



ERSTE LIGA

COMMUNICATION, MARKETING AND EVENT POLICY



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Reviewed by:

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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 Liga, and to increase its marketing value as well as fulfil the requirements of the hockey fans and sponsors to the highest possible level.

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

Interpretative Provisions:

For the purposes of this Policy:

- A) Erste Liga: 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 Liga (in Hungarian: Erste Liga).
- B) Sports Organisation: organisations with the right to compete, valid club licence as well as a valid registration accepted by the HIHF in a given competition season of the Erste Liga, 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 Liga lottery.
- D) HIHF Marketing: Marketing and Sales Department of the HIHF
- E) HIHF Communications: Communications Department of the HIHF
- F) HIHF Event: Event Department of the HIHF

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 Liga, 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 Liga via the Liga 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.

Communications

In order to comply with this Policy, the parties will communicate with each other via electronic correspondence.

Maintaining a good reputation

1.§ The Sports Organisations are obliged to do their utmost to preserve the reputation of the Erste Liga and thus of the Liga's sponsors and other Sports Organisations, while complying with the communication and marketing rules applicable to the Erste Liga.

2.§ In order to maintain the good reputation of the Erste Liga, no statement may be made in public by persons employed by the Sports Organisations which could reflect negatively on the sponsors of the Liga, the management of the Erste Liga or the management, organisation or other sports organisation of the Erste Liga or the IIHF.

3.§ A complaint may be filed to the Erste Liga Board in case of an incident damaging one's reputation, especially in relation to the following entities:

- concerning the organisation or organisational unit of the IIHF, the General Secretary of the IIHF
- In relation to referees, the head of the referees.
- The sports organisation involved in the case in question
- In relation to the Liga's sponsors, the Head of Marketing of the IIHF
- The Head of Communications of the MJSZ in relation to the reputation of the league in general.

4.§ The Board of the Erste Liga will investigate the matter and will call upon the offender to rectify the situation, setting a deadline of 24 hours for the offender to do so. After the expiry of the deadline without result, the Erste Liga Board will make a proposal to the IIHF Presidium on imposing a penalty.

Chapter II – COMMUNICATION REQUIREMENTS

Game photos

- 5.§ The Organiser Sports Organisation submits 8 photos to the press list by the beginning of the third period of each game it organises.
- 6.§ 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.
- 7.§ 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. The photos are to be submitted without any watermarking or other marking.
- 8.§ Each Sports Organisations are required to create a separate personal folder on the FTP server for the head coach of the team, assistant coach of the team, and all players who are included in the roster, and upload action shots of said players (which can be made even during the warm-up). The club needs to upload on average one action shot for four games played.
- 9.§ The Sports Organisations in their own and players' name waive their rights to the photographs in favour of the IIHF and IIHF sponsors.

News

- 10.§ The Sports Organisation is required to announce each signings, contract renewals or cancellations of each player, changes among coaches, cancelling the contract of, 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.

- 11.§ The sports organisation is required to notify the fact and the planned announcement date of the news referred to in § 10 24 hours before publication to the IIHF Communications at media@icehockey.hu. If the news concerns another sports organisation within the Erste Liga or an IIHF member organisation, the sports organisation shall contact the other sports organisation concerned by the news and agree on a procedure for joint communication.
- 12.§ If the news is about the immediate departure of a player or coach, the IIHF Communications must be informed 1 hour before the announcement at media@icehockey.hu

Portraits and Team Picture

- 13.§ The Sports Organisation is required to take a portrait photo of all players on the entry list in the manner specified in Annex 2, by latest until the first game of the season. In case a new player is added to said list 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.
- 14.§ 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

