



رابطة المحترفين الإماراتية
UAE PRO LEAGUE

Marketing and Commercial Regulations

Season 2025/2026

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Chapter One: Definitions

“Accreditation / Accredited Person”

The granting of authority to a person or a group of persons, including the issuance of an accreditation certificate, authorising the accredited person or persons to undertake specified activities within the secured areas.

“Quality Control Procedures”

The procedures that Clubs are required to follow throughout the Season in relation to the Competition, Matches, and events and activities associated with or accompanying the Competitions, as stipulated in the Competition Regulations, any of the League Regulations, or any circulars or decisions issued by the League, the breach of which shall result in the imposition of a financial fine.

“Accreditation Card”

The printed card issued by the UAE Pro League, authorising its holder to enter the secured areas within Match venues and other events conducted under the supervision of the UAE Pro League.

“Advertising Rights”

The right to promote, in addition to all other rights provided for under these Regulations, trademarks and/or company names and/or products and/or services and/or anything relating to the Competitions by any means available, whether currently existing or developed in the future, within the Stadiums or within controlled access areas, through advertising boards located inside and/or outside the Stadium perimeter, and through printed materials and other advertising media, promotional rights, displays, samples, prizes, or equipment, or through printed advertising materials such as programmes, posters, printed publications, press releases, newsletters, and tickets, including, for the avoidance of doubt and subject to the UAE Pro League Guidelines, the right to display such advertising on clothing or footwear worn by, or

on any equipment used, carried, or transported by, officials, medical personnel, security personnel, and/or ball persons and/or photographers.

The Advertising Rights shall also include the right to display the name and/or logo of the apparel supplier on the badge affixed to the clothing of Referees, Assistant Referees, and other Match Officials. For the avoidance of doubt, advertising on the clothing of participating Players is prohibited, except in the locations specified in the relevant UAE Pro League Regulations.

“AFC”

The Asian Football Confederation.

“Appeal Committee”

A committee of the Football Association responsible for hearing and determining appeals submitted to it within its jurisdiction.

“Appeal Regulations”

The regulations issued by the Football Association governing the process for Clubs and members to appeal decisions.

“Awards Ceremony”

The annual ceremony organised by the UAE Pro League at the end of the Sporting Season to honour Players, Coaches, Media Partners, Commercial Partners, Non-Commercial Partners, and any other person or entity that the League decides to recognise for the Sporting Season.

“Brand Guidelines”

The guidelines governing the proper use of the Competition Marks and Sponsors’ logos.

“Broadcaster”

Any entity or entities, including, without limitation, the Host Broadcaster, that have been granted any Broadcasting Rights by the UAE Football Association.

“Broadcasting Rights”

The right to broadcast Competition Matches and to access the Stadium for the purposes of live

television transmission and/or radio broadcasting and/or audio recording and/or recording of the Competition and providing commentary on Competition Matches, in any form through audiovisual media, and to obtain the right to live transmission and/or recording and/or any such activities in any form whatsoever, through all forms of television transmission and/or radio broadcasting, including digital broadcasting and/or mobile broadcasting and/or through any other media platform currently existing or developed in the future, including all forms of terrestrial, cable, satellite, internet television, broadband television (fixed and/or wireless), internet, and interactive television broadcasting.

“Clean Stadiums”

Means that Stadiums shall be free from any commercial or promotional signage, advertisements, displays, or facilities of any kind, except for those installed or erected in accordance with the UAE Pro League Regulations or otherwise approved by the UAE Pro League, during the period commencing at **8:00 a.m. on Matchday** and ending **four (4) hours after the conclusion of the Match**.

“Club(s)”

The commercial entity that enters into a written contract with a member registered with the UAE Football Association (the “Member”), granting such registered Member the right to participate in the UAE Pro League Competitions pursuant to that written contract.

“Club Commercial Partner(s)”

Any entity holding the right to exploit the commercial assets of the participating Clubs.

“Circulars”

Instructions or amendments to these Regulations issued by the UAE Pro League and communicated to its member Clubs through official correspondence before and/or during the Season.

“Commercial Entities”

Any commercial entity, including, without limitation, any entity that has been granted any Commercial Rights by the UAE Pro League.

“Commercial Rights”

All commercial exploitation rights relating to the UAE Pro League Competitions, including, without limitation, Advertising Rights, Broadcasting Rights, Licensing Rights, Hosting Rights, Photography Rights, Merchandising Rights, Event Rights, Promotional Rights, Sponsorship Rights, Travel and Tour Rights, New Media Rights, Video Recording Rights, and/or any other form of commercial exploitation by any means whatsoever, in accordance with the Statutes of the UAE Pro League.

“UAE Pro League Commercial Partners”

Any entities or individuals associated with the UAE Pro League under partnership agreements or sponsorship agreements and who are granted certain rights or privileges by the League in relation to the Competitions it organises. Such rights or privileges may be granted in consideration of financial remuneration or any other form of benefit.

“Competition Data”

Any or all information relating to the Competition, including Match schedules, Photography Rights, information and/or statistics relating to the participating Club and/or participating Players, information and/or statistics relating to participation and/or performance in the Competitions, Match analysis, Referee decisions, and any other information relating to the Competition.

“Competition(s)”

The ADNOC Pro League, the Abu Dhabi Islamic Bank Cup, the Emaar Super Cup, and the Pro League Under-23 Competition, including the Matches listed in the official Match schedule, as well as activities conducted on the field of play (other than the Matches), ceremonies, press conferences, and official functions relating to the Competitions.

“Competition Marks”

The official logos, emblems, and marks used in the Competitions and designed by the UAE Pro League.

“Competition Regulations”

The regulations governing the organisational and technical procedures applicable to the UAE Pro League Competitions and/or the Abu Dhabi Islamic Bank Cup Competition, as approved by the Board of Directors of the UAE Pro League.

“Food and Beverage Rights”

The rights relating to sampling, sales, and any other methods of distributing products and services, including the rights to sell food and beverages within the Stadium and at Facility Sites.

“Controlled Access Areas”

The areas designated for the staging of Matches and other events, including, without limitation, Stadiums, their fencing, the surrounding perimeter, the airspace above the Stadium, and all other areas associated with the Competition, including Facility Sites, Media Centres, hospitality areas and facilities, VIP areas, and any other areas to which access is regulated under the UAE Pro League Accreditation Regulations.

“Digital Platforms”

The digital platforms of the UAE Pro League or the Professional Clubs, for which the League or the Clubs are responsible for managing the content published thereon.

“Disciplinary Regulations”

The regulations that define violations of the UAE Pro League Regulations and the UAE Football Association Regulations, specify the applicable sanctions, regulate the establishment and responsibilities of the decision-making bodies, and set out the procedures to be followed by such bodies.

“Doping Control Officer”

The person appointed by the National Anti-Doping Committee, as specified in the Competition Regulations.

“ADNOC Pro League”

The professional league organised by the League in which the first team of each Club participates.

“Abu Dhabi Islamic Bank Cup”

An annual competition organised by the League among the Professional Clubs.

“Pro League Under-23 Competition”

The league competition organised by the League in which the Under-23 teams of the Clubs participate.

“Emaar Super Cup”

A single Match organised by the League between the winner of the ADNOC Pro League and the winner of the President’s Cup, in accordance with the Emaar Super Cup Regulations.

“Equipment Regulations”

The regulations governing the equipment and apparel used by Players and Referees in Competition Matches organised by the UAE Pro League.

“Facility Areas”

The areas used for official functions, media centres/facilities, ticket offices, and hospitality areas in connection with the Competition.

“Fantasy League”

The virtual league in which fans participate by registering online and selecting a Club, a Coach, and Players from the actual ADNOC Pro League. The teams created by the fans then compete against one another in accordance with the terms and conditions governing the Fantasy League.

“FIFA”

The Fédération Internationale de Football Association (FIFA).

“FIFA Laws of the Game”

The official Laws of the Game approved and published by FIFA through the International Football Association Board (IFAB), which is responsible for determining and maintaining the Laws of the Game.

“FIFA Regulations on the Status and Transfer of Players”

The internationally binding regulations governing the status of Players, their eligibility to participate in organised football competitions, and their transfer between Clubs affiliated with different leagues and associations.

“Footage Rights”

The rights to exploit visual footage of the Competition, including footage of the participating Clubs and/or participating Players, whether captured pursuant to the Broadcasting Rights or independently through cinematographic recording, throughout the Territory by any means of transmission, exhibition, and/or reproduction, whether using media currently existing or developed in the future.

“Force Majeure”

Any event that occurs or is expected to occur and affects or may affect the implementation of any provision of these Regulations, arising from an act, event, omission, error, or incident beyond the reasonable control of any Party. This includes, without limitation, unusually severe weather conditions, floods, lightning, fire, explosions, earthquakes, structural damage, epidemics, or any other natural disaster, war, terrorist acts, military operations, riots, widespread disorder, strikes, lockouts, industrial actions, or civil unrest.

“Home Club”

The Club listed first in any Match of the Competition as recorded in the Match Schedule.

“Hosting Rights”

The exclusive opportunity to sell all entertainment and hospitality facilities within the Stadium or within the Controlled Access Area, in addition to complimentary tickets, whether such

facilities are located in a suite, marquee, or otherwise, excluding facilities allocated to UAE Pro League Officials and guests, which shall not form part of the Commercial Programme.

“Host Broadcaster”

The entity appointed by the UAE Pro League to provide a specified range of essential services in relation to the production of the basic audiovisual broadcast content (or any other materials) of any Match or Official Event.

“IFAB”

The International Football Association Board.

“Image Rights”

The rights to use still or moving images and/or representations of the images of participating Clubs and participating Players in the Competitions in accordance with these Regulations.

“League”

The ADNOC Pro League.

“League Season”

The period commencing from the date of the first official football Match organised under the supervision of the UAE Pro League (whether in the ADNOC Pro League, the Abu Dhabi Islamic Bank Cup Competition, the Emaar Super Cup, or the Pro League Under-23 Competition) and ending upon the conclusion of the last official Match organised by the UAE Pro League (whether in the ADNOC Pro League, the Abu Dhabi Islamic Bank Cup Competition, the Emaar Super Cup, or the Pro League Under-23 Competition), covering the period from the first Match of the Season until the final Match of the Season.

“Live Broadcast”

The live transmission of content through any broadcasting medium, whether via social media platforms or any other platforms.

“Match(es)”

All football Matches played as part of the UAE Pro League Competitions, including postponed or replayed Matches.

“Match Officials”

The Referees appointed by the Football Association and/or the UAE Pro League, as specified in Chapter Six of the Competition Regulations.

“Match Schedule”

The official schedule of Matches for the UAE Pro League Competitions as determined by the Technical Committee.

“Media”

All personnel working in written and digital media, editors, photographers, television news crews, and representatives of Broadcast Rights holders, who are authorised to obtain Media Accreditation Cards in accordance with the requirements determined by the UAE Pro League.

“Members”

The Clubs that are members of the UAE Football Association in accordance with its Statutes.

“Smartphone Applications”

Any applications that can be installed on devices operating on the Android, iOS, or any other smartphone operating system.

