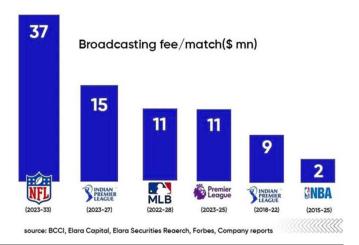


## **GENERIC ENTITLEMENTS**



## INDIAN PREMIER LEAGUE (IPL) IS NOW THE SECOND RICHEST LEAGUE IN THE WORLD



## **DELIVERABLES OFFICIAL PARTNER REMARKS**

IP RIGHTS			
Category Exclusivity	Yes	To be mutually decided	
Right to use team Logo in Marketing communication	Yes		
Right to use Player Images in ATL & BTL Marketing communication	Yes	As per IPL Guidelines	
TICKETS (IF ALLOWED BY BCCI)   HOME MATCHES ONLY			
Hospitality	YES	7 Home Matches	
General	YES	7 Home Matches	
AUTOGRAPH MERCHANDIZE			
Miniature Bats (Digital Signatures)	YES		

Autographed Full Size Bats (Digital Signatures)	YES	
Signed Replica Jersey	YES	
DIGITAL & CONTENT MARKETING		
Brand Logo on Team Official Website	Yes	Yes
Any team marketing campaigns to have Brand logo as per the sponsorship hierarchy		
	Yes	
Social Media Post Mention/Integration	Yes	Number to be mutually decided