



ERSTE LEAGUE

COMMUNICATION AND MARKETING POLICY



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Reviewed by: League Board

Men's League Group

Erste Bank Communication and Marketing Departement

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Reviewed by: General Secretary of the HIHF

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Chapter I – GENERAL PROVISIONS

The intention of these Rules is to improve the communications of the Hungarian Ice Hockey Federation's (hereinafter: HIHF) top-class professional men's hockey league, Erste League, and to increase its marketing value as well as fulfil the requirements of the sponsors to the highest possible level.

The HIHF authorised on basis of Article 81. (2) of the Erste League Rules of Competition, issues the following Policy:

Interpretative Provisions:

For the purposes of this Policy:

- A) Erste League: an open, international, first-class men's senior ice hockey tournament covering the region of Central Europe, organised by the HIHF. The main sponsor of the league is Erste Bank Hungary Zrt., its official name is: Erste League (in Hungarian: Erste Liga).
- B) Sports Organisation: organisations with a valid registration accepted by the HIHF in a given competition season of the Erste League, which fulfil the criteria lined out in Section 15 (1) of Act I of 2004 on Sport.
- C) Organiser Sports Organisation: a sports organisation which is appointed by HIHF as Home Team, based on the official Erste League lottery.

Scope

The intention of this Policy is to provide a systematic set of rules set out for the marketing and communication activities of Professional Sports Organisations participating in the Erste League, which covers all participants of the League, headquartered in Hungary or abroad. The content regarding sponsor promotions which is annexed to this Policy is reviewed annually by the HIHF's Marketing & Communication & Event Office, of which the participants are also notified via the League Manager. In case a sponsor promotion concerns only a select group of participants, this Policy provides an explicit outline and/or issues a special communique to the Sports Organisations participating in the League via the League Manager.

Statement by Sports Organisations

The Sports Organisation applying for registration at the same time as submitting the team registration, expressly declares that they have read the content of these Communication and Marketing Regulations, and agrees to comply with and enforce them while participating in the League.

Chapter II – COMMUNICATION REQUIREMENTS

Photography

- 1.§ The Organiser Sports Organisation submits 8 photos to the press list by the beginning of the third period of each game it organises.
- 2.§ The Organiser Sports Organisation submits by 10 am of the following day a gallery of 30 photos of the game via uploading it to the online interface specified in Annex 2.
- 3.§ The requirements concerning the quality and settings of the photographs are issued to the Sports Organisations by the Marketing & Communication & Event Office of the IIHF (hereinafter: IIHF Communications), specified in Annex 2. The press list is forwarded via email to the clubs' persons responsible for communications by the IIHF Communications.
- 4.§ Each Sports Organisations are required to create a separate personal folder on the FTP server for players who are fielded for at least 10% of a game, and upload action shots of said player. The club needs to upload on average one action shot for four games played.
- 5.§ The Sports Organisations and players waive their rights to the photographs in favour of the IIHF and IIHF sponsors.

News

- 6.§ The Sports Organisation is required to announce each signings or contract renewals of each player, changes among coaches, dismissal or appointment of a coach, on its own official website and on its own official social media platforms (especially: Facebook, Instagram), of which at the same time issues a notification to the partners specified on the press list, which can be found in Annex 2.
- 7.§ The Sports Organisation is required to notify the IIHF 24 hours before publication about the fact of the news mentioned in §6 on the e-mail address media@icehockey.hu.

Portraits and Team Picture

- 8.§ The Sports Organisation is required to take a portrait photo of all players in its roster in the manner specified in Annex 2, by latest until the first game of the season. In case a new player is signed by the club after the season starts, the club shall take a portrait of the player, and forward it to the IIHF within 72 hours after the first game played by this player.
- 9.§ The Sports Organisation takes a seated group photo, taken on its home rink, which picture is to be submitted to the IIHF within 10 days after the first game played of the season. All information necessary to fulfil the obligations set out in this Paragraph, shall be provided to the Sports Organisation by the IIHF Communications via the League Manager before the first game of the season.

