is the sole owner of the Official Match and Training Balls and has the exclusive right to exploit, and/or grant Commercial Affiliate(s) the right to exploit Commercial Rights in relation to the Official Match Football
- 13.2. The UAE PL retains the exclusive rights to place competition(s) and/ or Commercial Affiliate marks on Official Match Balls

## **14. Equipment of Players, Officials, Ball Boys & Flag Bearers**

- 14.1. Please refer to the UAE PL Equipment Regulations.

## **15. Press Conference Room**

- 15.1. The UAE PL is the sole owner of media backdrops for Competitions and shall undertake the production and distribution of such assets.
- 15.2. The official pre-match and post-match press conference must take place in front of a UAE PL-approved backdrop, which will contain a mixture of UAE PL Commercial Affiliates as well as the commercial partners of the Participating Club. Please see Appendix 2 for a sample of backdrop for official press conferences.



- 15.3. Except in the specified space detailed in Appendix 2 (of Article 14.2 above), neither the products nor other identifiers of the Participating Club's Commercial Partners may appear in any manner at any of the official press conferences. Shall the club request additional exposure, the letter should be submitted in writing 1 week prior to the Press conference and is subject to UAEPL approval.
- 15.4. The Clubs commercial partner's logos must meet the technical requirements set by the UAE PL.
- 15.5. Participating Clubs shall use branded microphone covers provided by UAE PL. These microphone covers shall be used during all official press conferences related to UAE professional league competitions. Participating Clubs acknowledge that UAE PL retains the right to place Commercial Affiliate marks on press conference table.
- 15.6. The UAE PL is the sole owner of the product display on the press conference table, excluding the microphones of the right holders.
- 15.7. The UAEPL has sole and exclusive rights of microphone stands branding, for Competitions and shall undertake the production and distribution of such assets.
- 15.8. Microphones stands shall be placed on press conference table for each Competition pre-match and post-match press conference in front of attending speakers. Please see Appendix 3 for a sample of microphone stand. The UAE PL shall have the right to brand the microphone stand with its own logos and/or the logos of its Commercial and/or Media Partners.
- 15.9. The UAE PL has the right to place products on the press conference table for each Competition pre-match and post-match press conference in front of attending speakers.
- 15.10. Host Club must ensure that the press conference products appearing on press conference table are clean and displayed as outlined in Appendix 3
- 15.11. The UAE PL has the right to brand the press conference table for each Competition pre-match and post-match press conference.



15.12. Until the UAE PL will utilize the right stated in 14.5., the Clubs are eligible to introduce Composite Logo and/or their official Club logo on the press conference table upon UAE PL's consent.

14.13 Commitment to the Corona gap guidelines within the conference room and to ensure that guidelines are on the entrances to official areas

### **16. Mixed Zone**

16.1. The mixed zone area must contain a UAE PL-approved backdrop, which will contain a mixture of UAE PL Commercial Affiliates as well as the commercial partners of the Participating Club. Please see Appendix 4 for a sample of backdrop for the mixed zone area.

16.2. No third party (including the Clubs) shall be allowed to use the Media Backdrops Systems including the Ordered Media Backdrops and/or the Additional Media Backdrops for any purpose other than the "pre-match press conference" "post-match press conference" "mixed zone interviews" and the "super flash interviews", nor replace or change the aluminum frames for the Ordered Media Backdrops and/or the Additional Media Backdrops without a prior approval from the UAE PL.

16.3. Host Clubs have the right to order additional Media Backdrops at their own expense from the approved UAE PL supplier and as per the UAE PL artwork guideline.

### **17. Flash and Super Flash Interviews**

17.1. Prior to and after each Match in the Competitions, players and officials of each Participating Club may be interviewed in the area between the field of play and the player's tunnel, or in any other location determined by the UAE PL Media Officer.

17.2. These interviews may only take place in front of a UAE PL-approved backdrop, which will contain only graphics of UAE PL Commercial Affiliates. Please see Appendix 5 for a sample of backdrop for official flash interviews.



17.3. The Club should provide a clean storage area for the Flash and Super Flash Interview backdrops and grant access to UAE PL and/or its suppliers to it. The Clubs should also label it clearly with a label saying "UAE PL Flash Backdrop"

16.4 Clubs must ensure that interviews' backgrounds are not shown on the field during the match.

### **18. Printed Materials**

18.1. Host Club is entitled to prepare and produce a Match Day Program in Arabic and English Languages for each match it is hosting during the Competitions.

18.2. Host Club may use a pre-designed templates prepared by UAE PL if any, or create their own template, in which case the following guidelines must be met:

- a) Follow a consistent design throughout the entire season. Host Club must submit the final design and layout four (4) weeks in advance from first home match to UAE PL final approval. The Match Day Program may not be modified without the UAE PL's prior written approval.
- b) UAE PL, UAE PL Sponsors and Commercial Partners must be included in at least one page. Please refer to Appendix 14 for UAE PL Branding insertion on club's printed materials.
- c) Host Club are entitled to commercialize advertising spaces in such Match Day Programs

18.3. UAE PL shall approve in advance any printed materials in which UAE PL or UAE PL Sponsors and Commercial Partners are included. UAE PL approval is deemed final and printed materials must not be modified thereafter.

### **19. LED Pitch Perimeter and Static Boards Advertising Rights**

19.1. Advertising rights around the pitch, either via LED screens or static advertising boards are exclusive right to the UAE PL.

19.2. The Host Club must ensure that the following are provided:

- a) One permanent contact person from the Club for all Perimeter matters;



- b) Once communicated to the Club, free access to the stadium and pitch area to allow for installation of the Perimeter screens;
  - c) Space on the pitch to allow for set up of the LED screens as shown in Appendix 6 in the UAE PL Marketing Regulations;
  - d) Power requirements as stated in Article 39 of the UAE PL Stadia Regulations; and for the LED installation 5 hours prior to the kick-off;
  - e) An allocated off-pitch storage area for the LED flight cases, away from camera view;
  - f) An allocated area for temporary LED operations control unit on side of the pitch as identified by the UAE PL;
  - g) Security at all times to ensure safety of the LED screens and LED operations control unit.
- 19.3. In the event that the Host Club does watering of its pitch after the installation of the LED screen, the Host Club shall ensure that the LED screen is covered and protected from water.
- 19.4. The LED must be the sole responsibility of the Clubs from the time it is installed in the venue. Participating Club shall compensate the UAE PL and/or its LED supplier in case of any lost or damages occur.
- 19.5. The LEDs will be installed for at least 72 hours for the match day, in case the club allows the installation and removal of the LEDs as per the schedule provided to the LED contact personnel in the club.
- 19.6. The UAE PL shall provide thirty (30) minutes (15 minutes first half; 15 minutes second half) of advertising rights to the Host Club in each of their home match.



