U.S. SOCCER DEVELOPMENT ACADEMY MARKETING RULES 2011-12

U.S. SOCCER FEDERATION
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With specific reference to Article XIII of the U.S. Soccer Development Academy Regulations, the U.S. Soccer Development Academy ("Academy") has adopted and implemented the following U.S. Soccer Development Academy Marketing Rules (the "Rules"). Each Academy Club, by its membership in the Academy, agrees to be bound by and operate in accordance with these Rules.

To best execute the rights granted (or not retained by U.S. Soccer) under these Rules, the Academy has also created a set of marketing guidelines (the "Marketing Guidelines") for all Academy Teams, as attached hereto as Exhibit A, as may be updated from time to time. The Marketing Guidelines are hereby incorporated in, and are deemed a part of, the Rules.

I. DEFINITIONS. Capitalized terms used and not defined elsewhere in these Rules shall have the meanings set forth below:

"Academy" means the U.S. Soccer Development Academy, or league of Academy Teams, that was created by and is operated by U.S. Soccer.

"Academy Conference" means each division of the Academy as divided by the USSF for competition purposes. The Academy shall be divided into ten (10) divisions within 4 conferences.

"Academy Content" means each game (including pre-game, halftime, post-game events and any other on-site activities) of the Academy Finals Week, Academy Playoffs, Academy Showcase(s) and Academy Games (including highlights of the Academy Games).

"Academy Playoffs" – means the U.S. Soccer Development Academy Competition held at the conclusion of the Academy League season among qualifying team from each division and several wildcards.

"Academy Finals Week" – means the U.S. Soccer Development Academy Competition held at the conclusion of the Academy Playoffs that determines the Academy National Champion for each respective age group.

"Academy Game" means any game (other than the Academy Finals and Academy Showcase) sanctioned by U.S. Soccer and played between two Academy Teams as part of the Academy.

"Academy Intellectual Property" means intellectual property owned by the Academy. Such intellectual property shall include but not be limited to the Academy Logo, trademarks, copyrights and proprietary training techniques.

"Academy Logo" means the logo referring to the Academy owned by U.S. Soccer as set forth in the Marketing Guidelines.

"Academy Showcase" means an Academy competition organized by U.S. Soccer in which Academy Teams from more than two conferences compete against one another in one location over a weekend.

"Academy Team" – means a group of Academy soccer players registered with the Development Academy and participating with an Academy Club in either the U-15/16 or U-17/18 age group.

"Broadcast Rights" means the right to Exhibit an Event via television or radio transmission, specifically excluding any New Media Rights.

"Commercial Rights" means the right to exploit any and all of the Broadcast Rights, Marketing Rights, Intellectual Property, Licensing Rights, Merchandising Rights and New Media Rights in any manner whatsoever.

"Event" means any specific event related to the Academy, including, without limitation, the Academy Finals Week, any Academy Game, Academy Showcase, Academy Playoffs, and any other gathering related to the Academy.

"Exhibit" means to transmit, telecast, exhibit, distribute, display and/or broadcast.

"Intellectual Property" means any and all trademarks, tradenames, logos, emblems, names, likenesses, mascots, proprietary training techniques and any other proprietary information.

"Licensing Rights" means the right to use or grant a third party the ability to use U.S. Soccer or Academy Intellectual Property.

"Local Sponsorship" means a commercial partner of an Academy Team that has sponsorship rights granted by the Academy Team solely in the local geographic area of the Academy Team.

"Marketing Rights" means the advertising and sponsorship rights associated with an Event, including, but not limited to, the right to sell advertising around the field, title sponsorships to Events, hospitality and consumer interactive activation.

"Merchandising Rights" means the right to sell licensed products in connection with any Academy Event.

"National Sponsor" means a commercial partner of the Academy through an agreement with U.S. Soccer on an Academy-wide basis.

