



Indian Street Premier League (ISPL) Commercial Guidelines



Introduction:

Welcome to ISPL Commercial Guidelines. These guidelines are designed to provide clarity and direction for all commercial activities within the league. By adhering to these guidelines, we ensure fairness, transparency, and consistency in all commercial dealings.

1. Sponsorship:

1.1. Only approved sponsors are permitted to engage in sponsorship activities within the league.

1.2. The following categories are NOT ALLOWED as sponsors in the league:

Alcohol Brands

Smoking Brands

Betting Brands

Gutka Brands

Any surrogate brands of the above

1.3. Any proposal for sponsorship must be submitted to the league management for review and approval.

1.4. The league management reserves the right to reject any sponsorship proposal that conflicts with the values and interests of the league.

1.5. NO COMPETING BRAND with the league's title sponsor category can be onboarded by franchises, other than the "principle sponsor" of the franchise.

2. Advertising:

2.1. Advertising opportunities within the league are available to approved advertisers only.

2.2. Advertisements must comply with league standards and should not contain any offensive or inappropriate content.

2.3. The following categories are NOT ALLOWED to advertise in the league:

Alcohol Brands

Smoking Brands

Betting Brands

Gutka Brands

Any surrogate brands of the above

2.3. All advertising placements are subject to approval by the league management.

3. Merchandising:

3.1. Merchandising rights within the league are exclusive to approved vendors by the franchise owners and the league.

3.2. Vendors must obtain a license from the league management through the franchises to sell merchandise associated with the league.

3.3. Counterfeit or unauthorized merchandise will not be tolerated and may result in legal action.

4. Broadcast Rights:

4.1. Broadcast rights for league matches are reserved to authorized broadcasters only.

4.2. Any unauthorized recording, transmission, or distribution of league matches is strictly prohibited.

4.3. The league management retains the right to negotiate and grant broadcast rights to approved broadcasters.



5. Ticketing:

- 5.1. Ticket sales for league matches are managed by authorized ticketing partners.
- 5.2. Unauthorized resale of tickets at inflated prices is prohibited.
- 5.3. The league management reserves the right to revoke tickets purchased through unauthorized channels.

6. Intellectual Property:

- 6.1. The league's name, logo, and other intellectual property are protected by copyright and trademark laws.
- 6.2. Unauthorized use of the league's intellectual property is strictly prohibited and may result in legal action.

7. Compliance:

- 7.1. All commercial activities within the league must comply with local laws and regulations.
- 7.2. Any violations of these guidelines may result in penalties, including fines and suspension of commercial privileges.

8. Review and Amendments:

- 8.1. These guidelines are subject to periodic review and may be amended by the league management as necessary.
- 8.2. Any amendments to these guidelines will be communicated to all relevant parties in a timely manner.

Conclusion:

By adhering to these commercial guidelines, we uphold the integrity and professionalism of ISPL. We appreciate the cooperation of all stakeholders in ensuring the success of commercial activities within the league.

ISPL Management