“Official Licensee”

The sub-licensee of the Commercial Rights granted by the UAE Pro League.

“Official Match Countdown List”

The list containing the activities and events approved by the UAE Pro League, commencing three (3) hours prior to the Match and ending at the kick-off. The list includes such activities and the allocated timings for conducting those activities.

“Official Press Conferences”

The pre-Match press conference organised by the participating Club forty-eight (48) hours before each Match, and the post-Match press conference organised by the participating Club after each Match.

“Official Team Kit”

The official kits of the participating teams approved by the UAE Pro League prior to the commencement of each Season.

“Participating Clubs”

The teams participating in the UAE Pro League Competitions under the authority of the Member Club and the UAE Pro League.

“Player Ambassador(s)”

Players selected to perform duties aimed at promoting and developing the UAE Pro League Competitions for four (4) days during each Season.

“UAE PL”

The UAE Pro League.

“UAE Pro League Archive”

The paper-based or electronic archive, or any archiving system used by the UAE Pro League to preserve documents, materials, or information.

“UAE Pro League Competition(s)”

The ADNOC Pro League, the Abu Dhabi Islamic Bank Cup Competition, the Emaar Super Cup, and the Pro League Under-23 Competition.

“UAE Pro League Headquarters”

Abu Dhabi – Sas Al Nakhl Area – Al Mutahaddin Street – UAE Pro League Building.

“UAE Pro League Logo”

The official logo of the UAE Pro League and/or any other official logos, which may only be used by the League, except as otherwise agreed by the relevant parties.

“Official League Website”

www.uaeproleague.ae or any other website announced by the UAE Pro League.

“UAE Pro League”

An independent entity established by the Professional Clubs and headed by an elected Board of Directors. Its responsibilities include managing the Professional Clubs’ Competitions, and it is governed by the Statutes of the UAE Pro League.

“Prohibited Items List”

The list of items that the public is prohibited from bringing into the Stadium to attend any Match of the Competition. This list shall be periodically provided to the Member Clubs.

Quality Control Procedures”

The sanctions imposed on Clubs for failing to provide appropriate facilities or for failing to organise Matches at their respective Stadiums in relation to the Competition or any Match of the Competition, without prejudice to the Disciplinary Regulations, Competition Regulations, Stadium Regulations, and the penalties specified for such violations.

Referees Committee”

The committee established by the Football Association responsible for all matters relating to Referees, including the appointment of Referees and Referee Assessors for all League Matches.

Regulations”

All regulations and/or policies prepared and published by the UAE Pro League and/or the Football Association for application in relation to the Competitions organised by the League, including, without limitation, the UAE Football Association Statutes, Disciplinary Regulations, Competition Regulations, UAE Pro League Stadium Regulations, UAE Pro League Equipment Regulations, UAE Pro League Youth Programme Regulations, UAE Pro League Accreditation

Policy, UAE Pro League Media Regulations, UAE Pro League Commercial/Marketing Regulations, UAE Pro League Club Employment Regulations, and UAE Pro League Security Regulations.

Social Media”

The official social media platforms of the Clubs, the content of which is managed by the Clubs, their representatives, or contracted companies.

Stadium Regulations”

The regulations specifying the requirements to be fulfilled by the Stadiums of the participating Clubs.

Territory”

Means the world.

Trophy Tour”

The tour conducted by the League to display the League Trophy, the Super Cup Trophy, and the Abu Dhabi Islamic Bank Cup Trophy to fans within the United Arab Emirates.

Football Association”

The United Arab Emirates Football Association, which is governed by the Statutes of the Football Association.

United Arab Emirates Football Association Headquarters”

Building 271-574, Wadi Al Amardi Building, near Mushrif Park, Al Khawaneej, Dubai.

UAE President’s Cup”

The annual knockout competition organised by the United Arab Emirates Football Association.

Video Rights”

The right to produce or license the production of video tapes, Video Compact Discs (VCDs), Digital Video Discs (DVDs), and other video materials containing content recorded through the Broadcasting Rights and/or Film Rights, for the purpose of exploiting such videos, discs, and/or



materials through, including without limitation, sale, rental, and all forms of non-theatrical distribution.

Chapter Two: Preamble

1. Introduction and Scope of Application of the Regulations

1.1. These Regulations govern the rights, duties, and responsibilities of all participating Professional Clubs in relation to commercial and marketing matters within the UAE Pro League Competitions.

1.2. The UAE Football Association Laws, and the UAE Pro League Laws, Guidelines, Circulars, and Regulations shall be binding upon all parties involved in the preparation, organisation, and hosting of Competition Matches.

1.3. Any rights relating to the UAE Pro League Competitions that have not been granted to the Clubs under these Regulations and/or under a specific agreement shall remain vested in the UAE Pro League.

2. UAE Pro League

2.1. The UAE Pro League shall be the entity directly responsible for the implementation of the provisions set out in these Regulations. The League shall have the right to interpret these provisions at its sole discretion and/or amend the provisions of these Regulations during the Sporting Season, in addition to having the authority to issue decisions on matters not covered by the provisions and articles of these Regulations.

2.2. The UAE Pro League shall have the right to delegate a subcommittee to implement the provisions of these Regulations.

3. Disciplinary Procedures

3.1. Disciplinary and appeal procedures shall be handled in accordance with the Association Regulations, the League Regulations, the Football Association Disciplinary Regulations, the

League Quality Control Procedures, the relevant Competition Regulations, and the League Circulars.

3.2. The League Board of Directors shall have the right to initiate an investigation if it becomes aware of or suspects the occurrence of any violations of the current UAE Football Association Regulations, the League Regulations, the UAE Football Association Disciplinary Regulations, the League Quality Control Procedures, the relevant Competition Regulations, and the League Circulars.

3.3. The Disciplinary Committee of the UAE Football Association shall have the right to impose disciplinary measures in the event of any violations of the current UAE Football Association Regulations, the League Regulations, the UAE Football Association Disciplinary Regulations, the relevant Competition Regulations, and the League Circulars.

3.4. The Technical Committee and/or the Executive Administration shall have the right to impose fines in the event of any violations of the relevant Competition Regulations, the League Regulations, and the related Circulars, in accordance with the Quality Control Procedures.

Chapter Three: Rights

4. Commercial Rights

4.1. The UAE Pro League is the sole owner of the Commercial Rights relating to the UAE Pro League Competitions and shall have the exclusive right to exploit and/or grant its Commercial Partners the right to exploit the Commercial Rights of the UAE Pro League Competitions.

4.2. The UAE Pro League shall have the right to retain all revenues generated from the exploitation of the Commercial Rights, except for any distributions and shares payable to the Clubs as determined by the UAE Pro League.

4.3. The Participating Clubs acknowledge and agree that the UAE Pro League may, at its sole discretion, enter into agreements or grant licences for any of the Commercial Rights to any

entity worldwide (including entities located within the United Arab Emirates). The Participating Clubs shall not be entitled to directly exploit and/or sub-license the exploitation of such Commercial Rights for the benefit of any other person and/or entity unless expressly provided for in these Regulations.

4.4. The Participating Clubs, Players, and participating Officials shall fully cooperate with the UAE Pro League in the exploitation of the Commercial Rights, particularly with regard to the activation and exploitation of Commercial Rights within the Controlled Access Areas.

4.5. With respect to the Commercial Rights owned by the UAE Pro League in relation to the UAE Pro League Competitions, the Participating Clubs shall:

- a.** Comply with all agreements entered into by the UAE Pro League in relation to Sponsors, Partners, and Suppliers, and observe all provisions contained therein.
- b.** Comply with all Circulars, instructions, and controls issued by the UAE Pro League in relation to the exploitation of Commercial Rights.

4.6. Where a Club wishes to use the logo(s) of its Commercial Partner(s), the Club shall comply with the Brand Guidelines issued by the League.

4.7. In accordance with the Statutes of the League and the provisions of the UAE Pro League Membership Agreement, all material agreements shall be submitted to the UAE Pro League for review prior to their final execution.

4.8. All Participating Clubs shall grant the UAE Pro League the right to use, and authorise third parties to use, photographic materials, audio-visual materials, and visual materials relating to the team, Players, and Officials (including their names, relevant statistics, data, and images), as well as the name of the Participating Club, its logo, official emblem, and team kit (including references to the kit Sponsor and Equipment Manufacturers), free of charge worldwide, provided that all of the above shall be used:

- a.** For non-commercial and/or promotional and/or editorial purposes; and/or

b. For collective commercial purposes; and/or

c. As determined by the UAE Pro League within acceptable limits.

4.9. Upon request, the Participating Clubs shall provide the UAE Pro League, free of charge, with the appropriate materials and necessary documentation required to enable the UAE Pro League to use or exploit such rights in accordance with the provisions of this Article.

4.10. The League shall have the right to create new commercial assets and exploit them to enhance the revenues of the League and the Clubs.

5. Broadcasting Rights

5.1. The UAE Pro League shall be the sole owner of the Broadcasting Rights relating to the UAE Pro League Competitions and shall have the right to grant exclusive licences for the exploitation of, and/or grant its affiliated Broadcasters sub-licences to exploit, all Broadcasting Rights relating to the UAE Pro League Competitions.

5.2. The UAE Pro League shall have the right to retain all revenues generated from the exploitation of the Broadcasting Rights, except for any agreed distributions payable to the Participating Clubs, as determined by the UAE Pro League.

5.3. The Participating Clubs shall refrain from taking any action and shall not enter into any agreement or document that may result in the infringement of the Broadcasting Rights owned by the UAE Pro League.

5.4. The Participating Clubs shall take all steps deemed necessary by the UAE Pro League to maintain and protect the Broadcasting Rights and the rights owned by the UAE Pro League and/or granted to any Broadcasters.

5.5. The Participating Clubs shall ensure that all Ticket Holders, staff, participating Players, and other persons whose images may appear in connection with the Broadcasting Rights permit and/or authorise the UAE Pro League and the Broadcasters (whether through ticket terms and

conditions or through a written agreement, waiver, or release) to use, record, and broadcast their images relating to the UAE Pro League Competitions worldwide through any media platform.

5.6. In relation to the Broadcasting Rights, the Participating Clubs shall:

- a.** Comply with and adhere to all agreements entered into by the UAE Pro League in relation to broadcasting and observe all provisions thereof concerning the UAE Pro League Competitions.
- b.** Comply with and adhere to all Circulars, instructions, and orders issued by the UAE Pro League in relation to the exploitation of the Broadcasting Rights of the UAE Pro League Competitions.

5.7. Each Participating Club shall provide all broadcasting facilities within the Stadium as specified in the Stadium Regulations and/or any other UAE Pro League Regulations, and shall ensure that such facilities are properly equipped to host any Match of the UAE Pro League Competitions.

5.8. The Home Club shall ensure the provision of a safe and clear access route for Broadcasters to enter the Stadium, where required, in order to facilitate the entry of the Broadcaster's technical equipment and the assembly and installation of the required equipment, facilities, and related essential infrastructure necessary for the implementation of the Broadcasting Rights.