- 19.7. They are entitled for 30 LED minutes per match.
- 19.8. Additional minutes can be allocated to the clubs provided proof that these minutes are required as an integral part of a commercial contract, the terms of which are submitted to the UAE PL for approval.

The clubs acknowledge that the additional requested shall not exceed a total of 10 minutes per match. 30 minutes must be utilized for commercial usage only.

- 19.9. The Pre-Match display (starting one hour before kick-off), Post-Match display (until 30 minutes after the end of the final whistle) and during Halftime belongs to the UAE PL.
- 19.10. In case the Participating Club fails to provide a breakdown of the allocated LED minutes five (5) working days prior to home match day, the minutes will be utilized by UAE PL.
- 19.11. In case the Participating Club is unable to fulfill its allocation as per Article 18.6. due to a lack of Club Commercial Partners, the unused minutes will return to the UAE PL for the latter's use.
- 19.12. Clubs LED time may only be used for the Club's Commercial Partners (but not for advertisers) and each individual brand featured will receive a minimum exposure of 2 minutes and a maximum exposure of 8 minutes per match.
- 19.13. LED Systems must be functioning and displaying advertising running order one hour before kickoff.
- 19.14. If the Host Club wishes to activate its rights according to Article 18.6. above, the Host Club must provide the UAE PL, at least five (5) working days before its home match, with the graphics that it wishes to display on the LED screen. The graphics must be provided in specifications as provided in Appendix 7.
- 19.15. The sequence of display during the match on the LED screen shall alternate between UAE PL Commercial Affiliates and the Club's Commercial Partners.



- 19.16. Participating Clubs must provide the UAE PL with a full list of players' names, jersey numbers and profile pictures at least (4) weeks prior to season start.
- 19.17. The Club must grant enough space for the photographers and the TV Camera's behind the LED's, which should have 1 camera with needed space of 2.5 x 2.5m on the reverse side, as well on the sides of the pitch the space behind the LED's must accommodate the photographers and the TV cameras.
- 19.18. The club is entitled to request to display non-commercial promotional content on LEDs before the match or during the break to support the club's activities and initiatives. However, each request is subject to the approval of the UAE PL.

## 20. Portireds

- 20.1. The UAE PL is the sole owner of Portireds advertising rights for Competitions and shall undertake the production and distribution of such assets. Please refer to the picture in Appendix 8.
- 20.2. The UAE PL's Official supplier is responsible for installing the Portireds in its designated area 1 hour before kickoff of the Competitions matches.
- 20.3. The clubs are responsible for the storage of these Portireds in a clean place and grant easy access to the UAE PL and/or it's supplier to the designated storage area. It is also the clubs' responsibility to make sure there are no damages made to the Portireds during the season. Clubs should also label it with an official sign saying "UAE PL Portireds".
- 20.4. The installation of the portireds should ensure the view of the Main camera (Cam1) and the behind LED camera's (Cam4 & 6) to show the edge of the goal net from both sides, so the whole ball can be clearly shown on air.





## 21. 3D Cam Carpets

- 21.1. The UAE PL is the owner of 3D Cam Carpets advertising rights for Competitions and shall undertake the production and distribution of such assets.
- 21.2. The Host Club is entitled up to two (2) 3D Cam Carpet advertising rights for Competitions and shall undertake the production of such assets from UAE PL's official 3D Cam Carpets supplier.
- 21.3. The UAE PL reserves the right to use the two (2) 3D Cam Carpets from the Club Allocation in the event the Club has not signed a sponsor.
- 21.4. The Host Club is responsible for installing the 3D Cam Carpets in its designated area 1 hour before kickoff of the Competitions matches. Please refer to the distribution scheme in Appendix 9.
- 21.5. The clubs are responsible for the storage of these 3D Cam Carpets in a clean place and grant easy access to the UAE PL and/or its supplier to the designated storage area. It is also the clubs' responsibility to make sure there are no damages made to the 3D Cam Carpets during the season. Clubs should also label it with an official sign saying "UAE PL 3D Cam Carpets".
- 21.6. The exact position, the exact measurements and size of the 3D carpets should be pre-approved by the UAE PL to ensure the look on air before approval, as each venue will have its own specific measurements due the main camera position, height & view.
- 21.7. In the Situation where the 3D Cam Carpets are not fit for usage the cost of reproduction will be covered by the club.
- 21.8. The UAE PL has the right to introduce fees for the use of commercial rights of the 3D carpets on a seasonal basis

## 22. Giant Screen

- 22.1. The right to display on the giant screen belongs to the Host Club, with the exception of the following timings which must be reserved for the UAE PL and/or UAE PL's Commercial Partners:



- a) Fifteen minutes Before kick-off, after the team line up announcement (see graphics and photos in Appendix 10.2)
- b) Five minutes before the match kick-off,
- c) During the match, (see graphics in Appendix 10.4) and/or live feed (see Broadcast regulations for clarification).
- d) Five minutes during half time
- e) Five minutes immediately following the final whistle.

22.2. Further, clubs may use the graphics as shown in Appendix 10 when displaying:

- a) Match information (Appendix 10.1),
- b) Announcing the team line-up (Appendix 10.2),

### **23. Giant Screen Content During the Match:**

- 23.1. Club Commercial Sponsor's appearance during the 90 minutes, is subject to UAE Pro League approval.
- 23.2. Clubs must submit their artwork for review and approval -5 working days from the kick-off
- 23.3. \*Provisional clause in case UAE Pro League onboards a timing sponsor.

### **24. Team Benches**

- 24.1. Host Clubs holds the Branding Rights for the inside and outside of both team benches, the Clubs are required to brand the inner and outer team bench, QCP fines may be applied to clubs that fail to do so.
- 24.2. The club holds the right to brand the team bench chairs.

### **25. Extra Time Boards**

- 25.1. UAE PL holds the Advertising Rights on extra time boards.



