



Florence, 28 April 2023

Lega Pro competitions - Request for proposal for the award of the betting rights ("RFP")

Dear Sirs,

Lega Italiana Calcio Professionistico ("Lega Pro"), in the person of its legal representative, invites your company to submit your proposal ("Proposal") for the license of packages of betting rights and other additional rights as described in the Annexes, in accordance with the terms and conditions below. Lega Pro also invites your company to submit its best offer for becoming the official Lega Pro data supplier, as provided under clause 1.3.

Your Proposal shall be sent by e-mail to "emittenti@lega-pro.com" or by PEC to "areaemittentilegapro@legalmail.it". The object of the e-mail, including the Proposal and the relevant documentation that you may decide to include, shall be "*Proposal for the award of the Betting Package and the Additional Packages - Lega Pro Competitions - RFP*", together with the name of your company, and shall be received by us no later than **11:59 a.m. C.E.T. of 10 May 2023**.

We look forward to receiving your Proposal.

Lega Italiana Calcio Professionistico

The President

Matteo Marani

Lega Pro competitions – RFP for the award of the Betting Package and the Additional Packages

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Section I. General Information. The RFP

Lega Pro is the professional Italian football league grouping Clubs affiliated with the Italian Football Federation (“FIGC”) and participating in Serie C Championship.

Lega Pro organizes the following competitions: Serie C Championship, Coppa Italia and Supercoppa (“Competitions”).

The matches of the Competitions (hereinafter “Matches”) are staged according to the format and the schedule below.

i. Serie C Championship format

The Serie C Championship is composed of three groups of 20 Clubs and is staged in two phases: regular season, with home and away Matches between the 20 Clubs for each group, and at a later stage, Play-offs and Play-outs.

Each Match during the regular season is played, in principle, on Saturdays, Sundays and Mondays, with starting time, on Saturdays and Sundays, at 2:30 p.m. C.E.T., 4:30 p.m. C.E.T., 6:30 p.m. C.E.T. and 8:30 p.m. C.E.T., and on Mondays at 8:30 p.m. C.E.T. In addition to the above, starting from season 2023/2024 Lega Pro is also considering to include new slots during the weekends.

With the exception of the above, Lega Pro, at its discretion, reserves the right to schedule, for each Season¹, Matches on Fridays, as well as limited midweek rounds

¹ Season meaning the period usually running from 1st July until 30th June of the following calendar year, according to the applicable sports regulations.

during the week, where Matches are played during those matchdays, or Matches previously not played are restaged (usually on Wednesdays, with anticipated and postponed Matches played in the other days).

The Play-off and the Play-out stages are played at the end of regular season, with the exception of Clubs ranked 1st and 20th of each group, which are respectively promoted to Serie B and relegated to LND.

Play-offs involve the Clubs ranked from 2nd to 10th position, which play in a series of Matches to determine the final Clubs to be promoted to Serie B.

Play-outs involve Clubs ranked 15th to 19th position to determine which teams, in the same format as Play-offs, remain in Serie C Championship.

Play-offs and Play-outs Matches take place at slots determined at Lega Pro's discretion.

ii. Coppa Italia format

Coppa Italia takes place with a knock-out system. Semifinals and Final are home and away matches.

iii. Supercoppa format

The three clubs finishing at the top of their respective divisions are grouped in a dedicated tournament, in which they compete in single matches. The winning club is awarded with the Supercoppa Serie C.

1.2 The Betting Package and the Additional Packages offered under the RFP

Lega Pro is interested in receiving from all interested parties Proposals entailing the best conditions and terms for the acquisition of the license of the rights as detailed in the relevant Betting Package (Annex 2) and Additional Packages (Annex 3 and 4) (the Betting Package and the Additional Packages together as "Packages"), as briefly described hereinafter.

Package	Rights	Territory
Betting Package (Annex 2)	right to exploit and to collect the Data ² of the Matches for betting purposes; right to access the stadia to collect Data for betting purposes;	World

² Data meaning the data referring to Matches, Competitions, Clubs and players, such as metadata, data flows and statistics processed by Lega Pro and its suppliers.

	supporting right to transmit and/or distribute the live feed of the Matches for betting purposes.	
Data for Editorial Activities Package (Annex 3)	right to exploit the Data for editorial activities	World
Official Data Partnership Package (Annex 4)	right to commercialize the status of “official data partner”	World (respecting national legislations)

1.3 RFP regarding supply of data (official data supplier)

Under this RFP, Lega Pro also invites all interested parties to submit their Proposals in order to become the official data supplier of Lega Pro.