5.9. The Home Club shall be responsible for protecting the Broadcasting Rights of the UAE Pro League Competitions and ensuring that no broadcasting company and/or filming crew is permitted to enter the Stadium without obtaining the prior written approval of the UAE Pro League.

6. Intellectual Property Rights

6.1. The UAE Pro League shall be the exclusive and sole owner of all Intellectual Property Rights relating to the UAE Pro League Competitions, including any existing or future rights relating to

the names, logos, trademarks, music owned by the UAE Pro League, as well as the trophies, medals, and Competition Shields of the UAE Pro League Competitions.

6.2. The exploitation of any of the aforementioned rights shall require the prior written approval of the UAE Pro League and compliance with all conditions imposed by the League.

6.3. All rights relating to the Match Schedule, as well as any data and statistics relating to Matches of the UAE Pro League Competitions, shall be the exclusive property of the UAE Pro League.

7. Video and Photography Rights

7.1. All Participating Clubs agree that the UAE Pro League and the Official Licensees shall have the right to use recordings, names, and group images of the Participating Clubs (including logos and marks), including still and moving photographic images that may be obtained during the Club's participation in the UAE Pro League Competitions.

8. Names and Logos of the UAE Pro League Competitions

8.1. Ownership The Participating Clubs acknowledge the ownership of the UAE Pro League over the Competition names and logos and acknowledge that all rights and goodwill associated with the Competition Marks are vested in the UAE Pro League. The Participating Clubs shall not grant any rights or licences to any third party for the use of the names and logos of the UAE Pro League Competitions.

8.2. Use of UAE Pro League Competition Marks by Clubs

The UAE Pro League Competition Marks must be approved in writing by the UAE Pro League. Participating Clubs shall only use the following terms when referring to their participation in the UAE Pro League Competitions, and such use shall be limited to an editorial context:

- a.** ADNOC Pro League.
- b.** Emaar Super Cup.

c. Abu Dhabi Islamic Bank Cup Competition.

d. Pro League Under-23 Competition.

8.3. Authorised Combined Logo

Participating Clubs may design a combined logo containing the official Competition emblem and the name of the Participating Club, with the reference “Participating Club”, subject to obtaining the UAE Pro League’s prior written approval of the design and production of such combined logo. The materials required for reproducing the Authorised Combined Logo may be obtained from the UAE Pro League. Without the written approval of the UAE Pro League, no other marks may be added or placed alongside the combined logo in a manner that may create doubt as to whether such mark forms part of the combined logo.

8.4. Brand Guidelines

Participating Clubs shall be provided with the Brand Identity Guidelines for the Competition titles and official event marks.

8.5. All proposed uses of the official UAE Pro League Competition Marks shall be submitted for written approval prior to use.

9. UAE Pro League Competition and Professional Clubs’ Marks

9.1. Participating Clubs shall provide the UAE Pro League with the official Club logos and names at least six (6) weeks prior to the commencement of the Sporting Season.

9.2. All Participating Club logos shall be provided in the following formats:

a. **AI** (Adobe Illustrator Vector File).

b. **PDF** (Adobe Illustrator Vector File).

c. **JPG** (300 dpi Adobe Photoshop Pixel File).

9.3. All Clubs shall register their trademarks with the Ministry of Economy in accordance with the requirements set out in the Licensing Regulations. All Clubs shall provide the UAE Pro League with the updated Club trademark, Commercial Sponsors' logos, and Brand Guidelines six (6) weeks prior to the commencement of the Season. Quality Control fines shall apply for failure to submit the required materials.

9.4. Participating Clubs may submit new official logos and brand identities six (6) weeks prior to the commencement of the League Season. The official logos and brand identities shall remain unchanged throughout the League Season.

9.5. Participating Clubs shall provide the UAE Pro League with all Commercial Partners' and Sponsors' logos eight (8) weeks prior to the commencement of the Season. If a Club wishes to add a new Sponsor after the commencement of the Season, the Club shall bear all costs associated with such change.

9.6. All Commercial Partners' logos of the participating Professional Clubs shall be provided in all of the following formats:

9.6.1. AI (Adobe Illustrator Vector File).

9.6.2. PDF (Adobe Illustrator Vector File).

9.6.3. JPG (300 dpi Adobe Photoshop Pixel File).

10. Hospitality

10.1. The Home Club shall be solely responsible for allocating sufficient space for the UAE Pro League's affiliated companies and providing designated areas for the hospitality of VIPs and Senior VIPs on Matchday.

10.2. The hospitality provided shall include food and beverages, in addition to dedicated facilities such as VIP and Senior VIP seating areas, VIP and Senior VIP parking areas, dining lounges, and restrooms, in accordance with the UAE Pro League Stadium Regulations.

11. Food and Beverage Regulations

11.1. The Home Club shall be solely responsible for the management of food and beverage operations.

11.2. The Home Club shall provide the necessary requirements for any directly licensed or sub-licensed service provider, including, without limitation, any in-house service provider, restaurants, or food trucks, whether on a permanent or temporary basis.

11.3. The packaging of any food or beverages sold shall comply with security, police, and municipality regulations, and all points of sale and storage facilities shall comply with the applicable health regulations in the United Arab Emirates.

11.4. Appropriate quantities of food and beverages shall be provided to meet the needs of all fans inside the Stadium and across all categories, including both away and home supporters (First Class, Second Class, and Third Class, where applicable, in addition to VIP and Senior VIP seating areas).

11.5. Food and beverage kiosks and mobile vendors shall be provided with adequate supplies and a sufficient number of staff to meet the needs of all fans visiting the food and beverage outlets before and after the Match and during the half-time interval, as stipulated in the Stadium Regulations.

In all cases, Clubs shall comply with all laws and instructions issued by the competent authorities of the relevant Emirate regarding the sale of food and beverages.

11.5.1. Clubs shall provide suitable food kiosks that comply with the standards specified in the Stadium Regulations.

11.6. At least two (2) waste bins shall be provided at each food and beverage kiosk, in addition to two (2) additional waste bins at each fan entrance gate.

11.7. The minimum food and beverage provisions shall be as follows:

Beverages:	Including, without limitation, water, juices, soft drinks (with the provision of appropriate refrigeration facilities), and hot beverages (coffee, tea, and others).
Food:	Snacks shall include, but not be limited to, hot and cold sandwiches, popcorn, chocolate, sweets, potato chips, pizza, burgers, pasta, and other food items.

If a Club fails to meet the minimum food and beverage requirements, or fails to comply with the minimum requirements stipulated under the relevant applicable regulations in the United Arab Emirates, the UAE Pro League may grant a licence to food and beverage service providers or sub-providers to provide such services at the relevant Stadium.

In such case, all revenues generated from granting licences to food and beverage vendors shall belong to the UAE Pro League and shall be retained for distribution at the sole discretion of the League.

11.8. Clubs shall provide the League with the Food and Beverage Plan, Fan Engagement Enhancement Plan, and Ticket Marketing Plan at least one (1) week prior to the Match date for approval by the League.

Clubs shall submit a comprehensive plan that includes, at a minimum, the quantities of food and beverages to be provided for each Match based on the expected attendance figures.

(Quality Control Procedures (QCP) shall apply in cases of non-compliance.)

11.9. Participating Clubs shall submit monthly and half-season reports covering all promotional initiatives and attendance enhancement initiatives conducted by the Club during the Season, including the relevant metrics for each initiative.

(Quality Control Procedures (QCP) shall apply in cases of non-compliance.)

11.10. For further details regarding the technical specifications of food and beverage points of sale, please refer to Form 40 of the UAE Pro League Stadium Regulations and the relevant Guidelines.

11.11. a. Clubs shall standardise the Matchday food and beverage sales price list for the supporters of both teams and display the price list for all products available for sale.

b. Matchday sales prices shall be consistent with the prices included in the Marketing Plan.

c. The Home Club shall be responsible for monitoring sales prices at the Stadium on Matchday.

d. A Quality Control fine shall be imposed in the event of any breach of the above provisions.

11.12. a. Clubs shall provide a number of mobile vendors in the stands of both teams for all supporter categories.

b. The Home Club shall determine the number of mobile vendors based on the expected attendance figures stated in the Match Marketing Plan, and the specified number shall be subject to the final approval of the League.

c. Mobile vendors on Matchday shall comply with the following requirements:

1. Wear access wristbands.

2. Use portable sales boxes designated for sales and approved by the League.

3. Fully comply with all applicable health and safety laws and instructions in the United Arab Emirates, as stipulated in the Stadium Regulations.

12. UAE Pro League Fan Zone

12.1. Participating Clubs shall provide the appointed company with the required specifications, space, and any necessary requirements on Matchday.

(Quality Control Procedures (**QCP**) shall apply in cases of non-compliance.)

12.2. Clubs shall provide gifts and promotional materials for the community events of the Fan Zone, as well as marketing and promotional activities at all Matches held at the Club's home venue, in addition to the Club's promotional programme for the Fan Zone.

12.3. Fan Zone Electrical Power Requirements:

A dedicated three-phase electrical power supply of **20 kW** shall be provided for the Fan Zone and event area, located at a distance of no less than **50 metres**. In the event that such power supply is not provided, the League shall have the right to provide an electrical generator at the expense of the Host Club.

13. Match and Training Balls

13.1. The UAE Pro League shall be the sole and exclusive owner of the official Match balls and warm-up balls and shall have the right to exploit these rights in any manner it deems appropriate.

13.2. The UAE Pro League shall have the full right to place Competition marks and logos and/or official Sponsors' logos on the official footballs.

14. Equipment of Players, Officials, Ball Persons, and Flag Bearers

14.1. Please refer to the UAE Pro League Equipment Regulations.

15. Press Conference Room

15.1. The UAE Pro League shall be the sole and exclusive owner of the Competition Media Backdrops and shall be solely responsible for their production and distribution to the Participating Clubs.

15.2. Clubs shall host the pre-Match and post-Match press conferences. During the press conferences, the UAE Pro League-approved Club backdrop shall be displayed, containing the

advertisements of the UAE Pro League Commercial Entities, in addition to the Commercial Partners of the Participating Club. Please refer to Annex No. (2) for the official Press Conference Backdrop template.

15.3. Except for the designated area specified in detail in Annex No. (2) (referred to in Article 14.2 above), no Commercial Partner products or identifying marks may be displayed or shown in any manner during official press conferences.

Notwithstanding the above, if a Club wishes to display any trademark, it shall submit a written approval request to the UAE Pro League at least one (1) week prior to the date of the press conference, subject to the final approval of the League.

15.4. Clubs shall comply with the technical requirements stipulated in the UAE Pro League Regulations when producing Commercial Sponsors' logos.

15.5. The UAE Pro League shall provide branded microphone covers featuring the UAE Pro League Competition marks, and these shall be used during all official press conferences relating to the UAE Pro League Competitions.

15.6. The UAE Pro League shall be the sole and exclusive owner of the display rights on press conference tables, excluding microphones belonging to Broadcast Rights Holders.

15.7. The UAE Pro League shall have exclusive rights over the commercial advertising branding of the microphone platform for all Competitions, and the League shall be responsible for producing and distributing these assets.