25.2. UAE PL will provide the Participating Clubs with branded stickers. Participating clubs must apply branding to the extra time boards and ensure correct branding is applied three (3) hours before kick off

## **26. Signage (Rooms and Directional)**

26.1. All rooms and areas as mentioned in Stadia Regulations Appendix 2, 3 and 4 must be clearly marked and labeled using the template as attached in Appendix 11.1

These areas include but are not limited to:

- a) Home Dressing Room
- b) Away Dressing Room
- c) Referees Room
- d) UAE PL Office
- e) Doping Control Room
- f) Team Medical Room
- g) Press Conference Room
- h) Media Tribune
- i) Media Centre
- j) Mixed Zone
- k) Spectator's Medical Room
- l) Commentary Position
- m) TV Studio
- n) Team Bench (with names of the Participating Clubs)
- o) Ticketing Booth
- p) Entrance Gates
- q) Way finding around the stadium / Stadium Map



- 26.2. Host Club must ensure that there are clear directional signage to indicate the flow of VVIP, VIP, spectators, officials and the media.
- 26.3. According to the Stadia Regulations, the club must provide a plan for the directional signs inside and outside the stadium two weeks before the start of the season as stipulated in the Stadia Regulations.
- 26.4. Clubs are committed to using the logos approved by the UAE PL in the internal directional signs.

## **27. Match Day activities**

- 27.1. The Host Club may conduct activities on match days, including but not limited to raffles / draws for fans. These activities can take place prior to the match, at half time or post-match. Any filming or documenting of such activities kindly refer to Media Regulations Chapter 11.
- 27.2. In the event that a Host Club wishes to conduct any activities on match day, the Host Club must submit a written request for approval of the activities at least one (1) week in advance of the said match day. Request must be made on the form as attached in Appendix 12. Similarly, request made without using the form in Appendix 12 will be rejected. The Editable PDF can be found on the UAE PL FTP site. The form should be filled with all relevant details on the editable PDF and sent to the following email address: [activations@agleague.ae](mailto:activations@agleague.ae).
- 27.3. For match day activities, the following principles must be followed:
  - a) No activities may be conducted during these time periods:
    1. Between 53 minutes before kickoff of the match and 20 minutes before kickoff of the match
    2. From 10 minutes before kickoff of the match until half time
    3. From 4 minutes before kickoff of second half of the match until the end of the match



- b) Activities must not cause any damage to the condition of the field of play;
  - c) Activities shall not pose any danger to those present in the stadium.
- 27.4. Notwithstanding Article 25.2. above and in 22.7 all activities must be approved in writing by the UAE PL. The UAE PL holds the right to either approve or disapprove the Host Club's request. All the approvals and/or rejections will be sent officially via email.
- 27.5. The Host Club is responsible to ensure that all the activities to be conducted have been approved by the relevant local and national authorities.
- 27.6. The UAE PL shall not be liable to any Participating Clubs or any other third parties in the event of any losses, fees, damages, or any costs whatsoever, which may arise from the activities conducted by the Host Club.
- 27.7. The Participating clubs in the Competitions Final can conduct multiple activities in the official fan zones allocated by the UAE PL, on the basis that all the activities must be approved by the UAE PL ten (10) days before the desired match. The UAE PL reserves the right to approve or disapprove any of the activities requested by the participating club. All the approvals and/or rejections will be sent officially via email on: [activations@agleague.ae](mailto:activations@agleague.ae)
- 27.8. The center circle is the sole exclusive right of the UAE PL.
- If UAE PL will activate the center circle the club must secure 20 labors to hold it during the activation, and ensure that they are dressed in a uniform and representable attire.
- 27.9. During Match Day Clubs shall ensure the presence of a marketing representative to attend the pre-match meeting and assist with UAE PL lead initiatives.
- 27.10. Dedicated" Private Internet (WiFi) for the public
- 27.11. Entertainment system to enhance the match day experience that includes:
- 1) Giant screen
  - 2) Audio system
  - 3) Interactive apps



- 27.12. The club must provide a list of activities for the match of the week
- 27.13. implement smart initiatives/applications that would enhance the match day experience
- 27.14. Raffle draw operation:

In the event the UAE PL is running a raffle draw for fan attendance, The host club must manage and oversee giveaways distribution & mechanism on match day as detailed below:

Below are the raffle draw & distribution mechanism:

- All fans who purchased a match ticket online, and attended the match will be eligible to join the raffle draw and win the prize.
- An excel sheet will be sent from the platinum list company containing the scanned tickets for both team's fan's home and away team information. The person responsible for the draw needs to coordinate with the platinum list & the ticketing officer in the club.
- The winner will be chosen through a random draw via the website [www.random.org](http://www.random.org) in the first 20 minutes from the kick-off.
- The person in charge of the raffle draw needs to communicate with the winner using their available information mentioned in the platinum list scanned tickets sheet and prize collection.
- Prizes will be handed over by the match commissioner to the winners after the match on the approved UAE Pro League backdrop
- Photo should be taken by the club's photographer, and it must be sent in a high-resolution format.
- Filled forms, reference photos, emirates IDs or passport copies and the e-tickets must be sent to the UAE PL marketing team 1h after the final whistle.

Prize announcement ( Giant screen & script ) :



- Host club must announce the winner's ticket details at the half time on the giant screen.
- Host club to follow the UAE PL script.
- All participating clubs must secure a season long related authority permit for running the raffle draw & giveaways distribution for all home matches. (QCP to be applied)
- Following the pre-match meeting the marketing officer/ representative shall ensure that the following tasks are performed:
  1. All marketing and branding assets checked and installed -4 hours prior to kick-off. (QCP to be applied)
  2. Pitch branding rehearsal conducted -4h prior to kick-off/ (QCP to be applied)
  3. In the event any of the marketing assets are not installed or fit for use the marketing officer/representative shall inform the UAE PL representative immediately to resolve the issue (QCP to be applied)
  4. The club is responsible for the storage of the marketing assets. In the event, that any of these assets become damaged and /or
  5. unusable due to inappropriate storage the club shall bear the cost of reproduction.
  6. Failure to meet any of the above tasks shall result in a QCP

#### UAE Pro League Initiatives

The host club is responsible for obtaining relative permits for running the initiatives from the competent authorities and providing the UAE PL with a copy of the permits.



27.15. Additional initiatives introduced during the season shall be in coordination with the UAE PL to ensure a smooth operation.

27.16. Monthly Awards & Fantasy Awards:

- The host club is responsible for the monthly awards operation on match day to ensure a smooth operation. (QCP to be applied )

27.17. Clubs are committed to organizing at least four events during the season to enhance the match-day experience, including two events in the first half of the season and two in the second half, each event should include the following:

1. A Fanzone
2. Entertainment shows.
3. Prize draws.

27.18. The marketing officer of the club, or any person in the marketing department, is committed to contacting the marketing department of the UAE PL through the official email address that carries the name of the club, for example: [xxx@clubname.ae](mailto:xxx@clubname.ae).