"New Media Rights" means the rights to Exhibit any Event or information relating thereto or any U.S. Soccer-owned data via the Internet, mobile and wireless technology including without limitation, telephone (including cellular), PDAs, WAP, etc. New Media Rights include, without limitation: (a) Internet rights, (b) any

moving pictures of an Event including video (e.g. webcams, WAP and webcasting; (c) any audio feed of the Event; (d) historical data about players and previous Event results, which are contained in databases compiled and owned by U.S. Soccer; (e) "live" or "real-time" scoring at Events; (f) the delivery of results through SMS texting and WAP services; (g) the use of any URL associated with an Event (e.g., www.AcademyFinals.com, www.AcademyShowcase.com, etc.); and (h) all advertising, branding, logos, appearing on any official web site in connection with an Event.

"Team Intellectual Property" means Team name, logo and mascot owned by the Academy Team.

"Team-Related Content" means each Academy Team's activities that are off-site of the Academy Final, Academy Showcases and Academy Games including training, camps, tryouts, press conferences, meetings, awards ceremonies and banquets, player interviews and "behind-the-scenes" activities.

"U.S. Soccer" means the United States Soccer Federation, Inc.

II. DIVISION OF RIGHTS

U.S. Soccer is the exclusive owner of all right, title and interest to Commercial Rights of the Academy with the exception of Team Intellectual Property and specific Local Sponsorship rights. U.S. Soccer retains ownership of all other rights and may grant any of such other retained Commercial Rights in whole or part to Academy Teams or third parties, in its discretion.

A. Broadcast Rights

U.S. Soccer is the exclusive owner of all the Broadcast Rights of the Academy Content. U.S. Soccer specifically retains all Broadcast Rights for the Academy Content except U.S. Soccer grants the Academy Teams a non-exclusive, non-transferable, non-sublicensable, non-assignable, limited license to Exhibit Academy Games (including highlight packages of the Academy Games) on a local basis (i.e., public access or local cable television), subject to U.S. Soccer's prior written approval on any commercial rights sold related to the Exhibition and Broadcast Rights of the Academy Games.

Each Academy Team is the exclusive owner of all Broadcast Rights of the Team-Related Content. Each Academy Team grants U.S. Soccer an unlimited license to all Broadcast Rights for the Team-Related Content.

B. Marketing Rights

U.S. Soccer retains all Marketing Rights for the Academy Finals Week, Academy Playoffs, any Academy Showcase, Academy Games and any games involving a U.S. National Team or related Events. U.S. Soccer grants each Academy Team the Marketing

Rights to Academy Games, not including games against a U.S. National team, played on its home field (i.e., host Academy Team). The grant of Marketing Rights for games in which an Academy Team plays a U.S. National Team shall be reviewed and determined by U.S. Soccer.

C. New Media Rights

U.S. Soccer is the exclusive owner of all New Media Rights for the Academy Content. U.S. Soccer specifically retains all New Media Rights for the Academy Content except U.S. Soccer grants each Academy Team a non-exclusive, non-transferable, non-sublicensable, non-assignable, limited license to Exhibit its Academy Games on New Media, subject to U.S. Soccer's prior written approval on any Commercial Rights sold related to the Exhibition and New Media Rights of the Academy Games.

Each Academy Team is the exclusive owner of all New Media Rights of the Team-Related Content. Each Academy Team grants U.S. Soccer an unlimited license to all New Media Rights for the Team-Related Content.

D. Intellectual Property Rights

U.S. Soccer retains all Academy Intellectual Property Rights. Academy Teams may not, and shall not, register any name, logo, trademark, indicia, brand name, symbol, service mark or other mark (whether registered or unregistered) or designation, which may be inferred as identifying with the Development Academy or U.S. Soccer. Academy Teams retain all Team Intellectual Property Rights, and U.S. Soccer shall not register any name, logo, trademark, indicia, brand name, symbol or service mark or designation that solely contains Team Intellectual Property without prior written approval of the Academy Team.

Subject to U.S. Soccer's reasonable approval, U.S. Soccer grants each Academy Team the non-exclusive, non-transferable, non-sublicenseable, non-assignable limited right to use the Academy Logo with the designation "Member of the United States Soccer Development Academy" solely on the following Team-related items: (a) Club Letterhead; (b) Publications/Membership Communications; (c) Web Site Home Pages; and (d) Media Guides/Non-Commercial Press Releases. The use of the Academy Logo and the accompanying phrase may not be directly adjacent, connected to, or closely associated with any commercial marks, logo, or entity name without the express written permission of U.S. Soccer and cannot be used on any material that is being sold or given away as part of a package of items of which at least one item is being sold.