15.8. Microphone platforms shall be installed on the press conference table for each ADNOC Pro League Match (whether for the pre-Match press conference or the post-Match press conference) and shall be placed in front of the speaker attending the press conference. Please refer to Annex No. (3) for a sample microphone platform. The UAE Pro League shall have the right to place logos on the microphone platform, whether such logos are those of the League's Commercial Partners and/or Media Partners and/or the League's own logo.

15.9. The UAE Pro League shall have the right to place products on the press conference platform in front of speakers during both pre-Match and post-Match press conferences for all Competitions.

15.10. The Host Club shall ensure that products are displayed on the press conference table in accordance with the standards set out in Annex (3). In the event that the materials are not displayed correctly or are damaged, a Quality Control fine shall be applied.

15.11. The UAE Pro League shall have the exclusive right to carry out advertising branding and place logos on the press conference table for both pre-Match and post-Match press conferences across all Competitions.

16. Mixed Zone

16.1. The Mixed Zone shall contain a backdrop approved by the UAE Pro League, featuring a selection of the UAE Pro League Commercial Entities in addition to the Commercial Partners of the Participating Club. Please refer to Annex No. (4) for a sample of the backdrop used in the Mixed Zone.

16.2. No third party (including Clubs) shall use the Media Backdrops, whether pre-ordered Media Backdrops or additional Media Backdrops, except for the purposes of pre-Match press conferences, post-Match press conferences, Mixed Zone interviews, and flash interviews (Super Flash Interviews). Furthermore, the aluminium frames of the pre-ordered or additional Media Backdrops shall not be replaced or modified without the prior approval of the UAE Pro League.

16.3. The Host Club shall have the right to request additional Media Backdrops, provided that such backdrops are supplied by a UAE Pro League-approved supplier and comply with the UAE Pro League Design Guidelines.

17. Flash Interviews and Short Interviews

17.1. Players and staff members of each Participating Club may conduct short interviews before and after each Match of the League Competitions in the area located between the field of play and the Players' tunnel, or in any other location determined by the UAE Pro League Media Officer.

17.2. Such interviews shall only take place in front of the backdrop approved by the UAE Pro League, which shall contain only the images and designs of the UAE Pro League Commercial Entities. Please refer to Annex No. (5) for a sample of the backdrop used for official short interviews.

17.3. Clubs shall provide a clean storage area for storing the backdrops used for short interviews and flash interviews and shall allow the UAE Pro League Suppliers and/or its affiliated providers access to the storage area. Clubs shall identify the designated storage area with a sign indicating "UAE Pro League Interview Backdrops".

17.4. Clubs shall ensure that interview backdrops do not appear on the field of play during the Match.

18. Printed Materials

18.1. The Home Club may design and prepare a Matchday Programme in both Arabic and English for each Match held at its venue in the League Competitions.

18.2. The Home Club may use the template prepared by the UAE Pro League (if available) or prepare its own template. In such case, the Home Club shall ensure the following:

a. The Matchday Programme shall have a consistent design throughout the Season. A sample of the Matchday Programme shall be submitted to the UAE Pro League at least four (4) weeks prior to the first Match held at the Club's venue in the League Competitions. The approval of the UAE Pro League shall be final, and the Programme shall not be amended after approval unless prior written approval is obtained from the UAE Pro League.

b. The UAE Pro League logo, UAE Pro League Sponsors, and Commercial Partners shall be included on at least one page of the Programme. Please refer to Annex No. (14) for the guidelines regarding branding on Club printed materials.

c. The Home Club may place commercial advertisements in the Matchday Programme.

18.3. Any publication containing the UAE Pro League logo, Competition Marks, trademarks, or the trademarks of the UAE Pro League Sponsors or Commercial Partners shall be subject to approval by the UAE Pro League. Such approval shall be final, and the publication shall not be amended after approval.

19. Advertising Rights Around the Pitch, LED Advertising Boards, and Static Advertising Boards

19.1. The advertising rights around the pitch, whether through LED advertising boards or static advertising boards, shall belong to the UAE Pro League.

19.2. Participating Clubs shall ensure the provision of the following:

- a.** A single permanent contact person for all matters relating to LED advertising boards.
- b.** Free access to the Stadium and pitch area to allow the installation and removal of LED advertising boards after notifying the Club.
- c.** Adequate pitch-side space for the installation of LED advertising boards as shown in Annex No. (6) below.
- d.** Power supply requirements in accordance with Article 39 of the UAE Pro League Stadium Regulations, and the installation of LED advertising boards five (5) hours prior to the Match.
- e.** An off-pitch storage area designated for LED advertising board cases, away from camera angles.

f. A designated area beside the pitch for the control unit responsible for operating the temporary electronic LED advertising boards, as determined by the UAE Pro League.

g. Security at all times to ensure the safety of the LED advertising boards and their control unit.

19.3. If the Home Club wishes to water the pitch after the installation of the LED advertising boards, the Home Club shall ensure that the LED advertising boards are covered and protected from water.

19.4. The Home Club shall be fully responsible for the LED advertising boards from the time of their installation and shall indemnify the UAE Pro League and/or the LED advertising board provider for any damage to or loss of such boards.

19.5. The LED advertising boards shall remain installed on the pitch for a maximum period of seventy-two (72) hours after the Club approves the installation and removal dates communicated to it by the service provider.

19.6. The UAE Pro League shall allocate the following time slots for the Home Club's advertising rights in each Match held at its venue: **30 minutes** (15 minutes during the first half and 15 minutes during the second half).

19.7. Each Club shall be allocated **30 minutes** on the LED advertising boards in each home Match of the League Competitions, except for Final Matches (the Cup Final and the Super Cup Match).

19.8. Additional minutes may be allocated to the Club, provided that the Club demonstrates that such additional minutes are an integral part of a commercial agreement, which shall be submitted to the UAE Pro League for approval, and that the Club has used its allocated minutes for commercial purposes at fair market value.

In all cases, the additional minutes shall not exceed a maximum of **10 minutes per Match**.

19.9. The UAE Pro League shall own the rights to display pre-Match content (commencing one hour prior to kick-off), half-time display content, and post-Match display content (until 30 minutes after the final whistle).

19.10. If the Participating Club fails to submit the detailed allocation of LED advertising board display minutes and graphics at least five (5) days prior to the Match held at its venue, the Club's allocated minutes shall be used for UAE Pro League advertisements.

19.11. If the Club is unable to commercially utilise the minutes allocated to it pursuant to Article 21.6, the League shall have the right to commercially exploit such minutes.

19.12. LED advertising board time may only be used by the Commercial Partners of the Home Clubs (and not by advertisers), and each brand shall receive a display period ranging from a minimum of two (2) minutes to a maximum of eight (8) minutes per Match.

19.13. The LED advertising boards shall be operational and displaying advertisements one (1) hour prior to the Match.

19.14. If the Home Club wishes to activate its rights in accordance with Article 21.6 referred to above, the Home Club shall submit the graphics and the allocated minutes for each of the Club's Sponsors that it wishes to display on the LED advertising boards prepared by the service provider appointed by the League. Such materials shall be subject to approval by the League at least five (5) working days prior to the Match date.

The graphics shall be submitted to the League in MPEG format in accordance with the specifications set out in Annex No. (7).

If an approval request is submitted after the deadline specified above, an approval fee of **AED 3,000** shall be imposed for each request and deducted from the Club's dues with the League.

19.15. During the Match, the display rotation on the LED advertising boards shall alternate between the UAE Pro League Commercial Entities and the Commercial Partners of the Club.

19.16. Four (4) weeks prior to the commencement of the League Season, Participating Clubs shall provide the UAE Pro League with the details of participating players for the purpose of displaying team line-ups on the LED advertising boards.

Player details shall include the players' registered names in English, player photographs, and shirt numbers.

19.17. The Club shall provide sufficient space for photographers and television cameras behind the LED electronic advertising boards. One camera shall be positioned on the opposite side with an allocated area of **2.5 x 2.5 metres**, while the space behind the advertising boards along the sides of the pitch shall be sufficient to accommodate cameras and photographers.

19.18. The Club may request the display of non-commercial promotional content on the electronic boards before the Match or during the half-time interval to support the Club's events and initiatives. Each request shall be subject to the approval of the League.

19.19. Promotional advertising for Club logos or the Club's football academy shall not be considered commercial content. Therefore, it shall not be permitted to be used during the official ninety (90) minutes of the Match.

19.20. *(No text provided.)*

20. ProTreads

20.1. The advertising rights relating to ProTreads in the Competitions shall belong to the UAE Pro League, which shall be responsible for their production and distribution to the Clubs. Please refer to the images in Annex No. (8) for details of the ProTreads.

20.2. The UAE Pro League Supplier shall install the ProTreads in the locations specified by the UAE Pro League one (1) hour prior to the kick-off time of each Match of the Competitions.

20.3. Clubs shall store the ProTreads in a clean location and shall allow the UAE Pro League and/or the UAE Pro League Supplier access to them. Clubs shall ensure the security of the ProTreads storage area and protect them from any damage throughout the Season.

Clubs shall identify the designated storage area with a sign stating: **“UAE Pro League ProTreads”**.

20.4. The ProTreads shall be installed in a manner that ensures their visibility within the field of view of the main camera **CAM1** and the cameras behind the electronic advertising boards **CAM4 & CAM6**, ensuring that the goal net is visible from both sides and that the entire ball is clearly visible in the television broadcast.

21. 3D Advertising Carpets

21.1. The advertising rights relating to 3D advertising carpets in the Competitions shall belong to the UAE Pro League, which shall be responsible for producing and distributing the 3D advertising carpets to the Clubs. Please refer to the images in Annex No. (9).

21.2. The Home Club may use the advertising rights on a maximum of two (2) 3D advertising carpets in the Competitions. The production of these two carpets shall be the responsibility of the Home Club, provided that production is carried out by the official advertising carpet supplier of the UAE Pro League.

21.3. The UAE Pro League reserves the right to use two (2) 3D advertising carpets from the Club's allocated entitlement if the Club fails to designate a Sponsor.

21.4. The Home Club shall be responsible for installing the 3D advertising carpets, provided that the carpets are installed in the locations specified by the UAE Pro League one (1) hour prior to the Match kick-off time. Please refer to the images in Annex No. (9).

21.5. Clubs shall store the 3D advertising carpets in a clean location and shall allow the UAE Pro League and/or the UAE Pro League Supplier access to them. Clubs shall ensure the security of

the 3D advertising carpet storage area and protect them from any damage throughout the Season.

Clubs shall identify the designated storage area with a sign stating: **“UAE Pro League Advertising Carpets”**.

21.6. The exact size and location of the 3D advertising carpets shall be approved by the UAE Pro League to ensure optimal visibility on television broadcasts prior to approval, as dimensions vary from one Stadium to another depending on the location and height of the main cameras and the field of view.

21.7. If the 3D advertising carpets become unsuitable for television broadcasting due to improper storage, the Club shall bear the costs of producing new carpets.

21.8. The League shall have the right to introduce seasonal usage fees for the commercial rights relating to 3D advertising carpets.