27.19. The electronic system for marketing operations during matches.

Clubs must complete all stages of the electronic marketing operations system for matches according to the specified timeline for each stage in the system.

Quality Control Penalties apply.

27.20. Pre-match marketing plan discussion meeting

The marketing officer of the club is committed to attending the coordination meeting before each round to discuss the marketing plan, initiatives, and events related to the match.

Quality Control Penalties apply

## 28. Merchandising and Franchising





- 28.1. The Host Club may set up an area where the Host Club and / or its commercial partners can exercise their non-exclusive rights of franchise, display, sampling, demonstration and sale of their products and services at the Controlled Access Areas.
- 28.2. The UAE PL and/or its Commercial Affiliates entitled to exercise their rights of franchise, display, sampling, demonstration and sale of their products and services at the Stadium.
- 28.3. Host Club shall provide UAE PL with sufficient space at the Controlled Access Area in order for UAE PL and/or its Commercial Affiliates to fully exercise their exclusive rights of franchise, display, sampling, demonstration and sale of their products and services at the Controlled Access Areas. The necessary space shall be made available to the UAE PL and/or its Commercial Affiliates without any payment by UAE PL and/or its Commercial Affiliates.
- 28.4. Clubs participating in the UAE PL competitions must provide detailed promotional plans to attract fans' attendance. The plans must be submitted 2 weeks before hosting the match.
- 28.5. Fans Attraction plan must include:
  - Ticket sales plans
  - Expats attraction plans
  - plans to target schools including the expected number of visits
  - Loyalty program plans
  - Family attraction plansAny additional plans the club sees fit
- 28.6. Clubs are committed to attract and maintain the minimum percentage of fans attendance

Fans attendance = 30% of the permitted number of fans allowed into the stadium



28.7. Clubs must develop frameworks for engaging players in community activities to attract fans on a regular basis, these activities include Emirati and foreign players

28.8. The UAE PL has the right to request host clubs to provide player escorts during events or sponsored activities.

28.9. If the UAE PL requests participating clubs to provide players' escorts, the clubs shall commit to the following:

1. Provide 22 children (6 to 16 years old)
2. Ensure that children wear appropriate sports shoes and socks
3. The UAE PL provides the designated attire for the event (shirt + shorts).
4. Clubs must provide proper dressing rooms for children
5. Clubs are required to provide tickets for children and their accompanying guardians (one companion per child, upon request) to attend the match.
6. The match commissioner and the club's marketing representative will provide the event details, entry procedures, and instructions on how to line up with the players.
7. The clubs commit to specifying the expected number of fans for each match in their marketing plan, ensuring that it does not fall below the minimum attendance set by the UAE PL for each club. The implementation and success of the marketing plan will be measured based on the number of attendees at each match.

Quality Control Penalties apply.

28.10. The clubs commit to specifying the expected number of fans for each match in their marketing plan, ensuring that it does not fall below the minimum attendance set by the UAE PL for each club. The implementation and success of the marketing plan will be measured based on the number of attendees at each match.

Quality Control Penalties apply.



## 29. Player Ambassadors

- 29.1. Each Club must nominate four (4) players, of whom two (2) players must be Emirati, to act as Player Ambassadors for 4 days each per season (subject to suitable calendar). These four (4) players will undertake duties aimed at promoting and developing UAE PL Competitions and activities. All rights to footage of Player Ambassador's activities will be assigned to the UAE PL and the clubs.
- 29.2. Participating Clubs must submit a list of Player Ambassadors three (3) weeks ahead of the League season UAE PL has the right to request change of players and to replace the names with different players as deemed suitable to fulfill the objectives of Player Ambassadors.
- 29.3. Participating Clubs must update list of Player Ambassadors following player movements, or in case of long-term treatment injuries.
- 29.4. Participating Clubs shall ensure Player Ambassadors' good conduct and report on activities and programs.
- 29.5. UAE PL has the right to utilize names and group photos of Player Ambassadors, or request shooting a video to promote the UAE PL and sponsors.

## 30. Club Branding

- 30.1. The Clubs are not allowed to install any commercial branding within camera view. Specifically, branding may only be installed in the upper most tier (in case of a single tier stadium) or in between the first tier seating and the second tier seating (in case of a two tier stadium). In the event that seats and/or an area need to be covered for security-related reasons, the banner used must be non-commercial and must be approved by the UAE PL. Clubs should not place any commercial branding within the camera view without the UAE PL approval, layouts must be provided.
- 30.2. Non Commercial club branding in the stadiums during the Competitions Finals:



1. The noncommercial branding of the clubs of the stadiums during the Competitions Finals are subject to be assigned by the UAE PL.
2. In the event of covering the stadium seats with the Club's noncommercial branding, the tickets for those particular seats must be purchased by the club.\*
3. The UAE PL will designate the time when the club's noncommercial branding can be placed during the Competitions Finals and after the deadline Banners bigger than 1.5m x 1.5m will not be allowed inside the stadium.
4. The Clubs Participating in the Competitions Finals should send their branding for approval to UAE PL 10 days before the match if not later.
5. All the noncommercial club branding should be removed immediately after the Competitions Finals matches respectively.\*\*

\* Failure to comply will result in Fines of AED 30000 in addition to the value of the covered seats.

\*\*Failure to comply will result in Fines of AED 30000

### 31. Other Assets

- 31.1. A summary of assets / properties related to UAE PL Competitions are shown in Appendix 13. Where the Participating Clubs wishes to activate any of its rights not detailed above, they must inform the UAE PL in writing at least two (2) weeks prior to the activation.

### 32. Advertising Assets

UAE PL encourages all participating Clubs to utilize the available advertising assets to increase their revenues. in the event, that a club is not able to exercise this right in the first month at



the beginning of the season, the Pro League may use the rights of these assets to increase the total revenues.

### **33. Rights Protection**

- 33.1. No third parties, including commercial partners of Participating Clubs, shall use the Competition Marks or do anything which may give rise to any association between such third party and the Competitions.
- 33.2. The Participating Clubs have no right or entitlement to exploit any of the Commercial Rights, except those provided by these regulations, and shall take all appropriate steps, in particular with respect to spectators, stadia, stadia owners to safeguard and enforce UAE PL's rights and those of the Commercial Affiliates (as attached in Appendix 1) and/or Official Licensees.
- 33.3. The Participating Clubs shall take all necessary steps as UAE PL may deem necessary to preserve and protect the Commercial Rights owned by the UAE PL and the rights granted to its Commercial Affiliates and/or Official Licensees.
- 30.4. The clubs should ensure the protection of the Rights Holders rights.