Academy Teams shall not disclose or use any U.S. Soccer proprietary training techniques outside of their Academy Club without the express written consent of U.S. Soccer. In no event may the Academy Teams broadcast or publish such proprietary training techniques.

E. Merchandising Rights

U.S. Soccer retains all Merchandising Rights related to the Academy. Each Academy Team retains all Merchandising Rights related to such Academy Team.

III. EXCEPTIONS

U.S. Soccer will consider all applications by Academy Teams for limited use of the rights reserved to U.S. Soccer above on a case-by-case basis. The form found at the back of this guide should be submitted along with the artwork to Steve Hoffman for approval.

IV. MISCELLANEOUS

U.S. Soccer reserves the right to amend these rules with reasonable notice to the Academy Teams. Violations of these Rules may result in discipline up to and including expulsion from the Development Academy. In addition, U.S. Soccer reserves any and all Broadcast Rights, Marketing Rights, New Media Rights, Intellectual Property Rights and Merchandising Rights for any game involving a U.S. National Team.

V. WEB SITE GUIDE

Please refer to the previously distributed U.S. Soccer Development Academy Club Web Site Guide for detailed information on incorporating Development Academy logos and information on your web site.

VI. U.S. SOCCER CONTACTS

Should you have any questions about these Rules, please do not hesitate to contact Steve Hoffman in U.S. Soccer's Marketing Department.

Steve Hoffman
shoffman@ussoccer.org
312-528-1254

Appendix A – Marketing Guidelines

INTRODUCTION

The following document is a guideline to assist you in building off-the-field programming around your U.S. Soccer Development Academy teams. While our collective goals on the training and game fields are most important, we need to ensure that the Clubs fielding Development Academy Teams and U.S. Soccer are aligned in marketing matters and that the framework is understood by all participants.

SUMMARY

There are five top-line concepts in summary form that comprise the Marketing and Media Guidelines:

1. Academy Clubs will retain a majority of rights they had prior to joining the Development Academy, as outlined on the following pages.
2. Sponsorship of the Academy Team belongs to the Club during all Academy Games. However, during the Academy Playoffs & Finals Week and during any Academy Showcases, U.S. Soccer retains rights to sponsorship assets, including those generally held by the Club for games. (Note: Uniform manufacturer sponsorship is exempted from any restrictions on Club-specific sponsorship at Academy Playoffs, Finals and Showcases.)
3. The sideline and on-field rights for Academy Games belong to U.S. Soccer. Examples include coolers on the sideline and bench area and the match ball which shall be provided by the Academy and must be used for all Academy Games. Academy Teams retain the right to field-level signage for Academy Games.
4. All rights to Academy logos, Academy game broadcasts or replays, Development Academy sponsorship, merchandise and licensing belong to U.S. Soccer. Note: U.S. Soccer does not have the right to use Club logos without Club approval unless the usage is editorial in nature (e.g. article on website, in-broadcast, etc.).
5. Any Academy Club may request the right to utilize any U.S. Soccer Development Academy asset by submitting a request to U.S. Soccer for review. We will review requests promptly and grant the right to use such assets reasonably. The review process is outlined later in this document.

MARKETING RIGHTS

While the primary and foremost objective of the Development Academy is to raise the level of play on the field, the program offers potential commercial value for the individual Clubs and for U.S. Soccer. In order to protect the value for both parties, we outline the ownership of rights in the Marketing Rules so all the rights are clear for both U.S. Soccer and the Club. Any Club wishing to use or exploit any of the assets listed below should contact U.S. Soccer for permission. Contact information and approval process details can be found at the end of this document.

We want to emphasize that U.S. Soccer encourages creativity and innovation in the areas of marketing and media. We are committed to considering all requests by members of the Development Academy to allow for these rights to be passed down to the Clubs provided they are complementary and not competitive to what is being executed or sold at a national level. Ultimately our goal is to further the Academy program both on and off the field.

Please use the following list as a guide while making marketing decisions as they relate to your Academy Teams. While this is not an exhaustive list, most major marketing applications and activities are covered. Please contact U.S. Soccer should any questions arise that are not answered on this list.