Lega Pro is interested in receiving Proposals including:

- company presentation with a focus on similar activities for other Sport Leagues/Associations and related case studies
- example of match data set (i.e. competition data, event data and tracking data) that, for each event of the Competitions, supplier is able to collect from Lega Pro Stadia and provide on a live basis and post-match;
- details on delivery system offered by supplier;
- processing data and data storage system implemented by supplier;
- economic modular proposal based on Lega Pro need to use and commercialize match data at its sole convenience.

1.4 RFP and validity of the Proposals

Each Proposal shall be submitted to Lega Pro no later than **11:59 am C.E.T. of 10 May 2023**, using the form provided under Annex 1.

All amounts must be expressed in Euros and be deemed as net of VAT and any other levy and tax.

The Proposal shall remain valid and binding for the offering party for 30 days from its receipt by Lega Pro. Within such term, Lega Pro shall be entitled to accept the Proposal at any time.

1.5 The RFP outcome

Upon receipt of the various Proposals, Lega Pro's President, together with the agents, employees and consultants of Lega Pro, will evaluate them according to the best outcome of the RFP and the interest of Lega Pro and its associated clubs.

Lega Pro shall be entitled to request, at all stages of the RFP and also following receipt of any Proposal, clarifications to the offering party, inclusive of any additional documentation.

Lega Pro shall also be entitled to decide to proceed to a further stage of the RFP, through private negotiations with selected offering parties.

This RFP shall not create any liability upon Lega Pro (including for pre-contractual reasons) towards any interested party.

Any submitted Proposal by the interested parties is entirely free and discretionary on them and nothing can be claimed by them against Lega Pro, its agents, employees and consultants, as well as its associated clubs, for any reason or title whatsoever.

Therefore, each interested party acknowledges and accepts, without any objection, that Lega Pro may, for example:

- not accept any Proposals;
- select a Proposal from another offering party, including any direct competitor and regardless of the term of the accepted Proposal;
- negotiate every aspect of the Proposal with a specific offering party, as well as with any other participants;
- conclude the negotiations and select one or more parties to continue the negotiations;
- terminate the negotiations without acceptance of any Proposal, as it deems appropriate.

Lega Pro shall negotiate, at its sole, binding and unchallengeable discretion, further conditions or terms in a separate meeting if deemed appropriate to achieve the best result.

Any offering party acknowledges, without objecting, that Lega Pro reserves, at its own binding and unchallengeable discretion, the right to modify the requests, conditions, terms and any other indication specified in this RFP and its annexes, subject to communication via pec to the interested parties. Lega Pro may also request further documents or clarifications from the interested parties at any time.

1.6 Procedure for communicating possible acceptance of the Proposal

In the event that Lega Pro accepts/not accepts, at any time, any Proposal, it will communicate such decision to the offering party via email.

Lega Pro, in the event of continued interest in negotiations, could also send a counterproposal to the offering party.

Should Lega Pro accept a Proposal, then Lega Pro and the party submitting the Proposal being accepted by Lega Pro (“Licensee”) will execute a license agreement in respect of the licensed Package under the terms and conditions specified in the RFP (“License Agreement”), which are to be unconditionally accepted by the Licensee at the time of transmission of the Proposal.

Further terms and conditions could be agreed between the Lega Pro and each Licensee in writing.

Section II. Contractual conditions

This section describes in detail the contractual conditions of the contractual relationship that will be established in the event of acceptance by Lega Pro of a Proposal.

2.1 Sub-licensing

If specifically so permitted by the relevant Package, a Licensee shall be permitted to enter into a sub-license agreement with a third party concerning the exploitation, fully or in part, of the licensed rights, under the following conditions:

- (a) such sub-license is made on terms and conditions which are the same as the relevant terms and conditions contained in this RFP;
- (b) the sub-license agreement shall provide for proper provisions allowing termination by the Licensee, to terminate or suspend the sub-license agreement in the cases provided for by clauses 2.1, 2.2, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, Annex 2, 3, 4, and, in any case of breach or default, to undertake any different and further initiative to protect the rights. Each Sub-license Agreement shall also provide for its automatic termination if the License Agreement between Lega Pro and the Licensee is terminated for any reason whatsoever;
- (c) the Licensee shall be liable, jointly with its sub-licensees, for any breach of the RFP and shall procure that the sub-licensee expressly undertake in writing all obligations and duties under the RFP.