- 15.§ 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 in ready-to-print format in Hungarian or English, and submitted to the designated press list 1 hour before the end of the game. The interview is five to eight sentences long.
- 16.§ Each sports organisation shall upload a video of the head coach and a player of the team evaluating the game on its Facebook or YouTube page by 10.00 a.m. the day after the game. The interview shall be recorded in Hungarian or, if not recorded in Hungarian, with Hungarian or English subtitles. It is at the sports organisation's discretion whether to use material prepared by the broadcasting partner or to record the interviews with its own crew. The home and visiting sports organisations shall cooperate and support each other in the preparation of the interviews.
- 17.§ 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, in case the media representative requests the team.
- 18.§ The Sports Organisation debriefs the press about the interviewees assigned to the game and assists them in general in preparations for the interview.
- 19.§ Players and officials of a Sports Organisation when making a statement or interview in an official capacity, in matters related to the Erste Liga or the operation of their team, may appear only in an apparel associated with the Liga or their own Sports Organisation. The aim of this is to strengthen the brand of the Sports Organisation and the Erste Liga through the apparel. Only the design elements of the Sports Organisation, the Erste Liga, the sponsors of the Sports

Organisation and the sponsors of the Erste Liga may appear on the clothing. None of the clothing brand logos are considered prohibited appearances. Apparel displaying of logos and representation of other sports organisations is expressly prohibited.

- 20.§ Players and officials of a Sports Organisation when making a statement or interview in matters related to the Erste Liga 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.
- 21.§ A post-game interview may only be recorded in front of a press wall approved by the IIHF Marketing.

Broadcasting

- 22.§ Pursuant to Articles 36 and 37 of the Sport Act, the Hungarian Ice Hockey Federation is the exclusive rights owner of the broadcasts of Erste Liga games with unlimited territorial scope.
- 23.§ The broadcasting rights for the 2022/2023 and 2023/2024 seasons shall be withdrawn by the Hungarian Ice Hockey Federation from the Erste Liga teams and sold to MTVA. The IIHF reserves the right, as the rights holder of the Erste Liga, to use the games not broadcast on television as a content for online streaming services.
- 24.§ The IIHF shall conclude a separate agreement with the Sports Organisations on the consideration for the rights taken away by the IIHF in accordance with Article 37 of the Sport Act. The revenue from the exploitation of the rights to broadcast the matches, which the IIHF obtains in the framework of the stream service, shall be used by the Erste Liga in the course of its operation, in accordance with the provisions of Article 6 (17) of the Statutes of the IIHF, for the promotion of the sport.

On - Site Requirements for Press

- 25.§ During the semi-finals and finals of the Erste Liga, 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

- 26.§ The media manager of the Organiser Sports Organisation shall contact the editor of the broadcast at least 50 minutes before the start of the match and provide him with all information about any ceremonial face-off, jubilant player, persons of interest to television, celebrities.
- 27.§ 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.
- 28.§ 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.

- 29.§ 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 media manager designated by the Sports Organisations.
- 30.§ Upon the request of the HIHF, the editor of the broadcast submits a report about each broadcast, in which they report on their experiences during the course of the broadcast, as well as the conduct of the Sports Organisation and venue.
- 31.§ The Sports Organisations need to strive to ensure the required conditions for television broadcasts as lined out in Annex 2.

Facebook Event

32. § HIHF Communications will create a Facebook event with a uniform creative for all Erste Liga games. The Facebook event will be created by HIHF Communications at least 10 days before the match.
33. § It is possible for the Organising Sports Organisation to include 3 sponsors on the Facebook creative, provided that the sponsor's logos are made available to HIHF Marketing at least 7 days before the start of the season or at least 28 days before the game.
34. § The information required for the thematic creative shall be provided by the Sports Organisation to HIHF Communications at least 28 days before the match.
35. § It is the responsibility and obligation of the Organising Sports Organisation to provide additional information for the Facebook event, to approve participation as a co-organiser, to describe on-site activities and to embed a link to the ticket sales. As part of this, the following information must be displayed:
- the gates available for admission and any specific conditions and rules for admission
 - ticket office opening hours and ticket prices
 - Erste Liga TV stream link
36. § For events not falling under the scope of Erste Liga games, the HIHF shall provide the Organising Sports Organisation with the opportunity to use creative elements that fit the uniform image, which shall be made available by HIHF Communications upon request of the Organising Sports Organisation. If the creative used by the Sports Organisation contains design elements of the HIHF or Erste Liga, the completed creative must be approved by MJSZ Communications prior to publication.