Statement

- 10.§ After each game, the Organising Sports Organisation records an interview with both head coaches or with the person acting as head coach during the given game (hereinafter: Head Coach). The interviews need to be transcribed or, in case of video format, uploaded to Facebook. The interview must be recorded in Hungarian or English. In case the language of the

interview is other than Hungarian or English, it must be captioned, or dubbed in Hungarian or English. The completed interviews must be submitted within 1 hour after the conclusion of the game to the press list specified by IIHF Communications in Annex 2.

- 11.§ The Head Coach of the Sports Organisations participating in the game, as well as 3 designated players for each Sports Organisation must be available to the media at the game venue within 15 minutes after the end of the game.
- 12.§ The Sports Organisation appoints a person to be in charge of communications whose task is to debrief the press about the interviewees assigned to the match, and assist them in general with the interview.
- 13.§ Players and officials of a Sports Organisation when making a statement or interview in an official capacity, in matters related to the Erste League or their team, may appear only in an apparel related to the League or their own Sports Organisation. The aim of this is to strengthen the brand of the Sports Organisation and the Erste League through the apparel. Only the design elements of the Sports Organisation, the Erste League, the sponsors of the Sports Organisation and the sponsors of the Erste League may appear on the clothing. None of the clothing brand logos are considered prohibited appearances.
- 14.§ Players and officials of a Sports Organisation when making a statement or interview in matters related to the Erste League or their team may only appear without a helmet, with uncovered head, with the only exception being a cap bearing the Sports Organisation's own, or a sponsor's branding.
- 15.§ A post-match interview may only be recorded in front of a press wall approved by the IIHF Marketing.

Broadcasting

- 16.§ In the case of playoff matches that are not broadcast by a television company in contractual relationship by the IIHF or by the IIHF itself with a proprietary solution, the Organising Sports Organisation broadcasts the match free of charge, online, with commentary via the platform and technical parameters described in Annex 2.
- 17.§ The Organiser Sports Organisation is allowed to geo-block the broadcast in its own country.
- 18.§ The IIHF reserves the right, as the right of rights to the Erste League, to set up its own online streaming service for games not broadcast on television.

On - Site Requirements for Press

- 19.§ During the semi-finals and finals of the Erste League, the Organiser Sports Organisation needs to provide the press with at least 10 seats, 5 cable sockets, 10 Internet endpoints or Wi-Fi access with the technical parameters described in Annex 2.

Additional Policies Related to Television Broadcasting of Games

- 20.§ The home Sports Organisation needs to submit the game lineup, containing the names and jersey numbers of the players, in at least 5 printed copies and the latest 50 minutes before the start of the game to the broadcast car. At the same time, submits all information about the person dropping a ceremonial first puck, if applies, as well as any persons of interest and celebrities who might prove interesting from a broadcasting point of view during a match.

- 21.§ Before the game, the home Sports Organisation needs to take care of cleaning the protective glass from puck-marks before the camera emplacements, also the home Sports Organisation needs to take care of cleaning said surfaces from ice, water and vapour before the start of the game, between periods and during commercial breaks.
- 22.§ The Sports Organisations collaborate with the broadcasting staff and make the requested players, coach, available to them before the game, during intermissions, commercial breaks and after the end of the game. The broadcasting right holder has the possibility to equip the referees and both head coaches with a microphone and a head camera for the time of the game, following prior consultation and with their approval.
- 23.§ The broadcasting staff is entitled to make takeouts in the locker room for 3 minutes before the warm-up, for 2 minutes during the warm-up, and for 1-1 minutes during intermissions, following consultation with the person appointed responsible for communication designated by the Sports Organisations.
- 24.§ The editor of the broadcast submits a report about each broadcast, in which they report on their experiences during the course of the broadcast.
- 25.§ The Sports Organisations need to strive to ensure the required conditions for television broadcasts as lined out in Annex 2.

Chapter – MARKETING REQUIREMENTS

Using the Erste League Brand Name

- 26.§ When the Sports Organisation during its appearances in online and print (especially: advertisements on boards, banners, billboards, jerseys and team equipment) places a visual or written reference to the Erste League, it may only be done along the lines defining the interconnected designations in article A) of the Interpretative Provisions, as well as in the form of the Erste League logo (Annex 3).

