
THE FKF RIGHTS (MEDIA AND COMMERCIAL) RIGHTS, 2018

IN EXERCISE of the powers conferred by Article 81(3) of the FKF Constitution (2017) the FKF National Executive Committee makes the following Regulations: -

THE FKF RIGHTS (MEDIA AND COMMERCIAL) RIGHTS, 2018

Citation

These Regulations shall be cited as the FKF Rights (Media and Commercial) Rights, 2018

PART I- PRELIMINARY

The FKF National Executive Committee hereby resolves and adopts these Regulations to provide for the utilization and commercialization of all the rights emanating from FKF Leagues and Competitions.

In these Regulations, unless the context otherwise requires-

“Commercial rights” may include different commercial partners who associate with FKF properties in order to extract branding or marketing value;

“Broadcast Rights” also refer to media rights and means the rights which a broadcasting organization or entity negotiates with a commercial concern;

“Leagues and Competitions of FKF” include all the competitions set out under Article 79 of the FKF Constitution;

PART II- GENERAL PROVISIONS ON THE CENTRALIZATION AND COMMERCIALIZATION OF FKF RIGHTS

- a) All Rights emanating from all the leagues and competitions of FKF, including but not limited to, Title Sponsors, Category Partners, Broadcast PARTNERS, Data PARTNERS and any other commercial PARTNERSHIPS shall be negotiated centrally by FKF and signed off by the FKF President on behalf of all members of FKF.
- b) All contracts negotiated and entered into by FKF under these Regulations shall be binding to all Members of FKF taking part in the respective leagues and/or competitions to which such contracts apply unless waived by FKF in writing.

- c) FKF may appoint an Agent and/or a Company to exploit and/or market all media and commercial rights on its behalf.
- d) Where applicable and especially in order to leverage on stronger FKF assets, the Federation shall centrally negotiate and commercialize different FKF assets, leagues and/or competitions.
- e) FKF on the advice of the General Secretariat, may commit not more than Twenty-Five (25%) percent of the Federation's commercial sponsorship deals to go towards the development of football at the national and/or grassroots level.
- f) The revenue realized from the commercial values of every contract entered into by FKF under these Regulations shall be allocated to clubs by FKF for administrative expenditure and votes as the case may be or as need arises.
- g) All clubs participating in the leagues and/or competitions of FKF shall as a matter of course, execute undertakings and/or endorsements committing to adhere to the provisions of all the agreements and contracts entered into by FKF under these Regulations.
- h) FKF shall stipulate the form and substance of each and every undertaking and endorsement to be executed in that regard.

PART III- EXPLOITATION OF TITLE SPONSORSHIP

A Title Sponsor shall have the rights to:-

- a) Name the league sponsored and where applicable, a Title Sponsor may have the exclusive right to be the sole Category and Title Sponsor.
- b) Erect pitch-side banners, as agreed with FKF, at every league and/or competition venue.
- c) Have all clubs participating in the league and/or competition sponsored, reserve one sleeve for the Title Sponsor's competition logo.
- d) Have advertisements and/or logos in various areas as permissible at all leagues and/or competitions.
- e) Any other right(s) as may be agreed upon with the FKF in the relevant league or competition.

PART IV- EXPLOITATION OF BROADCAST COMMERCIAL AND PRODUCTION RIGHTS

- a) FKF shall have the sole and exclusive right to exploit any and all Broadcast Rights including but not limited to mainstream and digital Broadcast rights relating to all FKF leagues and/or competitions.

- b) Where applicable, the Right to exploit Broadcast Commercial and production Rights shall be contracted to third party entities which may include but not limited to FKF clubs, marketing agencies and/or production companies.
- c) All Broadcast, Commercial and Production Rights shall be negotiated and commercialized centrally by FKF for all leagues and competitions.
- d) No club taking part in any FKF league and/or competition shall be allowed to negotiate for individual Broadcast Rights, unless with prior written consent from FKF.
- e) Any third-party contracts entered into by a club(s) regarding the negotiation and commercialization of league broadcast, commercialization and production Rights of any FKF league and/or competition, entered without prior written consent from FKF shall not be binding in accordance with Article 79, 81 and 82 of the FKF constitution.
- f) Any club or clubs that attempts to break away to negotiate its own rights under the context of these regulations or to influence other clubs to create its own pool of rights shall attract sanctions by the FKF National Executive Committee. The sanctions may include suspension or expulsion from FKF.
- g) The FKF NEC shall consider such cases where a club or clubs do not conform to obligations under centrally negotiated and acquired rights between FKF and any partner.

PART V- CATEGORY PARTNERS

- a) FKF will centrally negotiate and commercialize rights reserved for Category Partners.
- b) Category Partners will be entitled various exploitation modes including banners and online presence.
- c) The rights of the category partner shall be stipulated in the agreement between FKF and such a partner.

PART VI- CLUB RIGHTS

Clubs retain the rights to:-

- a) negotiate and commercialize club assets, which include but are not limited to players, match day hospitality and club merchandise;
- b) commercialize match ticketing;
- c) commercialize shirt sponsorship;
- d) commercialize reserved pitch side banners as per FKF negotiated agreements. FKF shall reserve pitch side banners on broadcast agreements for clubs and the percentage of such banners shall be communicated by FKF to each league.

- e) Commercialize club category partners.
- f) Club digital rights, which include but are not limited to fans' engagement and open media sessions; and
- g) Be featured in FKF magazine shows.

These Regulations are made on this 26th day of October 2018



Signed: President, FKF



General Secretary