### **34. Images for the TV graphics Line up display.**

- 34.1. Participating Clubs must allocate a time and location for the UAE PL to photographers and video camera shooting for the first team and reserve team players in both home and away kit that will be used to display the Teams formation via the TV Graphics [Chroma], at least (3) weeks prior to season start.
- a. In case of any missing players from the Chroma shooting session, the clubs should allocate another time in order to capture the missing player's images.



- b. In the case that the club will change their kit after the Chroma shooting session, the club will bare the charges for another Shooting session with all the first team and reserve team players.
- c. During or After the Transfer Window the clubs should make an appointment with the UAE PL to arrange for a Chroma Shooting session minimum 7 days after the Transfer window closes.
- d. If the club fails to adhere to the conditions above, the matter will be referred to the Disciplinary Committee.

### **35. eUAE Pro League**

- 35.1. eUAEPL Competition format to be group stages or any other formats that decided by UAEPL.
- 35.2. Any prizes given by the clubs must be approved by the eUAEPL.
- 35.3. All registrants must be above 16 years old and residents of the UAE (valid Emirates Card ID)
- 35.4. Each club must have 3 official players to represent the club, the mechanism to be confirmed and approved by UAEPL
- 35.5. The club to provide the 3 representatives details on 30 October of the season.
- 35.6. Players' accounts will be vetted to assure the account's legibility.

### **36. Club Sponsors' Media Evaluation Report**

- 36.1. UAE PL will be contracting a media valuation service provider at beginning of each season and split the total value pro rata per club.



### 37. The Club Store

- 37.1. Participating clubs must submit 4 official kits and 2 shirt for the UAE Pro League Marketing activations & Roadshow no later than the beginning of the season
- 37.2. Clubs are required to open their club stores to the public on Matchday s, which should include merchandise specific to the club. Clubs are also encouraged to offer discounts on bulk ticket purchases on Matchday to increase the fan base.

Quality Control Penalties apply.

### 38. The Online Store

- 38.1. All clubs are committed to providing official club jerseys and other merchandise bearing the club's logo for sale in the UAE PL's online store.
- 38.2. The UAE PL offers the official team jerseys and other merchandise for sale according to the prices approved by the club as offered by the club to the public in its stores.
- 38.3. The UAE PL deducts 15% from the selling price of the merchandise as administrative, operational, and promotional expenses.
- 38.4. The UAE PL has the right to use the logos, names, and promotional texts of the clubs to produce commercial materials bearing the club's logo and/or, the UAE PL,



and/or the competitions for the purpose of selling to the public. The UAE PL will grant the club whose logo is used a 15% share of the sales value.

### 39. Auction

- Upon request by an official letter from the UAE PL, the clubs shall provide the UAE PL with the shirts of the registered players on the starting list in case the club chooses to sell their shirts at the public auction, according to the following:
  - A- The shirts should be the ones worn by the players during the match,
  - B- If the player did not participate in the match or if the shirt that the player wore is not available, the player must sign the shirt that bears their number and name.

In case a club does not wish to participate, an official response must be submitted in writing 5 days before the auction deadline.

- Start and end of auction: UAE PL selected agency will start the auction live at kick-off, Participating clubs must submit their shirts unwashed!
- The selected clubs must promote the auction plan in conjunction with the UAE PL's announcement of the auction. The clubs should provide the UAE PL with a promotion plan as part of their marketing plan for the match.





## **CHAPTER 4: Online Ticketing**

The clubs are committed to promoting the match tickets as soon as they are made available for sale through the dedicated electronic platform.

All clubs must allocate all of their platforms to promote match tickets sales, including but not limited to (social media platforms, official website, etc.).

Please refer to Online Ticketing Manual

Seat Branding: If the club wishes to cover stadium seats with commercial or non-commercial branding, the tickets for those particular seats must be purchased & blocked by the club.

Separation Banner branding must illustrate the UAE PL logo or Club logo.

### **Marketing Strategy**

**All participating clubs must submit their marketing strategy plan to the UAE PL marketing team for review and approval 30 days before the season kick-off as per UAE PL Clubs**

### **Licensing Regulations**

#### **NFTS, Fan Tokens**

- 1. The UAE PL may issue NFTs for its competitions, players' jerseys, medals, or other assets. These NFTs will be traded through markets dealing with such digital assets.**
- 2. The UAE PL collects all the income of the initial market (Issue) and the secondary market and then distributes the income to the participating clubs according to the sales of each club.**

#### **Crypto Assets**

1. The UAE PL has the right to produce crypto assets of the competitions and the participating players, including, but not limited to, unique goals, historical moments, crowning ceremonies and any other assets that the UAE PL deems appropriate. Such assets will be traded through dedicated markets and will have a monetary return for the competitions and the clubs.
2. The UAE PL collects all the income of the initial market (Issue) and the secondary market and then distributes the income to the participating clubs according to the sales of each club.

## CHAPTER 5: Administrative Regulations

### 45 32 Infringement

32.1. If the Participating Clubs infringe any provisions contained in these regulations, the UAE PL will decide on any appropriate action and sanctions as per the Quality Control Procedure and/or the UAE Disciplinary Code.

32.2. Any items used at a Controlled Access Area by a Participating Club or its players, officials, or representatives which do not comply with these regulations and / or the UAE PL Equipment Regulations and/or the UAE PL Regulations will be removed, confiscated or covered up at the discretion of the UAE PL and the relevant Participating Club may also face sanctions.

32.3. The UAE PL will take all legal and any other appropriate steps to prevent and prohibit unauthorized companies from commercially identifying with, or otherwise exploiting the Competitions.



32.4. Neither the UAE PL nor its Commercial Affiliates shall be liable to any Participating Clubs for any losses, fees, damages, or any costs whatsoever, which may arise as a result of the need for a Participating Club to amend or renegotiate its agreements with its commercial partners or sponsors of the Participating Clubs.

32.5. The Participating Clubs will be held fully responsible for compliance of their players, coaches, managers, officials, representatives and commercial partners or sponsors during the Competition.

**CHAPTER 6: General Provisions****46 33 Special Provisions**

33.1. The imposition of the penalties provided for under the Quality Control Procedure (QCP) shall not prejudice the penalties provided for in other Regulations, laws and guidelines issued by the Football Association or UAE PL.

33.2. Any judgment set forth in a regulation or decision incompatible with this Regulation shall be deemed null and void and shall be effective as of the current relevant season.