Advertisements on Rink Boards

- 27.§ The Sports Organisation reserves in its home rink for the IIHF 6 advertisement spaces on the boards with the size of 4000 x 1000 millimetres each, in the places specified in the Annex.
- 28.§ The Sports Organisation reserves in its home rink for the IIHF 3 advertisement spaces on the boards with the size of 4800 x 1000 millimetres in the places specified in the Annex. (Applies only to Sports Organisations seated in Hungary.)
- 29.§ The Sports Organisation reserves in its home rink for the IIHF a further 6 advertisement spaces on the boards with the size of 3000 x 1000 millimetres in the places specified in the Annex.
- 30.§ The exact location of the advertisements mentioned in §27-29 is recorded in Annex 4, which is issued annually before every championship season by the IIHF's Marketing Department (hereinafter: IIHF Marketing).
- 31.§ The Organiser Sports Organisation is obliged during the championship season to take care of the continuous upkeep in its home rink of the advertisements mentioned in §27-29, as well as their replacement, should it become necessary, in order to enable the advertisement to convey its message unhindered to the spectators. The costs of the initial placement are borne by the IIHF, all further costs are borne by the Sports Organisation. Should the sponsor of a given

advertisement on the board find the quality of display unsatisfactory, the Sports Organisation has to arrange its replacement.

Ice, On-Ice Advertisements

- 32.§ The Sports Organisation reserves 2 spaces for advertisement with the size of 3500 x 9000 millimetres in its home rink for the IIHF in locations specified in the Annex. (Applies only to Sports Organisations seated in Hungary.)
- 33.§ The Sports Organisation reserves in its home rink for the IIHF 2 spaces for advertisement with the size of 7800 x 1490 millimetres in the locations specified in the Annex.
- 34.§ The exact location of the advertisements mentioned in §32-34 is specified in Annex 4, which is issued annually before every championship season by the IIHF Marketing.
- 35.§ The Organiser Sports Organisation is obliged during the championship season to take care of the continuous upkeep in its home rink of the advertisements mentioned in §32-34, as well as their repainting, should it become necessary, In order to enable the advertisement to convey its message unhindered to the spectators – both live and TV spectators.
- 36.§ The costs of the initial placement are borne by the IIHF in the championship season of 2020/2021, all further upkeep costs are borne jointly by the IIHF and the Sports Organisation, after the championship season of 2020/2021 the costs of initial placement as well as all further upkeep costs are borne by the Sports Organisation.
- 37.§ The IIHF is entitled to check the thickness of the ice surface any time during the season, during which sampling drilling will be done on 5 points, during which the average thickness of the ice may not exceed 4.5 centimetres. In case the average thickness of the ice does exceed 4.5 centimetres, the Sports Organisation has to ensure reducing its thickness to be under 4.5 centimetres until the next game played in their home venue.

Banner

- 38.§ The Sports Organisation displays 3 banners with the size of 4000 x 1000 millimetres in the specified locations in its home rink for the IIHF. (Applies only to Sports Organisations seated in Hungary).
- 39.§ The Sports Organisation displays 3 banners with the size of 6000 x 1000 millimetres in the specified locations in its home rink for the IIHF. (Applies only to Sports Organisations seated in Hungary).
- 40.§ The exact location of the advertisements mentioned in §38-39 need to be specified by the Sports Organisation and IIHF Marketing, based on the properties of the venue, 14 days prior the first home game in the championship season.
- 41.§ The Organiser Sports Organisation is obliged during the championship season to take care of the continuous upkeep in its home rink of the advertisements mentioned in §38-39, as well as their replacement, should it become necessary, In order to enable the advertisement to convey its message unhindered to the spectators – both live and TV spectators.

Players' Bench and Penalty Bench

- 42.§ The Sports Organisation reserves 10-10 spaces for advertisement on the protective glass/wall behind each Players' Benches with the size of 600 x 200 millimetres in its home rink for the IIHF. (Applies only to Sports Organisations seated in Hungary.)
- 43.§ The Sports Organisation reserves 2-2 spaces for advertisement on the protective glass/wall behind each Penalty Benches with the size of 600 x 200 millimetres in its home rink for the IIHF. (Applies only to Sports Organisations seated in Hungary.)
- 44.§ The exact placement of the advertisements mentioned in §42-43 is described in Annex 3, which is issued by IIHF Marketing before the start of each championship season, after prior consultation with the Sports Organisations, with regard to the peculiarities of each venue.
- 45.§ The Organiser Sports Organisation is obliged during the championship season to take care of the continuous upkeep in its home rink of the advertisements mentioned in §42-43, as well as their replacement, should it become necessary, in order to enable the advertisement to convey its message unhindered to the spectators.