The Licensee shall remain in any case fully liable for its obligations under the License Agreement.

Upon reasonable request, the Licensee must inform Lega Pro in writing of the party(es) with which, territory by territory, it has enter into a sub-license agreement, including main conditions and terms of such sub-license agreement.

2.2 Production

The production of the Data and the live feed to be provided to the Licensee shall be carried out by Lega Pro and its service providers.

Each Licensee shall reimburse to Lega Pro, in addition to the license fee, the technical costs as specified in the relevant Package, inclusive of the delivery of the Data and/or the live feed, as the case may be.

2.3 Term

Lega Pro offers the rights under this RFP for a term of either two Seasons 2023/2024 and 2024/2025 or five Seasons 2023/2024, 2024/2025, 2025/2026, 2026/2027 and 2027/2028.

Each Offering Party shall specify, when submitting their Proposal(s), if the Proposal is for a term of two or five Seasons.

The Term of the License Agreement shall then reflect the Proposal accepted by Lega Pro.

2.4 Licence fee

Against the License of the rights under the relevant Package, the Licensee shall pay to Lega Pro the fee set out in the Proposal accepted by Lega Pro or, alternatively, in the License Agreement, if different.

The payment of the aforementioned fee shall be made as follows:

- for the Sport Season 2023/2024: advance payment of 5% of the License Fee retained as guarantee; the remaining 95% of License Fee: three equal instalments on September 30th 2023, January 31st 2024 and March 31st 2024;
- for the following Sport Seasons three equal instalments on September 30th, January 31st and March 31st.

2.5 Reserved rights of Lega Pro and the clubs

The licensed rights are exclusively those detailed and exhaustively described in this RFP and the Packages. Each Licensee is expressly prohibited from using any right licensed to it for any purpose other than the one indicated in the relevant Packages.

Any rights not expressly included in the RFP shall be reserved to Lega Pro and the clubs, which may exercise directly or commercialize them at their discretion at any time, without limitation.

Under no circumstances, the exercise of any of the rights above by Lega Pro and the clubs shall constitute grounds for claims of any nature or kind whatsoever by the Licensee (or its sublicensees or third parties) against Lega Pro, FIGC or the Clubs, including requests to amend the content of the License Agreement or to reduce the consideration.

The Lega Pro shall in all cases reserve the right to commercialize directly or to grant to any third party the right to exploit the Data for purposes other than the ones included within the Packages. In case of acquisition of the “Data for Editorial Activities” Package, Lega Pro reserves the right to use the Data for these purposes on its official channels and platforms.

2.6 Licensee’s obligations

Each Licensee, also on behalf of their sub-licensees, shall exercise the rights licensed to them by Lega Pro under this RFP in full compliance with any law, legislation, regulation and customary rule applicable in the relevant country or geographical area.

The Licensee undertakes to use, and to procure the use by the sub-Licensee(s), of technology in line with the best market standards for digital rights management to seek to ensure that (i) the Match Signal is protected and is not unlawfully picked up outside the territory(s) in which it has been licensed (or sublicensed) and (ii) any person receiving or accessing the Data or the streaming of the Matches via the authorized platform is prevented from (subject, in each case, to compliance with applicable law):

- (a) forward it to any other person;
- (b) transfer or otherwise publish it on any site or electronic communication service that can be accessed by third parties; and
- (c) copy, record or otherwise archive it (so that it can be viewed later, i.e. at any time other than live either in catch-up mode or otherwise).

Licensees shall exercise the rights by implementing all necessary measures so that their licensed rights are exploited without unauthorised reception, exploitation or viewing outside the relevant territory.

The Licensee is prohibited from recording and archiving on any type of support the Data and the streaming of the Matches, also taking into account the fact that the Licensee is not entitled to any rights on the Data and on the footage of any Match, which are and will remain the property of Lega Pro and the Clubs.

The Licensees shall be entitled to carry out the following activities relating to the exercise of the licensed rights:

- (i) the right to communicate to customers and the public the acquisition of the licensed rights;
- (ii) the non-exclusive right to use the trademarks of Lega Pro and its associated Clubs in promotional activities, provided that such activities shall not entail any official sponsorship of the Competitions, Lega Pro and the clubs.

It is in any case forbidden for the Licensee to alter in any way the Data and the live feed as provided by Lega Pro, without any possibility to supplement them, by way of example but not limited to, with other images, virtual advertising, forms of advertising, advertising and promotional interruptions.