22. Big Screens

22.1. The display rights on the big screens shall belong to the Home Club, except during the following periods, which shall be reserved for the UAE Pro League and/or the UAE Pro League Commercial Partners:

- a.** Fifteen (15) minutes prior to kick-off after the announcement of the team line-ups. Please refer to the images and graphics in Annex No. (10.2).
- b.** Five (5) minutes prior to the start of the Match.
- c.** During the Match (please refer to the images in Annex No. (10.4)) and/or live broadcast content (please refer to the Television Broadcasting Regulations for further details).
- d.** During the half-time interval.
- e.** Immediately after the final whistle.

22.2. Clubs shall also display the visuals as specified below in Annex No. (10):

- a.** Match Information (Annex No. 10.1).
- b.** Team Line-up Announcement (Annex No. 10.2).

23. Giant Screen Content During the Match

23.1. The appearance of the Club's Commercial Sponsors during the ninety (90) minutes of the Match shall be subject to the approval of the UAE Pro League.

23.2. Clubs shall provide the League with the artwork at least five (5) days prior to the Match for approval.

*** Conditional Clause in the event that a "Timekeeping Sponsor" joins the League:**

Clubs shall obtain approval of the Giant Screen designs from the League at least two (2) weeks prior to the commencement of the Season. If the Club wishes to amend the approved design after approval and at least seven (7) working days prior to the Match date, an approval fee of **AED 2,000** shall be imposed and deducted from the Club's dues with the League.

23.3. Annex No. (10).

23.4. The appearance of the Club's Commercial Sponsors during the official ninety (90) minutes of the Match on the lower section of the Giant Screen strip shall be subject to the written approval of the UAE Pro League. A fee of **AED 150,000 per Season** shall apply for the ADNOC Pro League Competition. This amount shall be deducted from the Club's dues with the League at the end of the Season.

23.5. In the event that the UAE Pro League enters into an agreement with a "Timekeeping Sponsor", all rights before, during, and after the Match shall belong to the UAE Pro League. Accordingly, Article 23.4 shall become void, while retaining the right to deduct the applicable fees from the Club's dues for the period used during the Season, without any liability

whatsoever on the part of the League towards the Clubs, their Sponsors, or any third party contracted by them.

23.6. *(No text provided.)*

24. Team Benches

24.1. Clubs shall own the advertising rights on the exterior and interior of both Team Benches. Clubs shall install advertising and commercial branding on the interior and exterior of the Substitute Benches in accordance with the UAE Pro League requirements and shall ensure the quality of the branding materials throughout the Season.

In the event of non-compliance, the Club shall be subject to penalties in accordance with the Quality Control Procedures.

24.2. Clubs shall own the advertising rights on the seats of both Team Benches.

25. Additional Time Boards

25.1. The UAE Pro League shall own the advertising rights on the Additional Time Boards.

25.2. The UAE Pro League shall provide the participating teams with advertising stickers. Participating Clubs shall place the advertising stickers on the Additional Time Boards and ensure that the correct advertisements are affixed to the boards at least three (3) hours prior to kick-off.

26. Signage (Rooms and Directional Signs)

26.1. Signs and labels shall be placed in all rooms and areas specified in the Stadium Regulations and Annexes (2), (3), and (4), using the templates attached in Annex No. (11).

These rooms and areas shall include, but not be limited to, the following:

a. Home Team Dressing Room.

- b.** Away Team Dressing Room.
- c.** Referees' Room.
- d.** UAE Pro League Office.
- e.** Anti-Doping Control Room.
- f.** Team Medical Room.
- g.** Press Conference Room.
- h.** Media Tribune.
- i.** Media Centre.
- j.** Mixed Zone.
- k.** Spectators' Medical Room.
- l.** Commentator Position.
- m.** Television Studio.
- n.** Substitute Bench (with the name of the Participating Club).
- o.** Ticket Booths.
- p.** Entrance Gates.
- q.** Directional signs and stadium perimeter signage / Stadium Layout.

26.2. The Host Club shall ensure the installation of clear directional signage to guide VIPs, Guests, Spectators, Officials, and Media Representatives.

26.3. The Club shall provide the internal and external signage plan at least two (2) weeks prior to the commencement of the Season, in accordance with the Stadium Regulations.

26.4. Clubs shall use the UAE Pro League-approved logos on internal directional signage.

27. Matchday Activities

27.1. The Host Club may organise activities on Matchday, including but not limited to, lotteries and prize draws for fans. Such activities may take place before the Match, during the half-time interval, or after the Match. For the filming or documentation of such activities, please refer to Chapter 11 of the Media Regulations.

Clubs shall organise Matchday Experience activities, provided that a written request is submitted to the League for approval at least seven (7) days prior to the scheduled Matchday (unless a shorter period is specified). Requests shall be submitted digitally using an editable PDF form as provided in Annex No. (12), and no requests submitted in any other format shall be accepted.

The Matchday Activities form is available for download from the UAE Pro League FTP website. All details must be completed and submitted to the UAE Pro League Marketing Department representatives for review and approval.

If the request is submitted after the specified deadline, an approval fee of **AED 2,000** shall be imposed and deducted from the Club's dues with the League.

27.2. The participation of First Team players during the official line-up formation and the official team photo for the purpose of promoting any event or initiative shall be an exclusive right of the UAE Pro League.

If the Club wishes to exercise such right, it shall submit a written request to the League, and the decision to approve or reject the request shall be at the sole discretion of the UAE Pro League.

27.3. *(No text provided.)*

27.4. The following principles shall be followed in relation to Matchday activities:

a. No activities shall be permitted during the following periods:

The period between fifty-three (53) minutes prior to kick-off and twenty (20) minutes prior to kick-off. ■

The period commencing ten (10) minutes prior to kick-off until the half-time interval. ■

The period commencing four (4) minutes prior to the second-half kick-off until the end of the Match. ■

b. Such activities shall not cause any damage to the Match pitch.

c. Such activities shall not pose any risk to spectators inside the Stadium.

27.5. Without prejudice to Clauses 25.2 and 25.7 above, all activities shall be subject to the approval of the UAE Pro League. The League reserves the right to approve or reject any request submitted by the Host Club. All official approvals and/or rejections shall be communicated via email.

27.6. The Host Club shall be responsible for ensuring that all activities organised have obtained the approval of the relevant national and local authorities.

27.7. The UAE Pro League shall not bear any legal liability towards any Participating Club or any other party in the event of any losses, damages, fees, or costs incurred as a result of activities organised by the Host Club.

27.8. Participating Clubs may organise various activities in the Official Fan Zone designated by the UAE Pro League, provided that all activities are approved by the UAE Pro League at least seven (7) days prior to the Match date.

The UAE Pro League reserves the right to approve or reject any request submitted by the Participating Club. All official approvals and/or rejections shall be communicated to the Clubs via the official email addresses of the League's Marketing Department representatives.

27.9. The Centre Circle Cloth shall be an exclusive right of the UAE Pro League. If the UAE Pro League requires the use of the centre circle for any event, the Club shall provide twenty (20)

staff members to carry the printed cloth designated for this purpose during the event and shall ensure that they are wearing clean and uniform attire.

27.10. The Club shall provide a representative from the Marketing Team three (3) hours prior to the commencement of the Match to attend the coordination meeting and assist the UAE Pro League team during the Match-related activities.

27.11. The Club shall provide a dedicated Internet network (Wi-Fi) for spectators.

27.12. The Club shall provide an entertainment system to enhance the Matchday experience, including: a Giant Screen, sound system, and interactive applications.

27.13. The Club shall submit a list of activities planned for the Match of the Week.

27.14. The Club shall implement smart initiatives/applications aimed at enhancing the spectator experience.

27.15. Prize Draws

If the UAE Pro League organises prize draws for spectators at the Stadium, the Host Club shall supervise the draws and the distribution of prizes on Matchday in accordance with the following details:

27.16. Prize Draw and Prize Distribution Procedure:

27.15.1. All spectators who have purchased tickets online and attended the Match at the Stadium shall be eligible to participate in the prize draws.

27.15.2. "Platinum List" shall provide an Excel file containing the details of ticket holders (tickets scanned at the gates) for both teams. The person responsible for conducting the draw shall coordinate with "Platinum List" and the Club's Ticketing Officer.

27.15.3. The winner shall be selected through a random draw conducted via the website www.random.org during the first twenty (20) minutes of the Match.

27.15.4. The person responsible for the draw shall contact the winner using the contact details provided by “Platinum List” in order to coordinate the prize collection process.

27.15.5. Prizes shall be presented by the Match Observer after the Match in front of the UAE Pro League-approved Media Backdrop.

27.15.6. The Club Photographer shall take a high-resolution photograph of the winner.

27.15.7. The completed forms, reference photographs, copies of UAE Identity Cards or passport copies, and electronic tickets shall be sent to the UAE Pro League Marketing Team within one (1) hour after the final whistle.

27.17. Prize Announcement (Announcement Script and Giant Screen)

27.17.1. The Host Club shall announce the winner’s ticket details on the Giant Screen during the half-time interval.

27.17.2. The Host Club shall comply with the script approved by the UAE Pro League.

27.17.3. All Participating Clubs shall secure the necessary approvals to conduct prize draws and distribute prizes throughout the Season for all Home Matches of the Club.
(Quality Control Procedures (QCP) shall apply in cases of non-compliance.)

27.17.4. Following the Match Preparation Meeting, the Marketing Officer/Marketing Representative shall ensure the implementation of the following tasks:

All marketing assets and advertising branding materials shall be inspected four (4) hours prior to kick-off.

(Quality Control Procedures (**QCP**) shall apply in cases of non-compliance.)

A rehearsal of the pitch advertising branding setup shall be conducted four (4) hours prior to kick-off.
(Quality Control Procedures (**QCP**) shall apply in cases of non-compliance.)

If any marketing assets or advertising branding materials are not used or are unsuitable for use, the Marketing Officer/Marketing Representative shall immediately notify the UAE Pro League to resolve

the issue.

(Quality Control Procedures (**QCP**) shall apply in cases of non-compliance.)

The Host Club shall be responsible for storing the marketing assets. In the event that any of these assets are damaged and/or become unusable due to improper storage, the Club shall bear the cost of reproducing such assets.

Quality Control Procedures (**QCP**) fines shall be applied in the event of non-compliance with any of the above-mentioned tasks.

UAE Pro League Initiatives

Clubs shall obtain approvals from the relevant authorities in each Emirate where the Club is located and provide the League with a copy of such approvals.

Coordination between the UAE Pro League and Clubs shall be maintained regarding any new initiatives introduced during the Season to ensure smooth operations.

The Club shall be granted the right to organise fan engagement events, and the Club shall be exempted from ticket fees for participants in such events, subject to obtaining prior written approval from the League.

Monthly Awards and Fantasy Awards

The Host Club shall be responsible for the award operations on Matchday to ensure smooth execution of the process on Matchday.

(Quality Control Procedures (QCP) shall apply in cases of non-compliance.)

27.18. Participating clubs shall organise at least four (4) events during the season to enhance the Matchday experience, consisting of two (2) events during the first half of the season and two (2) events during the second half of the season. Each event shall include all of the following:

Fan Zone.

Entertainment shows.

Prize draws.