Chapter II – MARKETING REQUIREMENTS

Using the Erste Liga Brand Name

- 37.§ 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 Liga, 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 Liga logo (Annex 3).

Advertisements on Rink Boards

- 38.§ The Sports Organisation reserves in its home venue for the IIHF 6 advertisement spaces on the boards with the size of 4000 x 800 millimetres each (or sized in proportion to the height of the boards), in the places specified in the Annex.
- 39.§ 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 (or sized in proportion to the height of the boards) in the places specified in the Annex. (Applies only to Sports Organisations seated in Hungary.)
- 40.§ 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 (or sized in proportion to the height of the boards) in the places specified in the Annex.
- 41.§ The exact location of the advertisements mentioned in §37-39 is recorded in Annex 4, which is issued annually before every championship season by the IIHF's Marketing Department (hereinafter: IIHF Marketing).
- 42.§ 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 §37-39, 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 without delay. From the 2023/2024 season onwards, the costs for the production and installation of the advertising panels and their maintenance will be borne by the Organising Sports Organisation.

Ice, On-Ice Advertisements

- 43.§ The Sports Organisation reserves 2 spaces for advertisement with the size of 8000 x 4200 millimetres in its home rink for the IIHF in locations specified in the Annex.
- 44.§ 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. (Applies only to Sports Organisations seated in Hungary.)
- 45.§ The exact location of the advertisements mentioned in §43-44 is specified in Annex 4, which is issued annually before every championship season by the IIHF Marketing.
- 46.§ 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 §43-44, as well as their repainting, should it become necessary, in order to enable the advertisement to convey its message unhindered to the spectators.
- 47.§ The costs of initial placement as well as all further upkeep costs are borne by the Sports Organisation.
- 48.§ 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 6 centimetres. In case the average thickness of the ice does exceed 6 centimetres, the Sports Organisation has to ensure reducing its thickness to be under 6 centimetres until the next game played in their home venue.

Banner

- 49.§ 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).
- 50.§ 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).
- 51.§ 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, at least 60 days prior the first home game in the championship season.
- 52.§ 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 §49-50, 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. From the 2023/2024 season onwards, the costs of the production and display of the banner, as well as the costs of its maintenance, will be borne by the Organising Sports Organisation.

Players' Bench and Penalty Bench

- 53.§ 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.)
- 54.§ 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.)
- 55.§ The exact placement of the advertisements mentioned in §53-54 is described in Annex 4, 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.
- 56.§ 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 §53-54, as well as their replacement, should it become necessary, in order to enable the advertisement to convey its message unhindered to the spectators. From the 2023/2024 season onwards, the costs for the production and display of the players' bench and penalty bench stickers, as well as their maintenance, will be borne by the Organiser Sports Organisation.

Jersey and Equipment

- 57.§ The Sports Organisation reserves spaces for advertisement for the IIHF on its jerseys in the following places and sizes:
- a) right and left shoulder: 100 x 107 millimetres
 - b) on the back, below the jersey number: 230 x 120 millimetres
 - c) on the front, below the team logo: 300 x 60 millimetres
 - d) right and left shoulder: 140 x 25 millimetres
 - e) on the back, above the name: 300 x 60 millimetres

- f) shield: Erste Liga logo, resized to the cut of the jersey.
- 58.§ In order to ensure the visibility of the sponsor's displays, the jersey must be fitted with a fastening strap which, when connected to the pants, prevents the jersey from tucking into them.
- 59.§ Points c), d) and e) of §57 apply only to Sports Organisations seated in Hungary.
- 60.§ 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.)
- 61.§ The Sports Organisation reserves space for advertisement for the IIHF on the pants in the following places and sizes:
- a) right leg fore: 170 x 90 millimetres
 - b) left leg hind: 155 x 33 millimetres
- 62.§ Point b.) of §61 applies only to Sports Organisations seated in Hungary.
- 63.§ The exact placement of the advertisements mentioned in §57, 60-61 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 Liga Rules of Competition.