Broadcast/New Media Rights

U.S. Soccer exclusively retains all broadcast and new media rights to the Academy Finals Week, Showcases, and Games or related programming around gameday including locker room activities, press conferences, workshops, meetings, etc. It is our intention to televise or webcast the Academy Finals at a minimum but we continue to explore the possibility of expanding our media activities to other matches and events. Individual player likenesses will not be used in connection with any commercial materials in a context that would endanger his NCAA eligibility.

Development Academy Clubs and U.S. Soccer will both have media rights at training, press conferences, during travel, player interviews and all other "behind-the-scenes" activities not on gameday.

U.S. Soccer has sole rights and responsibility to create and maintain the official Development Academy website or sites.

Commercial Rights

Again, we want to encourage creativity in marketing at Academy matches but simultaneously need to make certain that specific rights are being protected and administered fairly across all Clubs. The below list identifies ownership of four major elements of an Academy Game. U.S. Soccer should be consulted on any marketing activities that are not included here. We will evaluate requests to conduct marketing activities on a case-by-case basis with a tendency toward accommodating reasonable requests.

1. Academy Club rights
   (a) To sell tickets for admission to Academy Matches
   (b) To sell match presenting sponsorship – Providing a partner title sponsorship of Academy games. As an example "XYZ United U-15/16 Academy Team v. ABC FC U-16 Academy Team presented by John's Pizza".
   (c) To offer hospitality – Special services such as catering, autograph sessions or stadium tours set up for guests paying for a premium ticket.
   (d) Temporary signage through the 2011-2012 season.

2. U.S. Soccer rights
   (a) To provide on-field rights to national partners
      (i) Match Ball*
      (ii) Temporary signage
      (iii) Gatorade sideline set up*

*Note: U.S. Soccer or the respective partner will provide this equipment for all Academy teams.

Again, the above list only covers four major event assets; however, there are a number of event-related sponsorship assets that go beyond the above list. We have listed some examples of these assets in Appendix C.

3. Sponsorship Categories

Sponsorship means receiving compensation in exchange for rights to promote a product, service or company in association with an asset or property you own. The right to sell sponsorship is directly tied to ownership of the asset.

   (a) U.S. Soccer (We have included a list of current USSF Sponsors and categories in Appendix B for your information.)
      (i) U.S. Soccer assets – Defined above
      (ii) Development Academy – Defined above and including match ball, sideline presence, temporary field signage, logos, etc.
   (b) Clubs – All Club assets including the teams, uniforms, Club website, non-Academy matches, participation in the Academy, etc.

Please see Appendix C for examples of sponsorship assets and ideas and their respective ownership. Appendix D provides a guide to selling Club sponsorships.

<u>Intellectual Property</u>

For the purposes of this document, IP is used as a catch-all for non-physical assets with commercial value. Standard examples include logos, ideas, concepts and titles.

U.S. Soccer retains all rights to their own IP (examples below) as well as all such assets related to the Development Academy. Clubs retain all rights to the IP they owned prior to joining the Development Academy.

1. U.S. Soccer
   (a) Logos – Crest, Referee Logo, “Shooting Ball” Logo, all individual elements of each logo (e.g. ball or stars from Crest logo).
   (b) Name – “U.S. Soccer”, “U.S. Soccer Federation” or any abbreviations inferring identification with U.S. Soccer.
   (c) National Team Player likenesses – Pictures of current and former Men’s and Women’s National Team members in National Team uniform.
   (d) National Team jersey – Artwork, including photographs, lineart, artist renderings, etc., depicting the Men’s or Women’s National Team jersey.

(e) National Team footage – Men's, Women's and Youth National team match or training footage including video and audio.

2. Development Academy
   (a) Logos – Current and future logos or marks created for the Development Academy.
   (b) Name – "U.S. Soccer Development Academy", "USSF Development Academy", "Development Academy" or any abbreviations inferring identification with the U.S. Soccer Development Academy.
   (c) Trophy – Artwork, including photographs, lineart, silhouette, artists rendering, etc. depicting any awards given to teams participating in the Development Academy.
   (d) Academy Finals Week and Showcases – Name, logo, poster or any other creative materials created for the Academy Finals.
   (e) Mascot – Future potential mascots for the academy.