27.19. The Club Marketing Officer or any member of the Marketing Department shall communicate with the UAE PL Marketing Department through the official club email address bearing the club's domain name, for example: xxx@clubname.ae.

27.20. Electronic Matchday Marketing Operations System:

Clubs shall complete all stages and requirements of the Electronic Matchday Marketing Operations System in accordance with the timeline specified for each stage within the system.

Quality Control Procedures (QCP) fines shall apply in cases of non-compliance.

27.21. "Pre-Match Marketing Plan Discussion Meeting"

The Club Marketing Officer shall attend the coordination meeting held prior to each round to discuss the marketing plan, initiatives, and match-related events.

Quality Control Procedures (QCP) fines shall apply in cases of non-compliance.

28. Fan Attendance Requirements

28.1. Fan Attendance

28.1.1. Each club shall set an annual target for increasing fan attendance, expressed as a percentage growth compared with the previous season.

28.1.2. Clubs shall regularly monitor fan attendance figures and report attendance data throughout the season.

28.2. Development of Club Marketing Capabilities

28.2.1. Clubs shall assess the current capabilities of their marketing teams and identify any skills gaps.

28.2.2. Clubs shall implement appropriate training programmes to develop team capabilities and enhance overall marketing effectiveness.

28.3. Marketing Initiatives Reports

28.3.1. Clubs shall document and submit reports after each round, detailing the marketing initiatives and Matchday experience activities implemented.

28.3.2. Reports shall include objectives / Key Performance Indicators (KPIs), implementation methodology, and achieved results.

28.3.3. Quality Control Procedures (QCP) fines shall be applied to clubs that fail to submit the required reports.

28.4. Community Outreach

28.4.1. On each Matchday, clubs shall engage with different expatriate communities identified as part of their strategic plans.

28.4.2. This is to ensure diversity and continuity in targeting efforts and prevent focusing repeatedly on the same groups.

28.4.3. Clubs shall establish mechanisms to track attendance and engagement levels by community.

28.5. Fan Committee for Engagement with Expatriate Communities

28.5.1. Each club shall support the establishment of a dedicated committee representing the main expatriate communities in the United Arab Emirates.

28.5.2. This committee shall serve as a communication link between the club and the expatriate communities, ensuring broad and inclusive representation.

Committee members shall be responsible for holding monthly meetings, conducting field visits to communities, and continuously participating in cultural events.

28.6. Social Media Awareness Strategy

28.6.1. Clubs shall implement paid social media advertising campaigns prior to each home match.

28.6.2. In addition, clubs shall publish between ten (10) and fifteen (15) engaging content pieces per week.

Players should be regularly featured within digital content targeted at promoting upcoming home matches.

28.7. Marketing Budget Planning

28.7.1. Clubs shall submit a comprehensive marketing budget prior to the commencement of each season.

28.7.2. The budget shall cover key areas, including social media management, paid advertising, public relations, influencer collaborations, and fan engagement activation.

28.8. Commercial Assets Management

28.8.1. Clubs shall prepare and maintain a detailed inventory of all existing sponsorship assets and the allocations assigned to each sponsor.

28.8.2. Clubs shall regularly update these inventories and share them with the UAE Pro League to ensure transparency and facilitate effective utilisation.

28.8.3. In the event that any club uses any commercial assets outside the approved inventory without obtaining official approval from the UAE Pro League, Quality Control Procedures (QCP) fines shall be imposed.

29. Promotional and Merchandising Rights

29.1. The Host Club shall have the right to allocate an area within the Controlled Access Area where the Host Club and/or its commercial partners may exercise non-exclusive merchandising rights through product sampling, display and sale of products, and provision of services.

29.2. The UAE Pro League and/or its commercial entities shall have the right to exercise merchandising, display, product sampling, product demonstration, and sales rights for their products and services within the stadium.

29.3. The Host Club shall provide sufficient space within the Controlled Access Area for the UAE Pro League and/or its commercial entities to exercise exclusive merchandising rights through the display, sampling, promotion, and sale of their products and provision of their services. The required allocated space shall be made available to the UAE Pro League and/or its commercial entities free of charge.

29.4. Clubs participating in UAE Pro League competitions shall provide detailed promotional plans, including mechanisms for attracting fans to attend matches, to the UAE Pro League at least two (2) weeks prior to the date of hosting the match.

29.5. Fan attraction mechanisms shall include:

Ticket sales plans.

Resident engagement plans.

School targeting plans, including the expected number of visits.

Loyalty programme plans.

Family engagement plans.

Any additional plans deemed appropriate by the club.

29.6. Clubs shall ensure a minimum level of fan attendance in accordance with the attendance figures determined by the UAE Pro League for its competitions through an official circular. In the

event that the minimum attendance requirement is not achieved, Quality Control Procedures (QCP) fines shall apply.

29.7. Verification of Minimum Fan Attendance Requirements

29.7.1. The UAE Pro League shall review and analyse fan attendance data to verify that clubs comply with the required attendance figures based on the reports generated through the ticketing system and stadium access scanning systems.

29.7.2. If the UAE Pro League suspects, or becomes aware by any means, of any manipulation or falsification of fan attendance figures, the fine for failure to achieve the minimum attendance requirement shall be applied regardless of the actual attendance figure.

29.8. Clubs shall establish frameworks for player involvement in community activities aimed at attracting fans on a regular basis. Such activities shall include both Emirati and foreign players.

29.9. Clubs shall specify the expected fan attendance for each match within their marketing plans, provided that such attendance shall not be below the minimum fan attendance requirement determined by the UAE Pro League for each club. The implementation and effectiveness of the marketing plan shall be measured based on the actual fan attendance at each match.

Quality Control Procedures (QCP) fines shall apply.

29.10. The UAE Pro League shall have the right to request Host Clubs to provide children to accompany players during events organised for the UAE Pro League or its sponsors.

29.11. *(Player Escort Kids Activity)* Commercial advertising displayed on the uniforms used during Player Escort Kids Activities shall be an exclusive right of the UAE Pro League.

29.12. (*Player Escort Kids Activity*) If a club wishes to utilise Player Escort Kids Activities, it shall formally notify the UAE Pro League seven (7) days prior to the match date. An additional fee of AED 5,000 per match shall apply and shall be deducted from the club's dues payable by the UAE Pro League.

In all cases, the UAE Pro League shall have the right, at its sole discretion, to approve or reject the club's request.

29.13. If the UAE Pro League requests participating clubs to provide children to accompany players, clubs shall comply with the following:

29.13.1. Provide twenty-two (22) children (aged between six (6) and sixteen (16) years).

29.13.2. Ensure that children wear appropriate sports shoes and suitable socks.

29.13.3. The UAE Pro League shall provide the designated event uniform (shirt and shorts).

29.13.4. Clubs shall provide a suitable changing room for the children.

29.13.5. Clubs shall provide match tickets for the children and their parents/guardians (one accompanying person per child upon request).

29.13.6. The Match Commissioner and the Club Marketing Representative shall provide details regarding the activity, entry procedures, and player line-up arrangements.

30. League Star Ambassadors

30.1. Participating clubs shall nominate four (4) Star Players, including two (2) Emirati players, to serve as Player Ambassadors for four (4) days each per season (subject to a suitable schedule). These four (4) players shall undertake activities aimed at promoting and developing UAE Pro League competitions and activities. The UAE Pro League and clubs shall have the rights to showcase the activities of the Player Ambassadors.

30.2. Participating clubs shall submit the list of League Star Ambassadors three (3) weeks prior to the start of the league season. The UAE Pro League shall have the right to request changes to the nominated players and replace them with other designated players as it deems appropriate to achieve the objectives of the League Ambassador Programme.

30.3. Participating clubs shall regularly update the Player Ambassador list based on player transfers or long-term injuries.

30.4. Participating clubs shall ensure that League Star Ambassadors comply with the standards established and communicated for each activity under the Player Ambassador Programme.

30.5. The UAE Pro League shall have the right to utilise the names and images of League Star Ambassadors collectively or request them to record videos for the promotion of UAE Pro League competitions and its sponsors.

31. Club Advertising

31.1. Participating clubs shall not install any commercial advertising within the camera field of view. Specifically, advertising may only be installed in the following locations:

The upper row (where the stadium has a single-tier seating arrangement); or ■

Between the first-row seats and the second-row seats (where the stadium has a two-tier seating arrangement). ■

If seats and/or any area require coverage for security-related reasons, the banner used shall not be commercial and must be approved by the UAE Pro League.

Clubs shall not place any commercial advertising assets within the camera field of view without obtaining prior written approval from the UAE Pro League. The club shall also provide the UAE Pro League with an illustrative design of the proposed branding/display when submitting the request.

31.2. Non-commercial Club Advertising in Competition Finals:

1. Approval of non-commercial club advertising during competition finals shall be at the sole discretion of the UAE Pro League.
 2. If fan seats are covered with club advertising, tickets for those seats must be purchased.
 3. The UAE Pro League shall determine the allocated time for displaying non-commercial club advertisements during competition finals. Any banners exceeding the dimensions of 1.5 m x 1.5 m shall not be permitted entry into the stadium after the specified deadline.
 4. Participating clubs in competition finals shall submit their advertising designs to the UAE Pro League for approval at least ten (10) days prior to the match.
 5. All non-commercial advertisements must be removed immediately after the competition finals. In the event that such advertisements are not removed, the club shall be subject to a fine of AED 30,000, in addition to the value of the tickets for the covered seats.
- 31.3.** Sponsors shall not be promoted on the uniforms of ball kids, player escorts, or flag bearers in any UAE Pro League competitions unless prior written approval has been obtained from the UAE Pro League.
- 31.4.** The UAE Pro League shall have the right to use its trademarks, logos, and/or the marks of competitions organised by it, as well as UAE Pro League campaign messages or corporate social responsibility messages, on the uniforms of ball kids, player escorts, and flag bearers in any of its competitions.
- 31.5.** These rights shall be added to the list of UAE Pro League assets.
- 31.6.** The competition logo shall be included on the uniforms of ball kids, player escorts, and flag bearers in any UAE Pro League competition.

31.7. Matchday Activities Event Fees

Activity	Type	Activity Request Deadline	Fee
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Commercial advertising on Player Escort Kids uniforms	Commercial Activities	No later than seven (7) days prior to the match date	AED 5,000 per activity
Commercial advertising on Player Escort Kids uniforms, appearance and presence of club sponsor mascots, or any request for the appearance of a specific brand in any Matchday activity	Commercial Activities	No later than seven (7) days prior to the match date	AED 5,000 per activity
Club recognition and honouring ceremonies for different categories, of all types	Recognition and Appreciation Activities	No later than three (3) days prior to the match date	AED 3,000 per activity
Distribution of club fan prizes	Loyalty Programme and Attendance Enhancement Activities	No later than three (3) days prior to the match date	No fee
Distribution of fan prizes based on electronically scanned tickets or activities sponsored by any entity	All Prize Activities	No later than three (3) days prior to the match date	AED 2,000 per activity
Any activities requested on the same matchday	All Activities	Matchday	AED 5,000 per activity

32. Other Assets

32.1. Annex 13 contains a summary of the UAE Pro League competition assets. Participating clubs shall notify the UAE Pro League in writing at least two (2) weeks in advance if they wish to exercise any of their rights not specified above.

