



# **SOFTBALL MARKETING APPENDIX**

ADVERTISING, MERCHANDISING AND BROADCASTING

# Marketing Appendix

## Advertising, merchandising and broadcasting

All advertising for the tournament and all written communications must prominently display the **WBSC Europe logo** and must be reviewed and approved by WBSC Europe prior to printing and publication.

*The placement of **advertising** at the fields must be approved by WBSC Europe, WBSC 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. 40% of the advertising space must be reserved for WBSC Europe. LOC can request more advertising space to be allocated to sponsors by WBSC Europe 60 days prior to the tournament. WBSC Europe has the final decision on space allocation.*

*The local organiser (LOC) will need to provide **streaming and broadcasting signal** to WBSC Europe of all games. The minimum requirements for streaming is listed in the WBSC Europe Media Coverage Manual.*

WBSC Europe owns all the **rights** for all streams. LOC cannot give rights to use or access to game streams to any 3rd party without written permission to licensor / 3rd party from WBSC Europe. All rights in the tournament and the broadcasting of any aspect of the tournament are vested fully in WBSC Europe and the organizer may not take any action or permit anyone to take any action to impair these rights.

*The local organiser (LOC) will need to provide a **photo gallery** of each game of the event to WBSC Europe. The minimum requirements will be listed in the WBSC Europe Media Coverage Manual.*

*The local organiser (LOC) will need to provide an **event logo**, following WBSC Europe guidelines, unless the logo has already been established by WBSC Europe. The logo needs to be reviewed and approved by WBSC Europe. WBSC Europe will have full access and use of the event logo.*

Subject to the prior written approval of WBSC Europe, the tournament organizer will market and sell the official **merchandise**. All official tournament merchandise must have on it the WBSC Europe logo, either printed or embroidered. Size, display area on the merchandise and all other relevant factors as to the WBSC Europe logo must receive the approval of the WBSC Europe Marketing Department.

The tournament merchandise rights fees payable by the Organizer is stated on the WBSC Europe financial appendix. A penalty defined on the financial appendix will be charged to the organizer if there shall be a sale of any other product related to the tournament without the WBSC Europe logo and/or without the permission of the WBSC Europe Marketing Department.

Local suppliers and dealers may sell **equipment and goods** at the tournament. An official WBSC Europe supplier 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. A WBSC Europe official supplier has the right to be presented at the venue of all WBSC Europe tournaments.

All other decisions involving advertising, merchandising, broadcasting, marketing media relations will be made by WBSC Europe in consultation with the organizer.  
In the event of a disagreement, the views of WBSC Europe prevail.