3. Club
   (a) Club logo
   (b) Club name
   (c) Player names and likenesses
   (d) Mascot
   (e) Sponsorship rights to non-Academy related activities and assets

Advertising – Any use of U.S. Soccer or Development Academy IP in print, online, television, radio and other advertisements must be approved by U.S. Soccer.

It is important to note that member Clubs continue to retain all the rights they possessed prior to their entry into the Developmental Academy such as Club name, logo, mascot and all sponsorship rights to non-Academy related activities and assets.

Publications – Publications can include books, periodicals, videos, audio media as well as other forms not mentioned in this list. The permissibility of the use of IP in publications depends on the use and publication.

1. Editorial, non-commercial – All news-related content in publications provided for free is permissible. Examples of allowable use include use of Academy logo, name, records, match photos and statistics for newsletters, web-based articles, etc.

2. Commercial – The right to use Development Academy IP in publications that are sold or given away to customers that purchase another good or service (i.e. bundled) solely belongs to U.S. Soccer.

LICENSING RIGHTS

Licensing is defined as granting a third party the ability to use U.S. Soccer or Development Academy IP. Under no circumstances is this permitted.

Some examples are:

a. Merchandise – Hats, t-shirts, trading cards, calendars, posters, etc.
b. Services – Clinics, camps, etc.
c. Other – Website, television show, etc.

Merchandising Rights

Under no circumstances are the production and/or sale of items featuring U.S. Soccer or Development Academy Intellectual Property ("IP") allowed. We will be inclined to grant exceptions on a case-by-case basis to Clubs interested in creating merchandise that includes verbiage identifying the team's relationship to the Development Academy specifically. As an example, selling an official Club jersey that features "Academy Club" wordmark or designation next to Club logo would be considered but selling t-shirts that simply featured any Development Academy IP with no reference to the Club's team would not be allowed. Submit any such request to U.S. Soccer for approval.

U.S. Soccer may want to produce certain merchandise containing the Club logos. Such merchandise may include Club logos provided the following three requirements are met:

1. Any merchandise that includes the Club logo will also include the Development Academy logo in equal or greater prominence to the Club logo(s) that is (are) included. An example is an Academy Finals Week t-shirt featuring the logos of the finalist Club.

2. Any merchandise that includes the Club logo will not feature any manufacturers branding unless specifically approved by the Club.

3. The Club has been informed and provides approval (not to be unreasonably withheld) for the usage.

ADDITIONAL GUIDANCE

Academy Team Commercial Affiliates

It is the responsibility of the Academy team to inform its commercial affiliates that no IP or media or marketing rights are conveyed to them as a result of their affiliation with the Club as a whole. Further, a Club's commercial affiliates are not permitted to identify with the Development Academy in any way aside from direct affiliation with the team specifically.

Resolution of Disputes

By joining the Development Academy, Clubs agree to assist U.S. Soccer in the resolution of all disputes relating to, but not limited to, rights infringement, implied endorsement and ambush marketing.

Trademarks and Registration

Academy Clubs will refrain from the registration of any name, logo, trademark, indicia, brand name, symbol, service mark or other mark (whether registered or unregistered) or designation which may be inferred as identifying with the Development Academy.

U.S. Soccer Partners

Clubs will be granted as many benefits as possible from U.S. Soccer partners. Assets offered to Development Academy Clubs include the following:

Sponsor	**Execution Elements**
Gatorade	Coolers, ice chests, squeeze bottles and product for locker room and sideline
Nike	Game balls, training vests
OSI	Referee Uniforms and equipment
Polar	Heart Rate Technology
Prozone	Game Analysis
SPARQ	Performance Testing and Training

APPROVAL PROCESS

Below is an outline of the approval process that applies to both U.S. Soccer and Academy Clubs. This process shall be followed for any of the materials that require approval, as outlined in this document.

1. Requesting party (organization seeking approval) submits complete materials with a plan of intended use (e.g. application of logo, quantity of item being produced, duration of use of footage, etc.) to Ownership party (organization that owns the rights to materials). See Appendix E for the *Request for Approval Form.*

2. A time period of seven business days will be granted for review and feedback.

3. Ownership party will respond in writing of approval or disapproval of use. If the ownership party does not respond in this timeframe, approval is granted.