**47 34 Matters not provided for**

34.1. Matters not provided for in these Regulations and cases of force majeure shall be decided the UAE PL Executive Committee whose decision is final.

34.2. In case A Participating Club violates any of the articles listed herewith in the Marketing Regulations, the Club shall receive a financial penalty constituted by the Quality Control Procedures (QCP), and in case the violation isn't listed in the QCP list, the case shall be carried to UAE FA Discipline Committee

**48 35 Ratification**

35.1. These Regulations were approved by UAE Pro League Board Of Directors on 30/06/2022.

**Appendix 1: UAE PL's Commercial Affiliates**



## Appendix 2: Backdrop for Official Press Conferences



### Appendix 3: Press Conference Table

#### ADNOC PRO LEAGUE DISPLAY



Translator



Coach/Player



Player







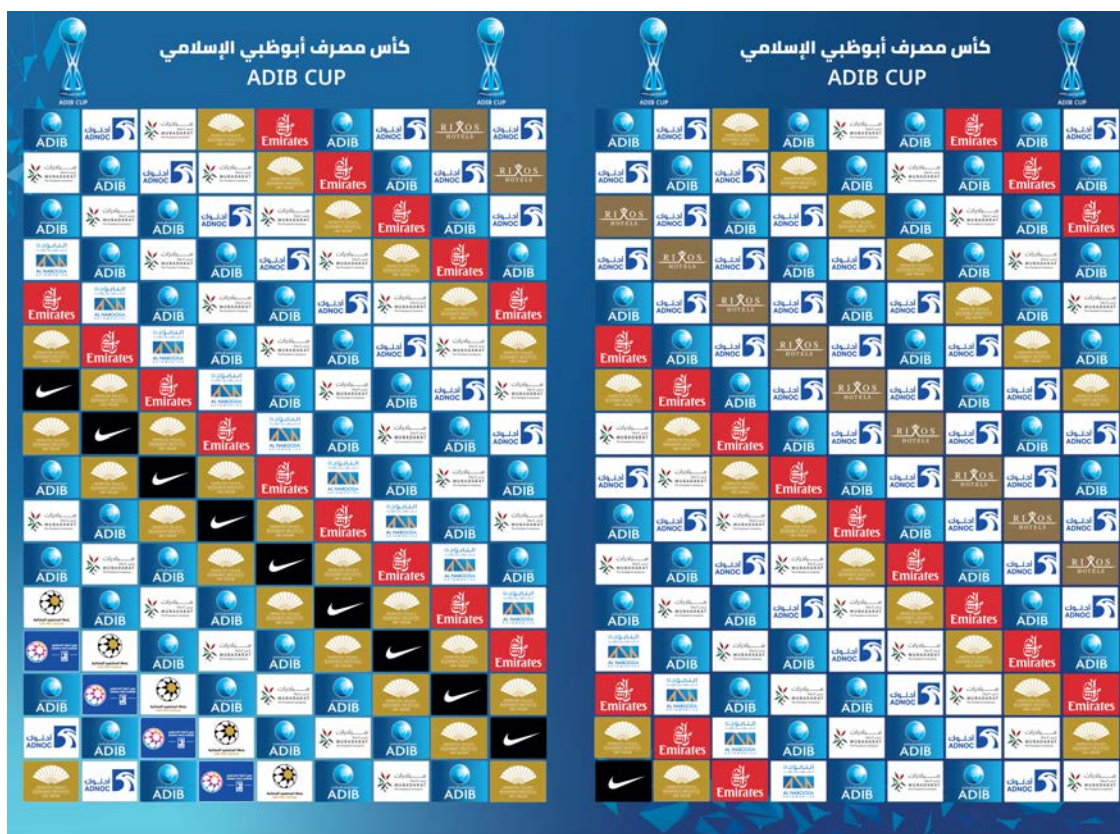
## Appendix 4: Backdrop for Mixed Zone area



## Appendix 5: Backdrop for Flash Interviews

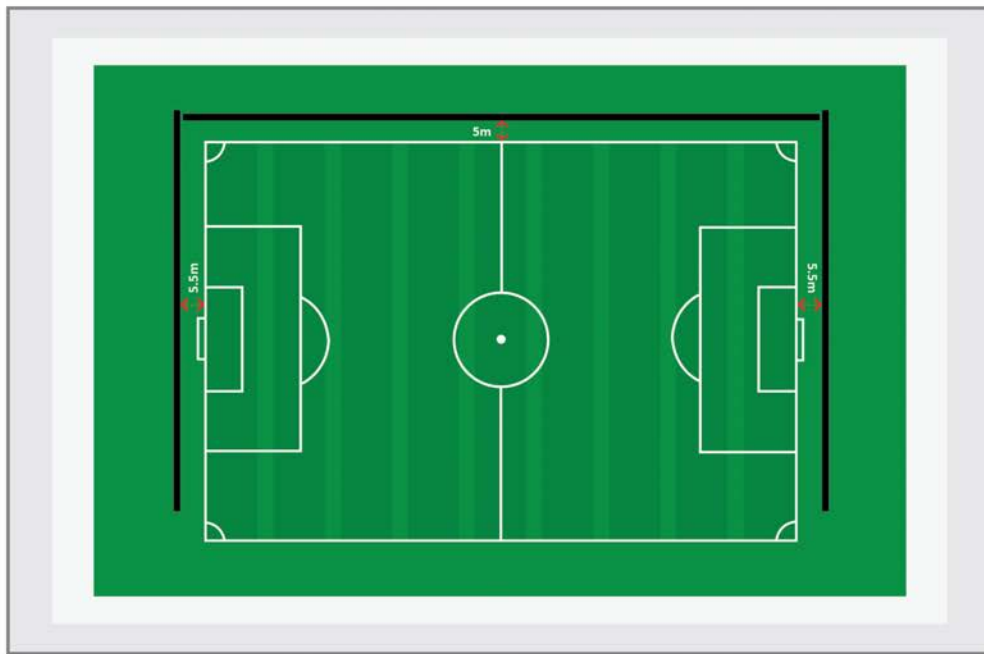








## Appendix 6: Space on the pitch to allow for set up of the LED screens



## Appendix 7: LED Specifications and Design Guidelines

LED Content Specifications	
Dimensions	Option 1: 2188 x 96
	Option 2: 1094 x 96
Image	TIFF/JPG
Vector	Hi-Res Illustrator / Vector PDF
Video	mp4 (H.264)
Animation Length	30 Seconds
File Size	Maximum 150 MB
Color Mode	RGB
Minimum time one per slide	7.5 - 10 seconds
Maximum number of slides	3 - 4 slides in 30 seconds