The Licensee declares that it will hold Lega Pro, Clubs and their assignees harmless, and indemnify them from and against any and all liabilities, obligations, losses, damages, penalties, claims, actions, fines and expenses (including reasonable legal expenses) of whatever kind or nature whatsoever that may be claimed by any third-party, relating to a breach of this RFP, caused by or attributable to the Licensee and/or any of its sub-licensees.

The Licensee holds harmless Lega Pro and the clubs, as well as their employees, managers, members, agents and consultants, from and against any liability related to the non-compliance with the regulations in force concerning the economic and regulatory treatment of the employees and collaborators used. The Licensee undertakes to ensure the correct fulfilment of all social security, insurance and tax obligations.

The Licensee hereby acknowledges that the clubs or Lega Pro may have as sponsors, during the Term, operators that carry out activities for the collection of bets, without entitling the Licensee to any claim, including claims for compensation, refunds or indemnities.

The Licensee acknowledges, without any objection, that in Italy there is a specific regulation (as per Decree-Law no. 87, converted by Law no. 96 of 9 August 2018, published in the Italian Official Gazette no. 168 of 13 July 2018) that prohibits any form of advertising and sponsorship of betting and undertakes to comply with it in all its provisions. The Licensee also declares that is aware that other forms of restrictions and prohibitions may also exist in other states or other geographical areas, and hereby undertakes to comply with them.

2.7 General rules on the format and schedule of the Competitions

Lega Pro has the right to modify the format of the Competitions, the calendars, the days, the matchdays and the slots in the event of sporting requirements, public order or for any other reason, by promptly notifying the Licensee. Any modification, suspension or interruption of Matches or Competitions, even during the course of the Season, even due to force majeure, is the exclusive, discretionary and binding competence of FIGC, of Lega Pro, as well as of the relevant public authorities, at regional national and international level, including their bodies, judicial or administrative authorities, national or international sports authorities or other competent authorities.

The Licensee therefore acknowledges and accepts that the Competitions may be subject to variations, suspensions or interruptions for the reasons set out above in this paragraph with consequent modification (including permanently), by way of example, but not limited to, the total number of Matches, the staging of Matches outside of the calendar as specified in this RFP, without this entitling the Licensee to make claims of any kind whatsoever against Lega Pro, FIGC and the Clubs, their assignors or

assignees, for any reason or cause whatsoever, including claims for damages, changes to the Packages or suspensions or reductions of the due consideration.

Lega Pro also has the unchallengeable right to determine the matches to be played in advance or postponed. The decisions made by the Lega Pro regarding the dates and times of the Matches as well as, pursuant to the relevant regulations, those made by the FIGC regarding the format of the Competitions, may not in any way constitute grounds for claims for compensation or reduction of the consideration or revision of the content of the Packages by the Licensee. Each party submitting a Proposal acknowledges the variable and non-final nature of the slots, described in Section 1, and hereby waives any exception or claim.

2.8 Termination clause

Lega Pro shall be entitled to terminate any License Agreement, pursuant to Article 1456 of the Italian Civil Code, in the event that:

- (i) the Licensee is in total or partial breach of the provisions of clauses 2.1, 2.2, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, Annex 2, 3 and 4;
- (ii) the Licensee enters liquidation, including voluntary liquidation, or is subject to any insolvency proceedings or is declared bankrupt;
- (iii) is subject to a substantial change in the corporate, management or control structure, such as in the case of mergers, transformations, acquisitions, spin-offs, withdrawal of managing shareholders, changes in the shareholding structure or transfer of a substantial part of its assets, unless Lega Pro has been given prior written notice of the change and has, in turn, agreed to continue in the contractual relationship.

The License Agreement shall be terminated upon receipt by the Licensee of a written notice to be sent by Lega Pro to the e-mail address indicated by each Licensee within their Proposal.

2.9 Confidentiality

All Proposals, as well as the RFP and any document connected thereto, are confidential documents and as such any offering party shall not make any announcement or comment whatsoever or otherwise provide any information to any third-party concerning the above.

2.10 Nature of the RFP. No grant of rights and notice to interested parties

Any interested party undertakes to indemnify and hold harmless Lega Pro and its associated clubs, as well as their employees, managers, members, agents and consultants, from any claim for damages deriving, for any reason whatsoever, directly or indirectly, from the submission of any Proposal and its content. Lega Pro also shall

bear no liability or guarantee towards any offering party for what is set out, submitted and requested in this RFP, it being entirely up to each interested party to carefully evaluate each provision of the RFP and what is set out, submitted and requested therein.