33. Advertising Assets

33.1. The UAE Pro League encourages professional clubs to utilise advertising assets to increase their revenues. If a club is unable to utilise these assets during the first month of the season, the UAE Pro League shall have the right to use such assets for its commercial partners.

33.2. The UAE Pro League shall retain the exclusive right to create, promote, market, and commercialise any digital assets across television and digital broadcasts for UAE Pro League sponsors, including, but not limited to, the use of Augmented Reality (AR), Virtual Reality (VR), and Digital Video Advertising (DVA) technologies.

33.3. The UAE Pro League shall have the right to use cooling break intervals to promote its sponsors across all competitions whenever such breaks are implemented during the season.

33.4. The UAE Pro League shall have the right to use the allocated cooling break time to promote sponsors through, including but not limited to, the following assets: LED screens, giant screens, GFX graphics, on-pitch elements, and other relevant promotional assets.

34. Protection of Rights

34.1. No other party, including the commercial partners of participating clubs, shall have the right to use competition marks or undertake any action that may imply any association between the competitions and such party.

34.2. Participating clubs shall not exploit any commercial rights except for those granted under this Regulation Document. Clubs shall take all possible measures, particularly with regard to spectators, stadiums, and stadium owners, to protect and activate the rights of the UAE Pro League, its commercial entities (as per Annex 1), and/or its Official Licensees.

34.3. Participating clubs shall take all necessary actions deemed required by the UAE Pro League to maintain and protect the UAE Pro League's commercial rights and all rights granted to its commercial entities and/or Official Licensees.

34.4. Clubs shall ensure the protection of the rights of rights holders.

35. Pre-Season Squad Photography

Clubs shall provide the UAE Pro League and the rights-holding broadcasters with the right to photograph the club's players (the first team squad and all players from other categories) who will participate in the competitions organized by the UAE Pro League. The club shall schedule the photography session at least three (3) weeks prior to the start of the season, in coordination with the UAE Pro League.

35.1. In the event that any player is absent, the club shall arrange an alternative photography session for the absent player(s).

35.2. If the club wishes to change the kits that were photographed after the photography session during the season, the club shall bear all costs associated with the subsequent photography session.

35.3. With regard to the summer and winter transfer windows and the photography of new players joining the club, the club shall schedule a photography session within a maximum period of seven (7) working days after the closure of the relevant transfer window, in coordination with the UAE Pro League.

35.4. In the event that the club fails to comply with the above requirements, the matter shall be referred to the Disciplinary Committee for determination.

36. e-League

36.1. The club shall provide the UAE Pro League with an eSports tournament plan, through which the first-choice player shall be appointed or directly identified. In both cases, the club shall enter into a formal agreement with the first-choice player to ensure compliance with the player's participation requirements and continued involvement in local and international competitions. If the first-choice player's account fails to qualify for participation in the e-League for any reason, the club shall contract the second or third-choice player, as applicable.

36.2. The club shall assign a member of its Marketing Department to follow up on the requirements of the eSports competitions organized by the UAE Pro League, as follows:

36.2.1.1. Monitor the club's representative player during local and international participation and provide the UAE Pro League with performance reports.

36.2.1.2. Maintain continuous communication with the player and provide the UAE Pro League with all requirements or observations for discussion and necessary action.

36.2.1.3. Provide the UAE Pro League with all information and requirements related to the tournament and player equipment.

36.2.1.4. Implement promotional plans for the tournaments across the club's official platforms.

36.2.1.5. Follow up with tournament-winning players throughout the qualification stages for local and international playoffs, including but not limited to the **Plays-In stage** following the conclusion of the UAE Pro League competitions, which enables the club's player to represent the club in the World Cup qualifiers.

36.3. Promote the UAE Pro League eLeague tournaments through the club's official platforms, players (**social media channels**), and any other available channels **for electronic sports platforms**, and republish any promotional content related to the tournament published by the UAE Pro League.

36.4. The deadline for submitting the player selection plan and the promotional plan, whether through a tournament or direct appointment, shall be by the end of September of each season.

36.5. The deadline for appointing the player shall be by the end of November of each season.

36.6. All registered players must be over sixteen (16) years of age and must be UAE nationals or residents of the UAE (holding a valid Emirates ID), unless otherwise updated by the UAE Pro League.

36.7. Each club shall select a maximum of three (3) players as official representatives of the club, in accordance with the mechanism approved by the UAE Pro League.

36.8. Each club shall identify the main player and substitute players as the club's official representatives, in accordance with the mechanism approved by the UAE Pro League.

36.9. The first player appointed by the club shall be considered the main representative of the club in the eLeague, while the second and third players shall serve as substitutes in the event of any circumstances preventing the participation of the main player.

36.10. To ensure account eligibility, player accounts shall be subject to verification by the relevant entity, and players who fail to pass the verification process shall be excluded. The UAE Pro League shall have the right to appoint a replacement player in the event that a draw-based selection system is adopted.

37. Club Sponsors Media Evaluation Report

37.1. The UAE Pro League shall contract a media evaluation service provider at the beginning of each season for the purpose of providing sponsor reports, media value evaluation reports, and/or analysis of available media assets for all clubs. The total cost shall be allocated proportionally among the clubs.

38. Club Store and Merchandising

38.1. Clubs shall provide the UAE Pro League, at the beginning of each season, with four (4) official first-team kits and two (2) official first-team shirts for marketing activities and roadshows, prior to the start of the season.

38.2. Clubs shall ensure that the club store is open to fans on matchdays. The store must contain club merchandise. Clubs are encouraged to offer discounts linked to matchday tickets in order to increase and expand their fan base.

Quality Control Process (QCP) penalties shall apply for non-compliance.

39. Online Store

39.1. All clubs shall provide the official jerseys and other items bearing the club's logo for sale through the UAE Pro League's online store.

39.2. The UAE Pro League shall display the jerseys and other items for sale at the selling prices approved by the club and offered to its fans through its own stores.

39.3. The UAE Pro League shall deduct 15% of the sale price as administrative, operational, and promotional expenses.

39.4. The UAE Pro League shall have the right to use club logos, names, and promotional texts to produce commercial items bearing the logo of the club and/or the UAE Pro League and/or the competitions for sale to fans. The club whose branded merchandise is sold shall receive 15% of the sale value.

Public Auction

39.5. Clubs shall provide the UAE Pro League with players' jerseys included in the starting lineup upon request through an official letter issued by the UAE Pro League, in the event that the club is selected by the UAE Pro League to sell its jerseys through a public auction, subject to the following:

- a.** The jerseys must be those worn by the players during the match.
- b.** In the event that a player does not participate in the match, the club shall provide the jersey allocated to that player, provided that the player signs the jersey bearing his number and name.
- c.** The number of worn and signed jerseys provided by players shall not be less than eleven (11) jerseys corresponding to the players included in the match starting lineup for the merchandise initiative.

39.6. In the event that the club does not wish to participate, it shall respond to the UAE Pro League's request through an official letter at least seventy-two (72) hours prior to the match. Failure to respond shall be deemed as approval to participate.

39.7. The jerseys provided must be the same jerseys worn by the participating players during the match. Jerseys of players who did not participate in the match must bear their signatures.

39.8. Clubs shall deliver the jerseys to the UAE Pro League immediately upon the conclusion of the match.

39.9. Selected clubs shall promote the auction plan in conjunction with the UAE Pro League's announcement of the auction, and shall provide the UAE Pro League with the promotional plan as part of the match marketing plan.

39.10. Selected clubs shall promote the auction plan in conjunction with the UAE Pro League's announcement of the auction, and shall provide the UAE Pro League with the promotional plan as part of the match marketing plan.

39.11. Each club shall appoint a designated person responsible for the auction initiative prior to the start of the season.

39.12. Failure to comply with the above requirements shall result in the application of Quality Control Process (QCP) penalties.

40. Electronic Tickets

Please refer to the Electronic Ticketing Manual.

40.1. All promotional materials and communications related to ticket sales shall be shared with the UAE Pro League at the beginning of the season as part of the club's marketing strategy, for review and approval.

40.2. Ticket sales promotion shall commence no later than seven (7) days prior to the start of the match and shall end at least one (1) hour before the match kick-off.

40.3. Ticket promotions may be conducted through various channels, including but not limited to online platforms, social media, email newsletters, printed publications, or direct promotional activities.

40.4. All promotional activities, including prize draws conducted in connection with ticket sales, shall comply with all applicable laws and regulations, including consumer protection laws and regulations governing ticket sales and promotional campaigns.

41. Commercial Seat Branding

In the event that a club wishes to cover stadium seats with commercial or non-commercial branding, the club shall purchase and reserve such tickets. *

The branding displayed on divider banners shall feature either the UAE Pro League logo or the club logo.

42. Marketing Strategy

All participating clubs shall submit their strategic marketing plan to the UAE Pro League Marketing Department for review and approval at least thirty (30) days prior to the start of the season, in accordance with the UAE Pro League Club Licensing Regulations.

43. NFTs and Fan Tokens

43.1. The UAE Pro League shall have the right to issue Non-Fungible Tokens (NFTs), which shall constitute assets related to the competitions and participating players, including but not limited to match tickets, club jerseys, medals, and other assets to be traded through dedicated trading platforms.

43.2. The UAE Pro League shall collect all revenues generated from sales in the primary market (issuance) and the secondary market and shall distribute such revenues among the participating clubs based on the clubs' respective sales performance.

44. Crypto Digital Assets

- a.** The UAE Pro League shall have the right to produce crypto digital assets related to the competitions and participating players, including but not limited to outstanding goals, historical moments, award ceremonies, and any other materials deemed appropriate. Such assets shall be traded through dedicated trading platforms and shall generate financial returns for the competitions and clubs.
- b.** The UAE Pro League shall collect all revenues generated from sales in the primary market (issuance) and the secondary market and shall distribute such revenues among the participating clubs based on the respective sales generated by each club.

45. Digital Assets

- a.** The UAE Pro League shall have the right to use the intellectual property rights of its competitions, participating clubs, trophies, and any related elements for use in gaming applications, including but not limited to Fantasy games, SEGA games, and other similar applications. Any commercial revenues generated from such activities shall be included in the clubs' distributions at the end of the season.

b. Gaming Rights

The gaming rights shall include the following:

League name and logos (and any related trademarks).

League awards, shields, and trophies, including the ADIB Cup.

Official league match ball.

Players' names and images.

Club logos.

Official club kits (home kit, away kit, and third kit, if applicable).

Club sponsors' names and logos (for use on player kits and in-game advertising).

Official stadium names.

Names of club staff members other than players.

Chapter Five: Administrative Regulations

46. Violations

46.1. If any participating club breaches any of the provisions set out in this Regulation Document, the UAE Pro League shall have the right to take any appropriate measures or impose any applicable sanctions in accordance with the Quality Control Procedures (QCP) and/or the UAE Disciplinary Regulations.