Protective Glass (Plexiglass)

- 64.§ The Sports Organisation reserves 2 x 6 spaces for advertisement for the IIHF on the protective glass with the size of 1100 x 150 millimetres.
- 65.§ The exact placement of the advertisements mentioned in §53 is described in Annex 4, which is issued by IIHF Marketing before the start of each championship season, with regard to the peculiarities of each venue.

Press Wall

- 66.§ The Sports Organisation submits its sponsors' logos to the IIHF Marketing 30 days prior to the first home championship game. The Sports Organisation has 35% of the Press Wall at its disposal for sponsor display.
- 67.§ 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. From the 2023/2024 season onwards, the production costs of the press wall will be borne by the organiser Sports Organisation.

LED Video Wall

- 68.§ 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 Marketing for 50% of the time period following the warm-up and preceding the start of the game.
- 69.§ 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. If there is also a commercial break during the match, the sports organisation shall make at least 1 such break available to MJSZ.
- 70.§ 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 Marketing to the Sports Organisation at least 48 hours prior to the game's initial faceoff.

Puck

- 71.§ The Sports Organisation uses the pucks decorated with Erste Liga logo, provided to them by the HIHF Marketing (hereinafter: Official Puck) all games organised within the framework of the Erste Liga.
- 72.§ 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. New pucks can be ordered according to the latest price list issued by the MJSZ for the given season..

VIP Catering

- 73.§ 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 Sales

- 74.§ 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 Liga Safety Regulations to fans of both the domestic and away team.
- 75.§ 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.
- 76.§ 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.

Responsibility for meeting sponsorship requirements

- 77.§ The Sports Organization may display advertising content and marketing materials received from the HIHF Marketing for publication purposes only in the manner and within the time period determined by the MJSZ. If the Sports Organisation, through the fault of the Sports Organisation, publishes the various advertising content and marketing materials in a different time frame or in a different manner or incorrectly, the Sports Organisation shall bear the resulting costs for sponsorship damages, lost royalty claims and recovery.

Chapter IV – EVENT ORGANISATION REQUIREMENTS

- 78.§ In the 60 minutes before the start of the games, during intermissions and after the game, 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 Annex 7. Both home and away sports organisations are responsible for following the procedure.
- 79.§ The Sports Organisation shall be obliged to make a video or audio recording of all foreign players on the roster or subsequently signed by the Sports Organisation, as well as of all Hungarian players with irregular pronunciation of their names, in which the player concerned pronounces his name clearly and audibly. The videos or audio recordings must be uploaded to the place designated by the HIHF within 48 hours of the submission of the team roster or, in the case of subsequent confirmation, within 48 hours of the transfer announcement.
- 80.§ 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

- 81.§ Compliance to the provisions set out in this Policy is overseen by the HIHF, League Inspectors and League Manager, as well as the Marketing, Communications or Event Department of the HIHF.
- 82.§ The inspection may be carried out in person or by analysing other online platforms or digital content. During personal 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.
- 83.§ In the event of a breach of the provisions of this Policy, the Liga Manager and the Competition Office shall be entitled to impose the fines specified in Annex 1. The fine shall be preceded by a written warning in the cases specified in Annex 1
- 84.§ The decision may be appealed against pursuant to § 74 of the Erste Liga Competition Rules. The appeal fee shall be EUR 500 as set out in the Annex to the Erste Liga Competition Rules.

Authorising Provisions

- 85.§ 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.

Chapter VI – Conclusion

- 86.§ The provisions of this Policy shall enter into force on the 3rd day following their approval by the Presidium.
- 87.§ The provisions of this Policy shall apply for the first time to registrations for the 2022/23 season.