Jersey and Equipment

- 46.§ The Sports Organisation reserves spaces for advertisement for the IIHF on the jerseys in the following places and sizes:
- a) right and left shoulder: 100 x 107 millimetres
 - b) on the back, below the jersey number: 250 x 90 millimetres
 - c) on the front, below the team logo: 300 x 60 millimetres
 - d) right and left shoulder: 200 x 40 millimetres
 - e) back of right and left shoulder: 300 x 60 millimetres
 - f) shield: Erste League logo, resized to the cut of the jersey.
- 47.§ Points c), d) and e) of §46 apply only to Sports Organisations seated in Hungary.
- 48.§ The Sports Organisation reserves space for advertisement for the IIHF on the fore part of the helmet, above the visor, in the size of 150 x 50 millimetres. (Applies only to Sports Organisations seated in Hungary.)
- 49.§ The Sports Organisation reserves space for advertisement for the IIHF on the pants in the following places and sizes:
- a) right leg fore: 180 x 70 millimetres
 - b) left leg hind: 200 x 40 millimetres
- 50.§ §49 applies only to Sports Organisations seated in Hungary.
- 51.§ The exact placement of the advertisements mentioned in §46-47 is described in Annex 5, which is issued by IIHF Marketing before the start of each championship season. The final design of the jerseys is to be approved by the IIHF Marketing, with regard to the provisions of the Erste League Rules of Competition.
- 52.§ In order to ensure the display of sponsor materials, it's mandatory to place a fastener on the jersey, which prevents the jersey from sliding into the pants by fastening it to the pants.

Protective Glass (Plexiglass)

- 53.§ The Sports Organisation reserves 2 x 6 spaces for advertisement for the IIHF on the protective glass with the size of 1100 x 200 millimetres.
- 54.§ The exact placement of the advertisements mentioned in §53 is described in Annex 3, which is issued by IIHF Marketing before the start of each championship season, with regard to the peculiarities of each venue.

Press Wall

- 55.§ The Sports Organisation submits its sponsors' logos to the IIHF Marketing 14 days prior to the first home championship game. The Sports Organisation has 35% of the Press Wall at its disposal for sponsor display.
- 56.§ The graphic design necessary for the press wall is performed by IIHF and the press wall will be produced and provided to Sports Organisations by the IIHF Marketing.

LED Video Wall

- 57.§ The Organiser Sports Organisation is obliged to give access to the LED video wall operating in the venue to the HIHF, to show contents requested by the HIHF Communications for 50% of the time period following the warm-up and preceding the start of the game.
- 58.§ The Sports Organisation is obliged to give access to the LED video wall operating in the venue to the HIHF during intermissions, to show contents requested by the HIHF Communications for 50% of the intermission.
- 59.§ The Sports Organisation is obliged to show contents on the LED video wall, which are aimed at enhancing the spectator experience, and which are forwarded by the HIHF Communications to the Sports Organisation at least 48 hours prior to the game's initial faceoff.

Puck

- 60.§ The Sports Organisation uses the pucks decorated with Erste League logo, provided to them by the HIHF Marketing (hereinafter: Official Puck) all games organised within the framework of the Erste League.
- 61.§ Should a Sports Organisation lack a sufficient number of Official Pucks to play a game, they may order additional Official Pucks directly from the HIHF. Price of the Official Puck is 1.3 Euro + VAT each.

Facebook event

- 62.§ For each game of the Erste League, the HIHF creates a Facebook event with a uniform creative. The Facebook event will be created by HIHF Communications at least 20 days before the match.
- 63.§ The Organiser Sports Organisation may display 3 sponsors on the creative used on Facebook, provided that said logos are submitted to the HIHF Communications 7 days prior the season's start, or 28 days before the game.
- 64.§ All Sports Organisations may request a thematic Facebook event creative, which will be designed by the HIHF. The information necessary for the thematic graphics need to be submitted to the HIHF Communications at least 28 days before the game.
- 65.§ To fill the Facebook event with further content, allow participation of co-hosts, description of on-site activities and embedding the link to ticket sales are the duties of the Organiser Sports Organisation.
- 66.§ Regarding games organised outside of the confines of the Erste League, the HIHF permits the Organiser Sports Organisation to use elements of the creative conforming into the uniform design, which is made available by the HIHF Communications, upon request of the Organiser Sports Organisation. In case a creative made by the Sports Organisation contains design elements belonging to the HIHF or Erste League, said creative must be approved before publication by the HIHF Communications.