Side space



**PLACE YOUR MESSAGE HERE**



PLACE YOUR MESSAGE HERE

Big size text and graphics



**YOUR MESSAGE**



YOUR MESSAGE

Bold text/contrast



**YOUR MESSAGE**



YOUR MESSAGE



**YOUR MESSAGE**



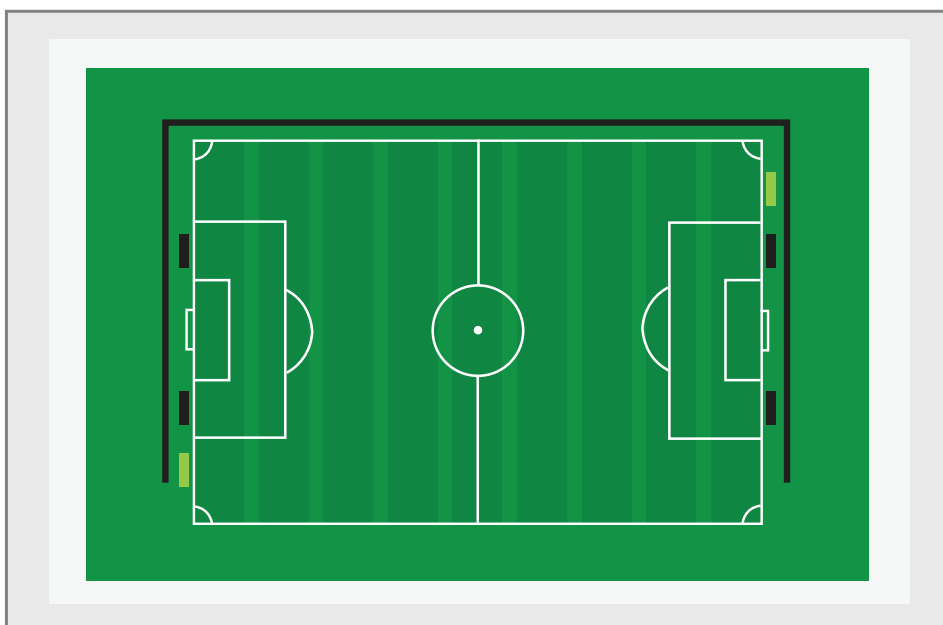
YOUR MESSAGE



## Appendix 8: Portireds



## Appendix 9: 3D Cam Carpets – Distribution Scheme



3D cam carpets – UAE PL's Positions



3D cam carpets – Club's Positions





## Appendix 10: Graphics for Giant Screen

Appendix 10.1: Graphics for Giant Screen from 3 hours before kick-off until minus 15 minutes before kick-off,



Appendix 10.2: Graphics for Giant Screen at minus 15 minutes before kick-off (during team line-up announcement)





Appendix 10.3: Graphics for Giant Screen when goal is scored



Appendix 10.4: Graphics for Giant Screen during the match



## Appendix 11: Rooms & Directional Signage

### Appendix 11.1: Template for room signage



## Appendix 12: Marketing activities on match day



رابطة المحترفين الإماراتية  
UAE PRO LEAGUE

### طلب الموافقة على الفعاليات والعروض الترويجية MATCH DAY ACTIVATION FORM

Application details	تفاصيل مقدم الطلب
Club name:	اسم النادي:
Stadium name:	اسم الاستاد:
Name of competition:	اسم المسابقة:
Date of match:	تاريخ المباراة:
Name of person in charge:	اسم الشخص المسؤول:

Details of promotional activity	تفاصيل مقدم الطلب
Name of sponsor:	اسم شركة الحدث أو الراعي:
Name and type of prizes distributed:	عدد ونوعية الجوائز المقدمة:
Location of prize distribution:	مكان توزيع الجوائز المقدمة:
Estimated attendance:	عدد الجمهور المتوقع:
Number of people involved:	عدد الأفراد المشاركين:
Time allocated:	الزمن المخصص:
Timing:	التوقيت:
Location:	المكان:

Application details	تفاصيل مقدم الطلب
Rejected	معتدم
غير معتمد	معتدم
Comments:	ملاحظات:



### Appendix 13: Other assets / properties related to Competitions

Asset		Rights for	
1	LED Real Time Minutes – exclusive	UAE PL	Club
2	LED Shared Minutes - non exclusive	UAE PL	Club
3	LED Pre-match	UAE PL	Club
4	LED Post-match	UAE PL	Club
5	LED Half time	UAE PL	Club
6	Static Center Board	UAE PL	
7	Portired	UAE PL	
8	3D Cam Carpets	UAE PL	Club
9	2nd Row LED	UAE PL	
10	Line up boards	UAE PL	
11	Center Circle Branding	UAE PL	Club [Subject to Approval]
12	Giant screen (In Match)	UAE PL	Club
13	Giant Screen Pre-match	UAE PL	Club
14	Giant Screen Half time	UAE PL	Club
15	Giant Screen Post match	UAE PL	Club
16	Front shirt		Club
17	Left sleeve		Club
18	Right sleeve	UAE PL	
19	Flag Bearers Uniforms Branding		Club
20	Ball Boy Uniforms Branding		Club
21	Player Escort Uniforms Branding	UAE PL	Club [Subject to Approval]
22		UAE PL	Club



	Player Tunnel Branding		
23	Match Ball Podium Branding	UAE PL	
24	Official Match Ball	UAE PL	
25	4th Official Board Branding	UAE PL	
26	Ceremony Stage Branding	UAE PL	
27	Match day Program Advertisings	UAE PL	Club
28	Printed Tickets	UAE PL	Club
29	Printed Invitations	UAE PL	Club
30	Officials Bibs Branding	UAE PL	
31	Officials Lanyards Branding	UAE PL	
32	Officials Accreditation Cards	UAE PL	
33	Media Backdrop/Press Conferences	UAE PL	Club
34	Flash Backdrop	UAE PL	
35	Mixed Zone Backdrop	UAE PL	Club
36	UAE PL Microphone Branding	UAE PL	
37	Product Placement	UAE PL	Club [Subject to Approval]
38	Opening / Closing Sequence (TV GRAPHICS)	UAE PL	
39	Replay Wipes (TV GRAPHICS)	UAE PL	
40	Watermark	UAE PL	
41	Player line Up Graphic - (TV GRAPHICS)	UAE PL	
42	Time /Clock Graphic - (TV Graphics)	UAE PL	
43	Match Score Graphic - (TV Graphics)	UAE PL	
44	Match Statistic	UAE PL	
45	Player Substitutions	UAE PL	
46	Extra Time Graphics	UAE PL	
47	Goal Scoring Graphics	UAE PL	
48	Online Press	UAE PL	