Lega Pro and its associated clubs, as well as their employees, managers, members, agents and consultants, are not responsible, for any reason whatsoever, for the non-delivery or late delivery of the e-mail containing the Proposal within the terms as specified above.

Lega Pro and its associated clubs, as well as their employees, managers, members, agents and consultants, shall not be liable for any costs incurred by any offering party in participating in the RFP. The costs for the preparation of the proposals and the documents, as well as all the expenses incurred for the presentation of the Proposal, shall be borne exclusively by each offering party.

Lega Pro reserves the right not to accept the Proposal, or to suspend, interrupt and definitively cancel negotiations with any interested party and in any case this RFP, at its complete, binding and unquestionable discretion.

During the validity of the RFP, Lega Pro reserves the right, exercisable at its absolute discretion and at any time, to extend any term provided for herein and to amend, supplement or withdraw the RFP, its content and regulatory terms and conditions, or to initiate a different or additional request for proposal.

If a Proposal is subject to conditions or drafted not in the format required by the RFP or contains insufficient or partial information, it may be rejected at the discretion, binding and unchallengeable, of Lega Pro.

2.11 Jurisdiction

For any dispute arising from the performance, interpretation and enforcement of this RFP, the Court of Florence shall have exclusive jurisdiction.

ANNEX 1
PROPOSAL FORM

Lega Italiana Calcio
Professionistico
Via Jacopo da Diacceto 19
50123 Firenze

[place and date]

PROPOSAL
for the award of the Betting Package and additional Packages –
LEGA PRO COMPETITIONS

Corporate name:	
Type of business activity:	
Reference authorization/registration, if any:	of
Corporate headquarters:	
First name, last name and title of the legal representative undersigning the Proposal:	

Proposal submitted for the following Packages, against the consideration specified hereinafter, to be deemed as the net amount that Lega Pro is entitled to cash in, VAT excluded:

Betting Package	Fee per season (€)
2 SEASONS 2023/2024 AND 2024/2025	[in digits] _____
	[in letters] _____
5 SEASONS 2023/2024, 2024/2025, 2025/2026, 2026/2027 AND 2027/2028	[in digits] _____
	[in letters] _____

Additional Package Data for editorial activities	Fee per season (€)
2 SEASONS 2023/2024 AND 2024/2025	[in digits] _____
	[in letters] _____
5 SEASONS 2023/2024, 2024/2025, 2025/2026, 2026/2027 AND 2027/2028	[in digits] _____
	[in letters] _____

Additional Package Official data partner sponsorship package	Fee per season (€)
2 SEASONS 2023/2024 AND 2024/2025	[in digits] _____
	[in letters] _____
5 SEASONS 2023/2024, 2024/2025, 2025/2026, 2026/2027 AND 2027/2028	[in digits] _____
	[in letters] _____

In support of the Proposal, the offering party may decide to attach the following documentation:

- a) updated company registration certificate issued by the local register authority;
- b) copy of the last annual audited financial statement or other documentation proving the company assets or the relation of corporate connection or control (as per art. 2359 Italian civil code);
- c) documentation regarding the company's experience in the sport betting market.

Irrespective of the Proposal above, the offering party is also invited to submit its best **offer for becoming Lega Pro's official data supplier**, according to the requirements set out in para 1.3 of the RFP.

For any communication, please refer to the following authorized representative:

First name and last name:	
Position:	
Mail address:	
Fixed phone number:	
Mobile phone number:	
E-mail address:	

In case of acceptance of the Proposal by Lega Pro, the License Agreement with Lega Pro in respect of the Package indicated in this Proposal will enter into force within the terms and conditions provided for by the RFP and with the full acceptance of all the provisions therein, including the License General Conditions, and shall therefore be immediately effective between the parties.

The offering party undertakes to maintain the Proposal binding and irrevocable for 30 days following its submission to Lega Pro.

[Date] _____

[Place] _____

[First name] _____ [Last name] _____

[In its capacity of] _____

[Legible signature] _____

This Proposal incorporates all terms and conditions set forth in the RFP, which are referred to *per relationem*. The offering party, for the purposes of art. 1341 and 1342 of the Italian civil code, represents to have specifically evaluated and to specifically approve the following paragraphs of the RFP: 1.4 (RFP and validity of the Proposal); 1.5 (the RFP outcome); 1.6 (procedure for communication possible acceptance of the Proposal); 2.1 (sub-licensing); 2.2 (production); 2.4 (license fee); 2.6 (reserved rights of the Lega Pro and the clubs); 2.7 (Licensee's obligations); 2.7 (General rules on the format and schedule of the Competitions); 2.8 (termination clause); 2.9 (confidentiality); 2.10 (Nature of the RFP); 2.11 (jurisdiction); Annexes 2, 3 and 4 (limitations and conditions of the Packages).