VIP Catering

- 67.§ The HIHF is entitled to establish regulations regarding VIP Catering in its own competence, which forms Annex 6 of this Policy, coming into force upon approval of said requirements.

Online Ticket Sale

- 68.§ The Sports Organisation provides online ticket sales for all home games, through which it makes available a set number of tickets specified in the Erste League Safety Regulations to fans of both the domestic and away team.
- 69.§ The Sports Organisation needs to use a sales system, which is capable of storing the number of spectators admitted as well as the types of tickets, in the central system of the Ticket Sale partner. In case the Privacy Policy of the ticket sales partner allows it, the HIHF is entitled to access the admission data stored in the Ticket Sale partner's systems.
- 70.§ The Sports Organisation needs to submit the Ticket Sales design for the given season at least 14 days prior to the first game of the season, to the HIHF Marketing.

Chapter IV – EVENT ORGANISATION REQUIREMENTS

- 71.§ In the 60 minutes before the start of the games, in addition to the conditions set out in the Competition Rules, the opening procedure of the match is to be carried out in accordance with the provisions of the Annex.
- 72.§ The home Sports Organisation is required to keep the surroundings of the rink, the Players' Bench, Penalty Bench in order and in an aesthetic state during games.

Chapter V – MISCELLANEOUS PROVISIONS

Inspection and Sanctions

- 73.§ Compliance to the provisions set out in this Policy is overseen by the HIHF, League Inspectors and League Manager.
- 74.§ During inspections, the Organiser Sports Organisation has to ensure that the person performing the inspection is able to work unhindered, which entails entry to the necessary rooms and areas to carry out these tasks, as well as providing them any and all necessary information.
- 75.§ A protocol shall be written upon the inspection, and based on the facts recorded in said protocol, the HIHF will issue feedback to the Organiser Sports Organisation via the League Manager, within 10 days of the inspection.
- 76.§ In case of a violation of the provisions set out in this Policy, the HIHF is entitled to issue via the League Manager a fine, along the lines set out in Annex 1. The fine has to be preceded by a written notice in certain named cases, described below.

Authorising Provisions

- 77.§ The HIHF is entitled to alter unilaterally the provisions found in the Annexes of this Policy before the start of the championship season. The only exception under said entitlement being its Annex 1, which can be modified only in a process identical to the modification process of the Policy.

ANNEXES

ANNEX 1 – PENALTIES

In notable cases mentioned in this Policy, the HHF is entitled to issue a penalty. The sanctions in these cases are to be preceded by a written notice.

Referred Topic	Topic of Violation	Written Notice	Sum of Penalty
1.§	Submitting photos until third period	Submitting insufficient number of photos, or submitting them after the deadline entails a written notice. The next violation will induce a fine as well.	100 €/ game
2.§	Uploading photo gallery	Setting an extended time limit, in case of missing the second deadline, a fine will be issued.	100 €/ game
6.§	Missing announcement	For the first time, a written notice shall be issued to the Sports Organisation. The second and further violations induce a fine.	100 €/ occasion
7. §	Failed to notify	For the first time, a written notice shall be issued to the Sports Organisation. The second and further violations induce a fine	100 €/occasion
8.§	Portraits	Setting an extended time limit, in case of missing the second deadline, a fine will be issued.	100 €/player
9.§	Failed to send team photo	Setting an extended time limit	In case of missing the second deadline, a fine of 50€/day until the requirement is met
10.§	Failed to submit Statement	Sending an insufficient Statement, or missing the deadline entails a written notice. The second and further violations induce a fine.	100 €/ game