4. All requests for approval should be submitted to Steve Hoffman of U.S. Soccer (contact information above).

Appendix B – U.S. Soccer Development Academy Sponsors

Company	Brand(s)	Category
American Airlines	American Airlines	Airline
Allstate Insurance	Allstate Insurance	Insurance
AT&T	AT&T	Communication and wireless services
Anheuser-Busch*	Budweiser (MNT) Bud Light (WNT)	Alcoholic and non-alcoholic malt beverage products
Dick's Sporting Goods	Dick's Sporting Goods	Sporting goods retailer
Gatorade	G Series, G Series Pro and G Natural	Sports drinks, inclusive of carbonated and non-carbonated sports drinks, sports beverages, isotonics and electrolyte fluid replacement beverages.
Brown-Forman	el Jimador Tequila	Tequila
Kumho Tires	Kumho Tires	Tire
Nike	Nike	Athletic equipment, footwear, apparel and balls
Pepsi	Pepsi, Diet Pepsi, Pepsi Max Sierra Mist, Diet Sierra Mist and Aquafina	Soft drink
Visa	Visa	Payment service provider
Yingli Green Energy	Yingli Solar	Renewable/Solar Energy

*Note: While Anheuser-Busch and Brown-Forman are U.S. Soccer sponsors, they will not be permitted to activate around the Development Academy. These categories, along with tobacco, gambling and any other age-restrictive categories are forbidden from being involved in the Development Academy.

Appendix C – Sponsorship Assets, Ideas and Ownership

Non Event-Related Assets

Asset (examples)	Ownership	Comments
Game ball	U.S. Soccer	Nike balls
Sports drink	U.S. Soccer	Gatorade
Uniform manufacturer	Club	This is a basic asset for which most clubs already have a partner in NIKE, adidas, etc.
Jersey sponsor	Club	Featuring a company's logo, other than the manufacturer on the club uniform.
Website	Club	This type of sponsorship can range from individual banner ads to a presenting sponsorship of the site.
Entitlement of Team	Club	"ABC United U-18 Academy Team, presented by Joe's Pizza"
Publication sponsorship	Club	Newsletter, yearbook, calendar, etc.

Event-Related Assets

Asset (examples)	Ownership	Comments
Sports drink	U.S. Soccer	Gatorade coolers, ice chests, squeeze bottles and product will be provided for the sideline.
Entitlement of Academy Finals Week	U.S. Soccer	Example: "Development Academy Finals Week presented by XYZ Company"
Entitlement of Academy Events (including Showcase, Market Training Centers, Academy AGM, etc.)	U.S. Soccer	Same as above
On-site marketing*	Shared	Sampling, couponing, distribution of collateral, etc.
Entitlement of Match*	Club	Clubs can find sponsors for regular season Development Academy matches
Signage in stadium*	Club	Logo on scoreboard, banners on fences, signboards, logo mats on endlines, etc.
PA Announcements*	Club	"We would like to thank Joe's Pizza for their support of the Academy Team"
Pre-game/Halftime activity*	Club	Honorary captain for coin toss, juggling competition presented by Joe's Pizza

***Assets denoted with an asterisk must meet two criteria:**
1. Sponsorships can only be sold for Academy Games (not Academy Events including but not limited to: Showcases, Playoffs and Finals Week).
2. Sponsorship can only be sold to local, non-national companies.

Appendix D – Development Academy Local Sponsorship Guide

The *Local Sponsorship Guide* is intended to provide a starting point for crafting sponsorship packages to offer local businesses with an interest in the Development Academy Teams. Included is a list of rights and benefits along with a short description. We intentionally phrased the descriptions in such a way that allows you to use them in your sponsorship proposal and contract.

As you read through this list of assets, it will become clear that some benefits will apply to your Club while others will not. We encourage you to pick and choose items from this list that make the most sense to you and your future partners.

Please note that we have used "TEAM" in place of where your Club name would go and all items that are (*italicized and in parenthesis)* are meant as a guide to the blank spaces we have left for you to fill.