[Legible signature] _____

ANNEX 2 – THE BETTING PACKAGE (EXCLUSIVE)

Rights	<p>1) Right to exploit the Data of the Matches for sports betting commercial activities. The Licensee shall be entitled to incorporate the Data made available to it by Lega Pro;</p> <p>2) right to collect Data from each Lega Pro stadium with one representative to collect data and stats. To this end, the licensee shall seek a specific authorization for each stadium access. Lega Pro shall co-operate with the Licensee (and its sub-contractors) with its reasonable requests for assistance or know-how in respect of personnel logistics, facilities and connectivity solutions at stadium in order to allow the Licensee to fully exploit such rights. In this regard, Lega Pro will provide the Licensee (or its sub-contractors) with all licenses, clearances, permissions, passes and accreditations for a maximum access to the stadium of the Matches of 1 (one) representative at all reasonable times for personnel and equipment, which are necessary in order to enable Licensee to exploit the rights;</p> <p>3) as supporting tool for the exploitation above, the Licensee shall be entitled to access the live feed of the Matches and transmit it on internet, IPTV and mobile platforms, with the following restrictions: (i) only for authorized users, upon registration to a legal betting platform and only with an active account; (ii) not exceeding 1/3 of the screen (and therefore excluding any possibility of enlarged display) and quality no higher than 600Kbps; (iii) in case of betting shops, the distribution of the live feed shall only occur within the premises of the betting shop itself and in any case not visible from outside of such premises.</p>
Territory	Worldwide.
Exclusivity	The rights under this Package are exclusive, save for the rights under 3) above, which Lega Pro reserves the right to offer directly to betting operators with authorized license issued by the Italian Customs and Monopolies Agency (not agencies and/or intermediaries) on a non-exclusive basis within the Italian Territory.
Sublicense	Permitted. The Licensee and the Sublicensees shall in any case refrain from duplicating the Data and making them available to any third-party <i>as is</i> , including any commercialization whatsoever thereof.
Technical costs	100,00 € net for each Event organized by Lega Pro in respect of all Competitions.

ANNEX 3 – THE DATA FOR EDITORIAL ACTIVITIES PACKAGE

Rights	the right to exploit the Data of the Matches for editorial activities, such as broadcasters, news products, fantasy games and analyses of the Matches.
Territory	Worldwide.
Exclusivity	The rights under this Package are exclusive, but Lega Pro reserves the right to use the same Data for these purposes on its official channels and platforms.
Sublicense	Permitted. The Licensee and the Sublicensees shall in any case refrain from duplicating the Data and making them available to any third-party <i>as is</i> , including any commercialization whatsoever thereof.
Technical costs	100,00 € net for each Event

ANNEX 4 – OFFICIAL DATA PARTNERSHIP PACKAGE

<p>Rights</p>	<p>the right to commercialize to third parties the status of “official data partner” of Lega Pro, the package will comprise the following rights:</p> <ul style="list-style-type: none"> - Right to use the licensee’s trademarks and logos for promotional/advertising activities and combining the licensee’s trademarks and logos with official Lega Pro information graphics along with live signal of the matches - Right to use a maximum of 4 branded posts per month on official social accounts of Lega Pro associated with image and videos including information graphics, previously approved by Lega Pro; - Right to display licensee’s trademarks on official Lega Pro materials related to pre and post match reports; - Right to display licensee’s trademarks on official Lega Pro website in the section dedicated to statistics. - Right to display licensee’s trademarks on communication and marketing activities and materials related to Lega Pro Competitions during the Sport Season - Right to announce the partnership with Lega Pro through a specific press conference <p>A dedicated sponsorship package presentation will be sent on request to interested parties.</p>
<p>Territory</p>	<p>Worldwide.</p>
<p>Exclusivity</p>	<p>The rights under this Package are exclusive.</p>
<p>Execution of the sponsorship agreement</p>	<p>Due to the nature and characteristics of potential sponsor, Lega Pro shall approve at its discretion the sponsor selected by the Licensee, which shall not unreasonably denied.</p>