11.§	Failing to ensure availability	For the first time, a written notice shall be issued to the Sports Organisation. The second and further violations induce a fine	100 €/ occasion
13-14. §	Failure to adhere rules regarding statements	For the first time, a written notice shall be issued to the Sports Organisation. The second and further violations induce a fine	100 €/ occasion
15.§	Violation of Press Wall regulations	For the first time, a written notice shall be issued to the Sports Organisation. The second and further violations induce a fine	100 €/ occasion
16.§	Violation of broadcasting regulations	For the first time, a written notice shall be issued to the Sports Organisation. The second and further violations induce a fine	100 €/ game
19.§	Press circumstances in the venue	Consultation with HIF before the start of season, should these circumstances be subject to change, a notice and additional time limit will be issued, failure to adhere until the deadline induces a fine.	100 €/ game
20. §	Failure to provide information	For the first time, a written notice shall be issued to the Sports Organisation. The second and further violations induce a fine	100 €/game
21. §	Unusable video material due to reasons attributable to the Sports Organisation.	For the first time, a written notice shall be issued to the Sports Organisation. The second and further violations induce a fine	100 €/ game/camera

22-23. §	Representative of the Sports Organisation refuses cooperation	For the first time, a written notice shall be issued to the Sports Organisation. The second and further violations induce a fine	300 €/ occasion
26.§	Erste League brand name usage	Setting an extended time limit, in case of missing the second deadline, a fine will be issued upon each violation.	300 €/ occasion
31.§	Board advertisements	Setting an extended time limit, in case of missing the second deadline, a fine will be issued.	300 €/ game
35. §	Proper visibility of on-ice advertisements	Issuing a warning, obligation to make the surfaces properly visible until the deadline	Failure to comply until the deadline: 1000 €/game
37. §	Proper ice thickness	Issuing a warning, obligation to restore the ice surface until the deadline	Failure to comply until the deadline 500 €/game
38-39. §	Billboard	Setting an extended time limit, in case of missing the second deadline, a fine will be issued.	300 €/ game
42-43. §	Advertisement space of Players' Bench and Penalty Bench	Setting an extended time limit, in case of missing the second deadline, a fine will be issued.	300 €/ me
46.§	Jersey	None. Immediate fine, allowing 15 days extended time limit to comply, after deadline expires, a fine is issued for every home game until the team plays in an insufficient jersey.	One-time 2.000 €, after the deadline 500 €/game
48.§	Sisak	None	100 €/player/ game

49.§	Pants	None	100 €/ player/ game
53.§	Protective glass (Plexiglass)	Setting an extended time limit, in case of missing the second deadline, a fine will be issued.	300 €/ game
56.§	Press Wall	None. Immediate fine, allowing 15 days extended time limit to comply, after deadline expires, a fine is issued for every home game until the proves the installation of a proper Press Wall.	One-time 2.000 €, after the deadline 500 €/game
57-59. §	Led Video Wall	In case the videos issued by the HHF are not played in the required times, a written notice is issued. The second and further violations induce a fine per each video.	50 €/ occasion/ video
60.§	Pucks	For the first time, a written notice shall be issued to the Sports Organisation. The second and further violations induce a fine	100 €/ occasion
65. §	Failure to participate as co-organiser in Facebook events or omitting online ticket sales	For the first time, a written notice shall be issued to the Sports Organisation. The second and further violations induce a fine	100 €/ occasion
67.§	VIP catering	For the first time, a written notice shall be issued to the Sports Organisation with a detailed list of issues. The second and further violations induce a fine	300 €/ recurring issue
68.§	Providing home and away fans with online tickets for	For the first time, a written notice shall be issued to the Sports Organisation. The second and further violations induce a fine	500 €/ game

69.§	Inaccessible ticket sales system	Setting an extended time limit, in case of missing the second deadline, a daily fine will be issued.	100 €/nap
70.§	Ticket with an unapproved design	No notice.	300 €/ game
71. §	Failure to comply with opening ceremony regulations	1 month (or 5 home games) of grace period after each new element. Following this, a notice is issued, and after the issue, a fine shall be issued.	300 €/game
72. §	Cleanliness and aesthetic circumstances	For the first time, a written notice shall be issued to the Sports Organisation with a detailed list of issues. The second and further violations induce a fine	100 €/issue

ANNEX 2 – PRESS LIST AND TECHNICAL REQUIREMENTS

TECHNICAL REQUIREMENTS:

1. **8 pictures:** 8 action shots, of which at least 3 show the away team's player
2. **30 photos in a gallery:** action shots, of which at least 10 show the away team
3. **Portrait photo.** Staff members need 1 picture taken in the Type I setting, in staff uniform. Players need 3 pictures taken, 2 in Type I setting, one in home and one in away jersey. One Type II is needed, in home jersey. Files should be named after the staff member, player:

Type I, 2 pieces (1 home, 1 away jersey)

- 1 frontal half-length portrait without helmet and bat of the player (see sample)
- gear: the team's home and away jersey, gloves
- backdrop: white
- lighting: frontal, preferably from 2 sources
- size: minimum 5 MB or more, 300 DPI resolution

Sample:



Type II – 1 piece

- cropped from the half-portrait in the home jersey, with retouch, close-up portrait (see sample)
- cropping: square
- size: 1048x1048 px, 96 DPI

Sample:



4. **FTP:** same login and interface as in previous years

FTP server (using Total Commander or FileZilla is recommended)

A. **Total Commander**

<http://softc.hu/index.php/Beallitasok/FTP/FTP-eleres-beallitasa-Total-Commander-ben.html>

B. **FileZilla (freeware)**

Even simpler than Total Commander, after installation, the required connection info can be entered into the first line.

Connection Data:

- Server: <ftp.icehockey.hu>
- User name and Password: sent to each team's representative via private email
- Firewall checkbox: empty

4. **Team Picture:**

- 3 rows (sitting, standing, standing on bench)
- the bench should not be visible
- the team should be positioned lengthwise on the ice, approx. 4metres from the boards
- looking towards the other perpendicular side, with the photographer standing on the centre line with a tripod
- no clutter, loose helmets, gloves, bats etc. anything improper behind the team on the ice
- ISO optimally 800, maximum 1600
- the photographer soul not use a too wide angle
- aperture: F5.6-F8.
- take significantly larger pictures than the team proper
- we require photos in RAW format as well, at least 10 of them

5. **Technical requirements for television broadcasting:**

- a. An area covered in concrete must be available (at least 250 m2) at the broadcasting sites for the television transmission vehicle and the SNG vehicle. This area must be provided directly next to the building (venue) where the broadcast takes place and must not be more than 50 metres away from the broadcast site. The area must be capable of receiving a 35-tonne lorry (truck) and of being able to accommodate a tractor trailer with the size of at least 20 meters. The location for the SNG (satellite transmitter) shall be set so enable a clear view of the satellites between 5 and 16 degrees east.

- b. Expected power supply, free of charge, in connection with broadcasts: directly on the TV compound, or within 80 meters, three-phase electric connection, regardless of actual demand, a minimum of 1pc of 125 A CEE, 1pc of 63 A CEE, 1pc of 32 A CEE, 3pcs of 16 A CEE.
- c. Brightness measured anywhere in the venue, anywhere in the rink, the minimum requirement is: minimum 1200 Lux.
- d. Providing camera positions required for broadcasts free of charge in the venue (definition of camera platform: a smooth and horizontal surface, easily accessible, where the camera used for broadcasting and cameraman work). Placement: 6x2 m floor area, as high as possible, aligned with the Centre Ice Circle in the middle, as well as 2x2 m floor area as high as possible aligned with both dashed lines (with 25 degrees view on the ice) stable, with a load bearing capacity of at least 200 kg per camera, and easily accessible. It is expected of the broadcasting not to disturb the viewers, and that the viewers not to disturb the broadcast.
- e. Providing a captioning workstation (for 2 people) from which both the ice and the timer can be seen. This television workstation has to be equipped with two tables and two chairs.
- f. Provide at least two (more than two should circumstances permit) commentator posts in each broadcasting locations, free of charge. Two tables and two chairs are to be provided in each of these television workstations. The commentator post requirements of foreign television companies are to be considered in addition to these.
- g. Providing interview facilities before, during and after the matches on the ice or at the edge of the ice: provision of a mobile stand-up and mini-studio (a mobile table and two cameras, chairs are not required). A minimum area of 1.5 x 2.4 m is necessary for the post-match interview, AKA the "flash interview", along with the necessary power supply.
- h. Providing light conditions for work inside the hall during both construction and deconstruction (when the MTVA is leaving the site, the lighting can be switched off only according to the instructions of the MTVA production manager or technical manager).
- i. For persons working in broadcasting, acting on behalf of the MTVA - free movement at the place of sports broadcasting (in order to implement the mediation).
- j. Providing cabling routes into the venue (even possible door or wall cutouts) via the simplest route possible between the broadcasting car and various positions (especially camera, commentator).