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.§ | Upholding good reputation | The Liga Board will call on the offender to take certain measures. If the deadline set has not been met, the HHF Presidium decides on the imposition of the fine on a proposal from the Liga Board. | Max. 20,000 €/incident |
| 5.§ | 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. | 200 €/ game |
| 6.§ | Uploading photo gallery | Setting an extended time limit, in case of missing the second deadline, a fine will be issued. | 200 €/ game |
| 7. § | Failure to meet photo quality requirements | Setting an extended time limit, in case of missing the second deadline, a fine will be issued. | 200 €/ gallery |
| 8.§ | Player action photos | Setting an extended time limit, in case of missing the second deadline, a fine will be issued. | 100 €/ player |
| 10.§ | Improper communication of news | No warning. | 200 €/ occasion |
| 11.§ | Failure to notify on news. | No warning. | 200 €/ occasion |

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| 12.§ | Immediate departure of player of coach. | No warning. | 200 €/ occasion |
| 13.§ | Portraits | Setting an extended time limit, in case of missing the second deadline, a fine will be issued. | 100 €/player |
| 14.§ | Failure to submit team photo | Setting an extended time limit | In case of missing the second deadline, a fine of 50€/day until the requirement is met |
| 15-16.§ | Improperly submitted Statement | Setting an extended time limit, in case of missing the second deadline, a fine will be issued. | 100 €/ game |
| 17.§ | Breaching availability for statements | No warning. | 500 €/ occasion |

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| 19-20. § | 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 |
| 21.§ | 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 | 500 €/ occasion |
| 22-23. § | Violation of broadcasting regulations | No warning. | 5000 €/ game |
| 25.§ | Press circumstances in the venue | For the first time, a written notice shall be issued to the Sports Organisation. The second and further violations induce a fine | 200 €/ game |

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| 26. § | 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 |
| 27. § | 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 |
| 28-29. § | Representative of the Sports Organisation refuses cooperation | No warning. | 500 €/ occasion |
| 35.§ | Facebook event shortcomings | For the first time, a written notice shall be issued to the Sports Organisation. The second and further violations induce a fine | 1000 €/ occasion |
| 37.§ | Erste Liga brand name use | No warning. | 1000 €/ occasion |
| 38-42. § | Board advertisements | Setting an extended time limit, in case of missing the second deadline, a fine will be issued. | 300 €/ game |
| 43-47. § | 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 |
| 48. § | Proper ice thickness | Issuing a warning, obligation to restore the ice surface until the deadline | Failure to comply until the deadline 500 €/game |

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| 49-52. § | Billboards | Setting an extended time limit, in case of missing the second deadline, a fine will be issued. | 300 €/ game |
| 53-56. § | 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 €/ game |
| 57-59. § | Jersey | No warning. 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 failure to comply until the deadline: 500 €/game |
| 60.§ | Helmet | No warning. | 100 €/player/ game |
| 61.§ | Pants | No warning. | 100 €/ player/ game |
| 64-65. § | Protective glass (Plexiglass) | Setting an extended time limit, in case of missing the second deadline, a fine will be issued. | 300 €/ game |
| 66-67. § | Press Wall | No warning. 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 failure to comply until the deadline: 500 €/game |
| 68-70. § | Led Video Wall | In case the videos issued by the HIHF are not played in the required time brackets, a written notice is issued. The second and further violations induce a fine per each video. | 50 €/ occasion/ video |
| 71-72. § | Pucks | For the first time, a written notice shall be issued to the Sports Organisation. The | 500 €/ occasion |

| | | | |
|-------|---|---|--|
| | | second and further violations induce a fine | |
| 73.§ | 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 |
| 74.§ | Making online tickets available to home and away fans | For the first time, a written notice shall be issued to the Sports Organisation. The second and further violations induce a fine | 500 €/ game |
| 75.§ | Inaccessible ticket sales system | Setting an extended time limit, in case of missing the second deadline, a daily fine will be issued. | 100 €/nap |
| 76.§ | Ticket with an unapproved design | No warning. | 300 €/ game |
| 77. § | Failure to meet sponsorship requirements | No warning. | Reimbursement of all sponsorship compensation, lost royalty claims and recovery costs. |
| 78. § | Failure to comply with opening ceremony regulations – failure to line up the team on the blue line at T – 3:00 | For the first time, a warning shall be issued. The second and further violations induce a fine | 300 €/game |
| 78. § | Failure to comply with opening ceremony regulations – failure to have the first 6 players in position, with helmets off at T – 1:30 | For the first time, a warning shall be issued. The second and further violations induce a fine | 300 €/game |

| | | | |
|-------|--|--|-----------------|
| 78. § | Failure to comply with opening ceremony regulations – failure to play sponsor loops, videos requested, illustrated player introductions etc. | For the first time, a warning shall be issued. The second and further violations induce a fine | 300 €/game |
| 79. § | Failure to submit video with pronunciation of player's name. | For the first time, a warning shall be issued. The second and further violations induce a fine | 300 €/violation |