49	Radio	UAE PL	
50	Print	UAE PL	
51	Social Media	UAE PL	
52	UAE PL website advertising banner	UAE PL	
53	UAE PL website Sponsor lookups	UAE PL	
54	AGL SoMe Facebook /Twitter/Instagram	UAE PL	
55	AGL Fantasy Football	UAE PL	
56	UAE PL Mobile Apps	UAE PL	
57	Social Media Campaigns	UAE PL	
58	Promotional Newsletter (EDM/HTML)	UAE PL	
59	Mobile Clip Rights	UAE PL	
60	Online Streaming	UAE PL	
61	Flag Bearers selection		Club
62	Ball Boy selection		Club
63	Player Escort selection	UAE PL	Club [Subject to Approval]
64	"Behind" the Scenes - content creation	UAE PL	
65	"Man of the Match"	UAE PL	
66	"Goal of the Month"	UAE PL	
67	Half Time Promotion	UAE PL	Club
68	Match day Stadium Promotions	UAE PL	Club
69	Raffles & Prize Competitions	UAE PL	Club
70	Product Sampling	UAE PL	Club
71	Fanzone	UAE PL	Club
72	VVIP Tickets	UAE PL	Club
73	VIP Tickets	UAE PL	Club
74	Grand Stand Tickets	UAE PL	Club
75	Parking Passes	UAE PL	Club



76	Accreditation Badges	UAE PL	
77	Merchandising	UAE PL	Club
78	Gift Items	UAE PL	Club
79	AGL Trophy Tour	UAE PL	Club [Subject to Approval]
80	AGL Awards Gala	UAE PL	
81	Category Exclusivity	UAE PL	
82	Official Designation	UAE PL	
83	Use of IP and Marks (UAE PL)	UAE PL	
84	Composite Logo creation	UAE PL	
85	Broadcast protection	UAE PL	
86	Competition Logo Rights	UAE PL	
87	Group player/coaches image rights	UAE PL	Club
88	Official Music Rights	UAE PL	
89	Trophy Image Rights	UAE PL	Club
90	Commercial advertising behind the goal	UAE PL	
91	Live AD & the AD net	UAE PL	
92	Track Carpet	UAE PL	

or any other commercial assets introduced by UAE PL

#### Appendix 14: UAE PL Branding insertion on club's printed materials





### Appendix 15: Marketing Issues that will have QCP's applied

1. Power Supply for LED	Failure to provide uninterrupted power supply of 125 KWA (4 x 63 Amps / 3 Phase power) at two points at all times
2. Power Supply for LED	Damaged or poor LED electric cabling, wiring or connectors
3. Installation of LED	Failure to provide access to stadia for installation of LED system at the agreed time and date
4. Installation of LED	Failure to provide power supply during the scheduled LED installation date
5. Installation of LED	Failure to provide power supply 5 hours before the kick-off
6. LED Boxes	Failure to provide allocated off-pitch storage away from camera view
7. Correct usage of UAE PL & Sponsors logos on print materials (tickets)	No usage
8. Correct usage of UAE PL & Sponsors logos on print materials (tickets)	incorrect usage
9. Super flash backdrop	Storage not available or unsuitable
10. Super flash backdrop	Damaged Fabrics
11. Mixed Zone backdrop	Damaged Fabrics



12. Mixed Zone backdrop	Club Sponsor Stickers not applied correctly and presentably
13. Press Conference backdrop	Damaged Fabrics
14. Press Conference backdrop	Club Sponsor Stickers not applied correctly and presentably
15. Press Conference Table	Displaying Non Approved items on the press conference table
16. Press Conference Room	Displaying Non Approved items in the press conference room
17. Line up boards	Not delivered
18. Line up boards	Poor quality
19. Line up boards	Sufficient number of helpers to move the boards Not provided
20. Line up boards	Storage not available or unsuitable
21. Seating for sponsors	Seating in the stadia are not provided for the sponsors as per requirement
22. Seating for sponsors	Seat label stickers not applied
23. Parking for sponsors	Parking is not provided for the sponsors as per the requirement
24. Portireds	Damaged Fabrics
25. Portireds	Storage not available or unsuitable



26. Players' line-up photos	Missing player information resulting in canceling entire match Player Line-Up graphics
27. Match day activities	On-pitch activations not in-line with approved specifics
28. Match day activities	Unapproved activation
29. Club Logos	Failure to provide club logo 6 weeks prior to the start of the season and in the right format
30. Commercial partner Logos	Provide commercial partner logos and in the correct format 8 weeks before the season kick off
31. Press Assets	Failure to display press assets in a clean and proper manner as outlined in Appendix 3
32. LED Boxes	Storage of the LED Boxes on the pitch in camera view
33. LED Security	Failure to secure the LED while its installed in the venue
34. LED Damage	Damage to the LED Unit by means of Water
35. PLC/Commercial Activation	If the club doesn't provide adequate space and power
36. Commercial Branding	Commercial branding on LED Level
37. Seat branding	Applyin any branding on the seats without buying the tickets for those seats
38. Branding Removal [Finals]	Not Removing the Branding after the Finals Event



39. Giant Screen	Not displaying UAE PL's sponsor videos during UAE PL allocated minutes
40. UAE PL & Sponsors logos	Incorrect usage, reproduction or misplacement of UAE PL or sponsor or competition's marks on print or digital displays or otherwise
41. UAE PL & Sponsors logos	Display or use of branding and marks other than UAE PL and UAE PL's sponsors in official press conference area
42. 3D Cam Carpet	Storage of the 3D Cam Carpets/Damaged or Loss
43. 3D Cam Carpets	Commercial Damages on Failure to display 3D Cam Carpet due to damages caused by the club or failure to display the 3D Cam Carpets
44. Advertising materials for UAE PL and Sponsors related to the press conference	Not Displaying the Assets as shown in appendix 3
45. Centre Circle	Providing less than 15 Laborers
46. Marketing Representative	Failure for Club Marketing Representative to be present during the match day for UAEPL Activations
47. Marketing Representative	Marketing Representative Officer not attending Club and UAE PL meetings
48. Marketing and FB Plan	Not provided
49. Marketing and FB Plan	Not Executed
50. Food and Beverage	Insufficient trash bins



51. Food and Beverage	Restricting the fans from entering the stadium with outer club F&B
52. Team Benches	Non-Branded Team Benches