ANNEX 3 – ERSTE LEAGUE LOGO



ANNEX 4 – RINK BOARD AND ICE SURFACE ADVERTISEMENTS



ANNEX 5 – JERSEY AND EQUIPMENT

Méretarány: 1:1



ANNEX 6 – VIP CATERING

VIP Operations

Pursuant to the Sponsorship Agreement concluded by and between Erste Bank Hungary Zrt. (Hereinafter: Erste) and the Hungarian Ice Hockey Federation, the teams participating in the Erste League are obliged to provide VIP catering to Erste Bank's representatives and key customers during their home games. Eligibility to VIP benefits can be determined on the basis of VIP-certified entry tickets issued by Erste League and VIP tickets requested within the ticket registration system.

Operation of the Ticket Registration System

- Registration for the games is done via the ticket registration system of Ersteliga.hu/ticket by Erste for Erste League matches.
- Erste may register VIP tickets and standard (without access to VIP catering, entailing only admission to the match) tickets. The breakdown of VIP and complimentary tickets is also clearly marked in the ticket registration system, also, the roster is handed over to the teams in this manner.
- Erste is entitled to claim 22 VIP and 22 complimentary tickets per game for Erste League games.
- Erste is entitled to 120 complimentary tickets for pre-arranged regular season matches of the Hungarian teams of Erste League, 4 times a season.
- The team's contact person will be notified via e-mail 48 hours prior the match about the required numbers recorded in the ticket registration system.
- Confirmation on the processing of requests must be sent to the Erste League Manager via the e-mail address: marketing@icehockey.hu, in a manner that clearly describing the number of VIP and complimentary spectators are admitted by the team.
- The ticket registration system is closed 48 hours before the start of the game, meaning there is no other way to register later.

VIP FAQ

- For people registered with VIP tickets, VIP entry and VIP catering must be provided.
- Parking for VIP guests: it is required to provide based VIP guests a parking space on registrations, from where they can approach the venue in the most convenient way possible. Where local conditions do not allow special VIP parking, it is necessary to indicate the fact to the Erste League Manager at the e-mail address: ersteliga@icehockey.hu, so the employees of Erste Bank can be notified.
- Smooth entry of VIP guests - it is necessary to set up a registration desk at each game venue where people who register a ticket preliminarily or, in the case of Erste League, possess a VIP pass, can be admitted. The list of persons registered as VIPs must be available at this desk, where the VIP ticket / armband can be handed over after verifying their identities.
- The presentation of a VIP entry card (except in the case of a prior notification issued by HIHF) allows entry under all circumstances, and it replaces any tickets and armbands, which means that they do not need to be exchanged for any other form of identification in the venue before admission.

- After entering the venue, it is important to direct the VIP client to the VIP catering space and to the VIP sector - this requires the placement of direction boards. Where this has not yet been done, we request their placement as soon as possible. (*In order to achieve a uniform appearance, it is necessary to contact the competent employee of the HIHF before implementation!*) The members of the security service or the admission staff must be notified that VIP guests must be given directions, even without request.
- The VIP seats for Erste must be designated in the sector that ensures the best possible spectator experience. If possible, these seats should be equipped with Erste branding. It is also necessary to prevent others from occupying these seats.
- In case of 10 or more VIP guests, the club must provide a greeter - 1 person from the team management must be present in the VIP room and greet the guests upon arrival / before the game starts. This is also a good opportunity for team management for networking with Erste's corporate and key customers.
- There should be no other guests in the VIP section, but VIP guests.
- The VIP room or hall must be visibly marked and outfitted with Erste branding elements. Where this has not yet been done, the key design elements must be provided as soon as possible. (To maintain a uniform appearance, it is necessary to consult with the competent HIHF staff member before implementation!)
- Catering must be provided in the VIP room or hall for registered VIP guests with a "basic service package" during each game. The basic service package includes: coffee, tea, mineral water, 2 types of 100% juice, 2 types of carbonated soft drinks, 2 types of beer, 2 types of wine, 3 types of sandwiches.