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, any kind of marking or watermarking is strictly prohibited.
2. **30 photos in a gallery:** action shots, of which at least 10 show the away team, any kind of marking or watermarking is strictly prohibited.
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

5. **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 should 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

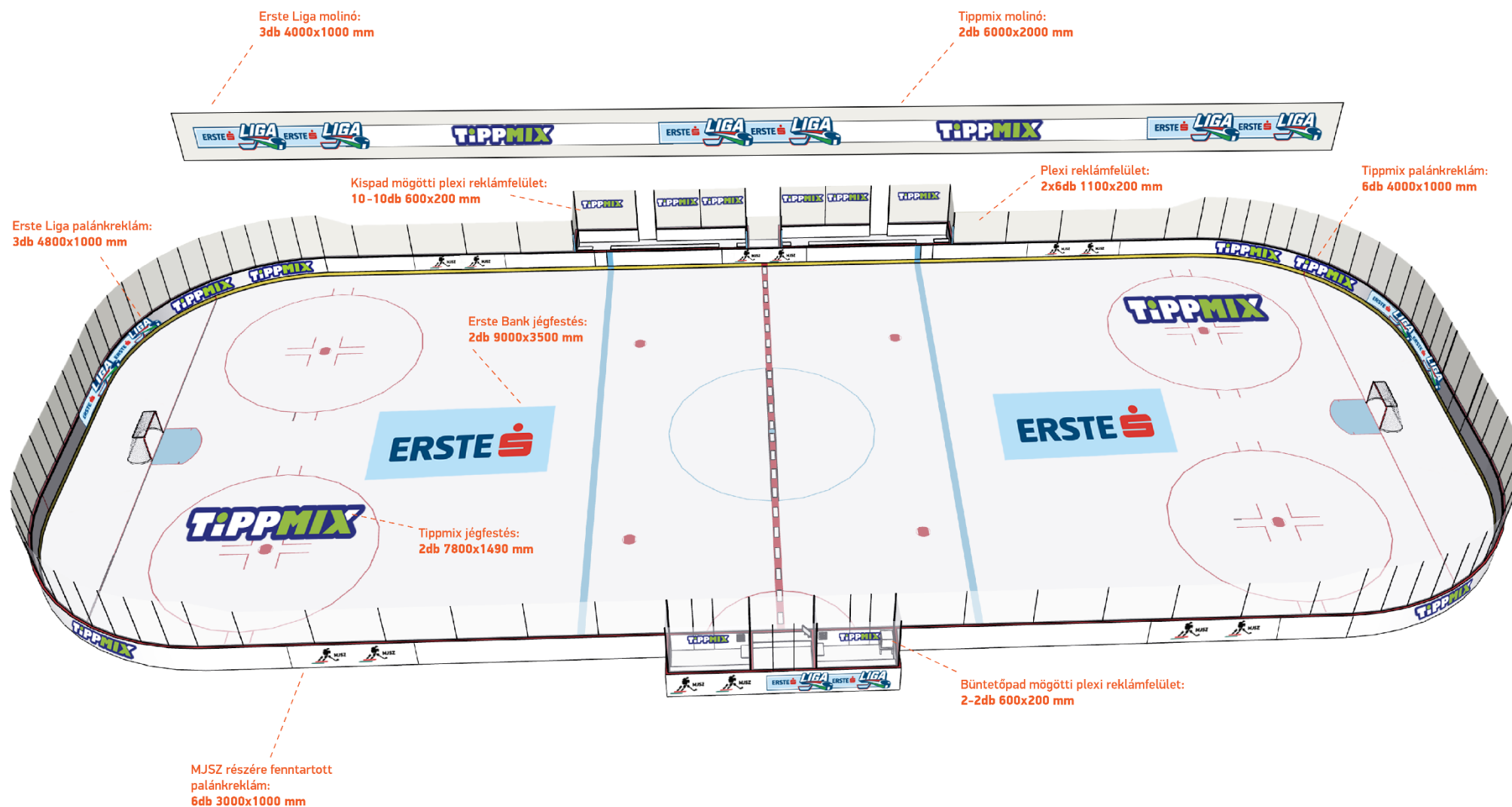
6. **Technical requirements for television broadcasting:**