TEAM Official Sponsor Rights and Benefits

Product Exclusivity
Official Sponsor will be the only company in its defined product category with access to the TEAM'S marks.

Territory and Term
Official Sponsor will receive rights for the duration of the contract. Term of TEAM Official Sponsor contract will be _____ (*years/games*).

Official Designation
Official Sponsor will have the right to use the following designations in all advertising and promotions:

"Official Sponsor of the TEAM"
"Official Supplier to the TEAM"
"Official Product/Services of the TEAM" *

(* "Product/Services" to be replaced by the product or service category)

Use of Official Logos
Official Sponsor will have right to incorporate the TEAM logo into all advertising, promotions, print and broadcast.

Field Board Signage
Official Sponsor will receive a total of _____ (*quantity*) perimeter field boards for all TEAM home games.

(*Note: It is important to avoid promising games that are not under your Club's control, such as Development Academy Playoffs, Finals or Showcase games.)*

On-Site Recognition
Official Sponsor will receive on-site corporate acknowledgment in _____ (*quantity)* locations at each TEAM home match.

Team Jersey
Official Sponsor will be granted the right to corporate identification on TEAM jerseys. Team jersey identification includes:

Game Uniform
Corporate name and/or logo will be screened onto each player's home and away jersey.

Practice Uniform
Corporate name and/or logo will be screened onto each player's home and away jersey.

Practice Vests/Pinnies
Corporate name and/or logo will be screened onto practice vests.

Game Program
Official Sponsor will receive _____ *(quantity)* full page _____ (*color or black & white)* advertisement(s) in all TEAM game program for regular season.

Official Sponsor will receive acknowledgement on corporate recognition page include in TEAM game program.

Media Guide
Official Sponsor will receive _____ *(quantity)* full page _____ (*color or black & white)* advertisement(s) in TEAM media guide.

Official Sponsor will receive acknowledgement on corporate recognition page include in TEAM media guide.

Annual Awards
Official Sponsor will have the right to title sponsorship of one team award.

Examples of these awards include:

Most Valuable Player	Player of the Year
Most Valuable Goalkeeper	Goal of the Year
Scoring Champion	Coach of the Year
Rookie of the Year	Comeback Player of the Year

(Note: We also recommend offering title sponsorship to the "Man of the Match".

Team Promotion
Official Sponsor will be the title sponsor of one promotion in the community. Potential promotions include:

Official Ball Girl/Boy Contest
Kick-on-Goal Contest
Family Day
Tailgate Parties
Opening Kick
Pre and/or Post-Game Youth or Adult Matches
Kick out ceremonial opening game ball
Opportunity for product sampling or display throughout complex
Opportunity for additional stadium concourse signage and/or inflatable

Note: The sponsorship includes the team promotions. Expenses associated with the execution of the team promotion will be the obligation of the Official Sponsor.

Premium Rights
Official Sponsor will have the right to produce and distribute merchandise bearing the composite logo of the Official Sponsor and TEAM logo. These premiums may be used in connection with internal incentive and/or external marketing programs.

Mailing List Use
Official Sponsor will have access to the following mailing lists:

Season Ticket Holders
Club Data Base

Use of mailing list is subject to policy and procedures outlined by TEAM. Policy and procedures regarding the specific use of the mailing list are being finalized. In all cases, mailing and associated cost will be the responsibility of Official Sponsor.

Appendix E – Request for Approval Form

Please complete the following *Request for Approval Form* any time your Club wishes to use any of the IP, marketing or media rights controlled by U.S. Soccer as indicated by the *Development Academy Marketing and Media Guidelines*. The form can be submitted to Steve Hoffman via email shoffman@ussoccer.org or fax (312) 808-9566. Please contact Steve at (312) 528-1254 with any questions.

Club name _____

Club contact _____

Name | Role with Club | Email

_____

Daytime number | Cell number | Fax

_____

Best time of day to be reached

Item(s) being requested (e.g. logo, designation, footage, sponsorship asset, etc.)

_____

Intended use (e.g. application of IP, quantity being created, duration and location of use)

_____

_____

_____

_____

_____

_____

_____

Please attach any mock-ups, artwork or other relevant materials to this form.