- 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 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 Liga 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 Liga 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 Liga games.
- 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 15 VIP and 15 complimentary tickets per game for Erste Liga regular season and qualification games.
- Erste is entitled to 480 complimentary tickets altogether for pre-arranged regular season games, preferably Erste Liga Matinee games, which may be requested by the HIHF after preliminary consultations.
- For the Erste Liga quarter-finals, semi-finals and finals, Erste is entitled to 37 VIP and 38 complimentary tickets per game.
- Erste is entitled to 37 VIP tickets and 38 complimentary tickets per game for Erste Liga teams participating in cups and tournaments.
- 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 Liga 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 Liga 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 Liga, 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 may 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.

Annex 7 – Game Script

| | Time | Activity | LED wall | Music |
|---|----------------|--|---|--|
| - | 1:00:00 | 60-minute countdown starts on game clock | | |
| - | 0:51:00 | Optional on-ice warmup of game officials starts. | | |
| - | 0:45:00 | Sponsor Loop | SZRT, Erste Bank, own | |
| - | 0:41:00 | Optional on-ice warmup of game officials ends. | | |
| - | 0:41:00 | Announcer official greeting (short) | | |
| - | 0:40:00 | Teams' on-ice warmup starts | | |
| - | 0:20:00 | Teams' on-ice warmup ends | | |
| - | 0:19:45 | Sponsor Loop | SZRT, Erste Bank, own | |
| - | 0:15:00 | <i>Speaker greets spectators</i> | | |
| - | 0:12:07 | 5-4-3-2-1 Animation starts | 5 second countdown | |
| - | 0:12:00 | Erste Promo Video | EL – New video | |
| - | 0:11:00 | Speaker official greeting, introduction of away and home team | Players' photos | |
| | 0:08:00 | <i>Speaker: Standings, team info, results to date</i> | | |
| | 0:06:00 | Skaters with flags on ice | | ERSTE_JÉGKORONG_mixdown_v1 |
| - | 0:04:15 | On-ice officials on ice (off-ice officials notify them 5 minutes before) | Video introducing on-ice officials 20" | |
| - | 0:03:50 | Entry of home team (off-ice officials notify them 5 minutes before) (latest time for entry) | | <i>Home team entry music if there's none: ERSTE_JÉGKORONG_mixdown_v1</i> |
| - | 0:03:30 | Entry of away team (off-ice officials notify them 5 minutes before) | | |
| - | 0:03:00 | Teams on blue line | | |
| | 0:02:55 | Fair play procedure | Fair play video featuring home player | |
| - | 0:02:30 | Team slogans | | |
| | 0:01:30 | Starting 6 - order: away then home G, D, A - in ascending numerical order by post, players with helmets off | <i>Player photos</i> | The Hunger Games Caesar Flickerman Theme Song |
| | 0:00:15 | EL logo animation | Erse Liga Logo animation (5") | |
| - | 0:00:00 | <i>Starting face-off</i> | | |
| | T-17:00 | End of first period | | |
| | T-16:30 | Sponsor Loop | SZRT, Erste Bank, own, rules briefing video | |
| | T-17:00 | End of second period | | |

| | | | | |
|---|----------|-------------------------|-----------------------|---|
| | T-16:30 | Sponsor Loop | SZRT, Erste Bank, own | |
| | | End of third period | | |
| | | <i>Overtime</i> | | |
| | | <i>Penalty shots</i> | | |
| | 00:00 | End of game | | In case of a home win: the team's victory music if there is none, or if the away team won: ERSTE_JÉGKORONG_mixdown_v1 |
| + | 00:01:30 | After-game Sponsor Loop | SZRT, Erste Bank, own | |