46.2. Any item located within the controlled access area and used by the participating club, its players, or representatives shall be removed and confiscated if such item does not comply with this Regulation Document and/or the UAE Pro League Equipment Regulations and/or the UAE Pro League Regulations. Alternatively, such items may be concealed at the discretion of the UAE Pro League, and the relevant participating club may also be subject to sanctions.

46.3. The UAE Pro League shall take all legal actions and any other appropriate measures to prevent unauthorized companies from engaging in commercial association with the competitions or from exploiting the UAE Pro League competitions in any other manner.

46.4. Neither the UAE Pro League nor its commercial partners shall be responsible for compensating any participating club for any losses, fees, damages, or costs of any kind that may arise as a result of the participating club being required to amend or renegotiate its agreements with commercial partners or sponsors.

46.5. Participating clubs shall bear full responsibility for ensuring the compliance of their players, coaches, managers, officials, partners, or sponsors during the UAE Pro League competitions.

Chapter Six: Final Provisions

47. Special Provisions

47.1. Any provision contained in any previous regulation or decision that conflicts with this Regulation shall be deemed null and void, and this Regulation shall apply.

47.2. The approved Match Operations Protocol, its amendments, and decisions issued by the relevant authorities in the UAE shall form an integral part of this Regulation and shall be read and implemented together with it.

48. Matters Not Provided For and Force Majeure

48.1. The Board of Directors shall have the right to take the necessary decisions regarding matters not provided for in this Regulation. Such decisions shall be deemed final and binding and shall not be subject to objection or appeal before any judicial or arbitral authority.

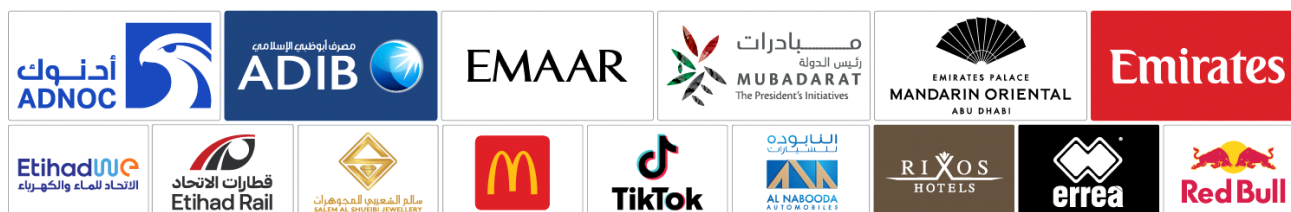
48.2. In the event that a participating club fails to comply with any of the provisions set out in the Marketing Regulations, a financial penalty shall be imposed on the club in accordance with the Quality Control Procedures (QCP). If the violation is not included in the list of violations stipulated in the Penalty Regulations, the matter shall be referred to the Disciplinary Committee of the UAE Football Association.

48.3. The Board of Directors shall have the right to take the necessary decisions in cases of force majeure or emergency circumstances. Such decisions shall be deemed final and binding and shall not be subject to objection or appeal before any judicial or arbitral authority.

49. Ratification and Approval

49.1. This Regulation has been prepared by the UAE Pro League, approved and ratified by the Pro League Board of Directors, and shall enter into force as of **30/06/2026**.

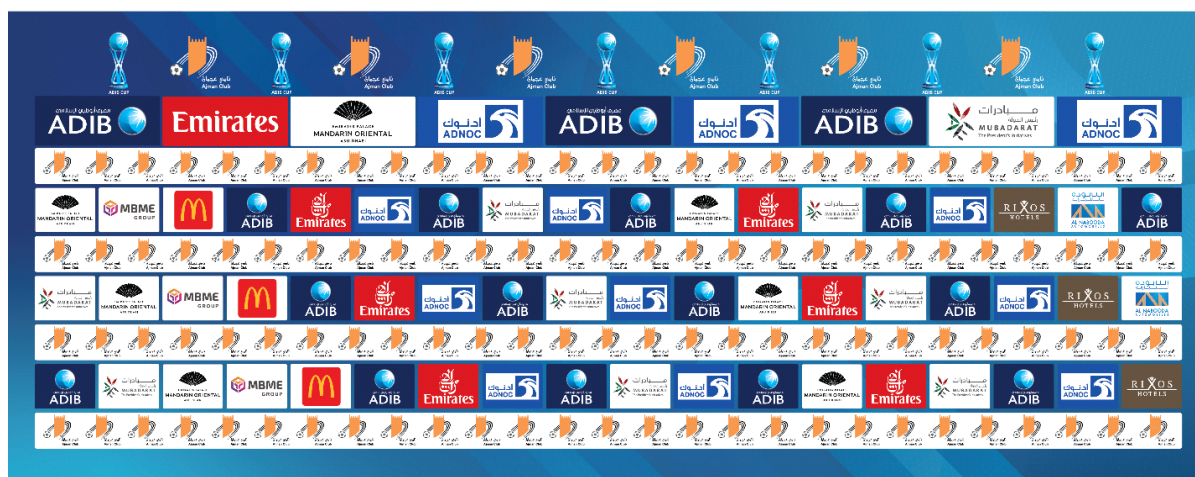
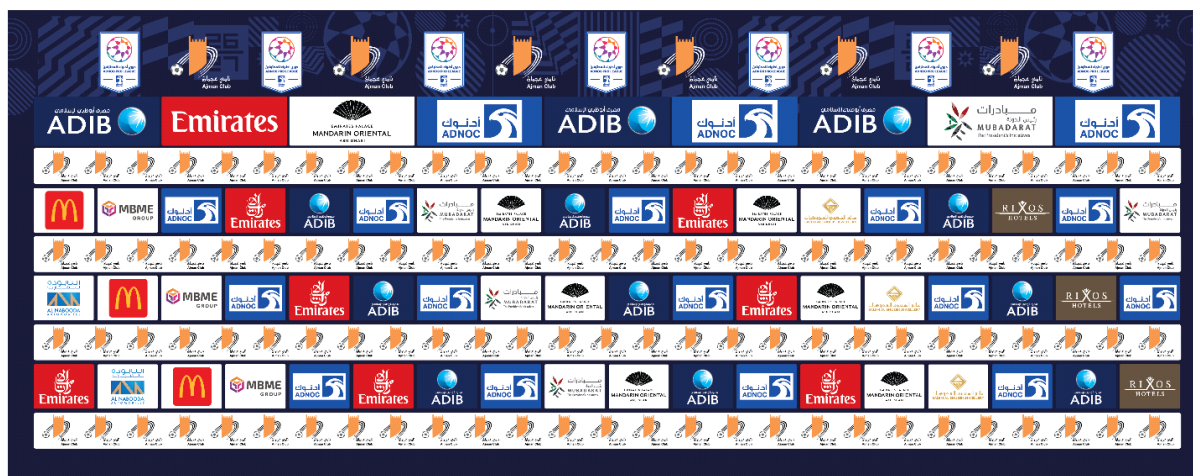
Appendix 1: UAE Pro League Commercial Partners



Appendix 2: Press Conference Media Backdrops

Top of Form

Bottom of Form



Appendix 3: Press Conference Table



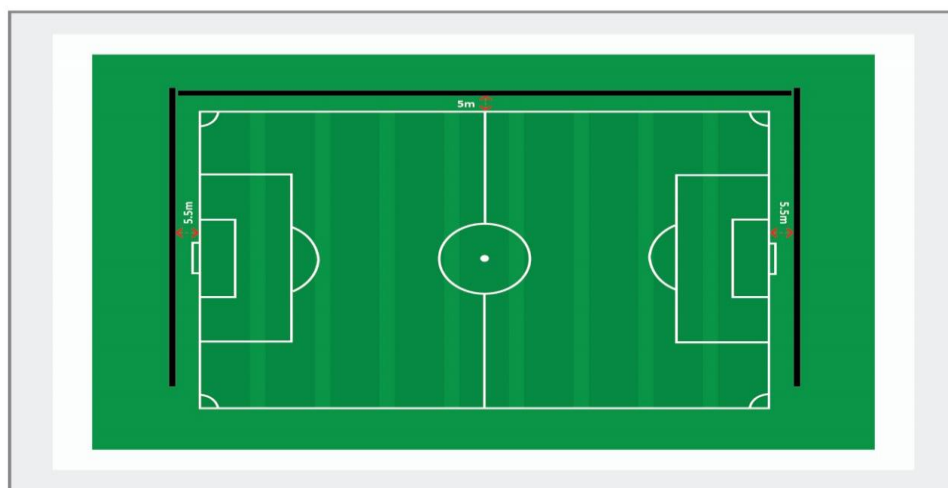
Appendix 4: Mixed Zone Media Backdrops



Appendix 5: Flash Interview Media Backdrops



Appendix 6: Pitch Area Allocated for the Installation of LED Electronic Advertising Boards



Appendix 7: Specifications and Design Guidelines for Electronic Advertising Boards:

LED Content Specifications

Specification	Requirement
Dimensions	TouchLine: 3180 × 120 GoalLine: 2560 × 120
Image Format	TIFF/JPG
Vector Format	Hi-Res Illustrator / Vector PDF
Video Format	MP4 (H.264)
Frame Rate	30 fps
Animation Length	30 seconds (seamless loop)
File Size	Maximum 150 MB
Color Mode	RGB
Minimum Loop Length	7.5–10 seconds per loop
30-Second Deliverable	10-second loop × 3, or 15-second loop × 2 = 30 seconds

Examples

✓		X
Use large logos (horizontal preferred)	YOUR LOGO	Your logo
Use bold fonts only	YOUR MESSAGE	YOUR MESSAGE
Keep text one line only	YOUR MESSAGE	YOUR MESSAGE LINE 01



		YOUR MESSAGE LINE 02
Maintain spacing on edges (avoid cut-off)	YOUR MESSAGE	YOUR MESSAGE

- Use large logos (horizontal preferred)



- Use bold fonts only



- Keep text one line only



- Maintain spacing on edges (avoid cut-off)



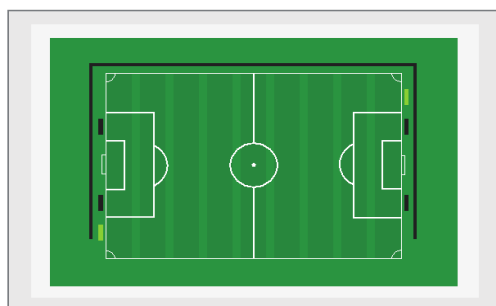
LED Content Specifications

Dimensions	TouchLine: 3180 × 120
	GoalLine: 2560 × 120
Image	TIFF/JPG
Vector	Hi-Res Illustrator / Vector PDF
Video	mp4 (H.264)
Frame Rate	30 fps
Animation Length	30 seconds (seamless loop)
File Size	Maximum 150 MB
Color Mode	RGB
Minimum loop length	7.5 – 10 seconds per loop
30-second deliverable	10 s loop ×3 or 15 s loop ×2 = 30 s

Appendix 8: Protreds



Appendix 9: 3D Advertising Carpets – Distribution Layout



3D Cam Carpets – UAE PL's Positions

3D Cam Carpets – Club's Positions

3D cam carpets – UAE PL's Positions

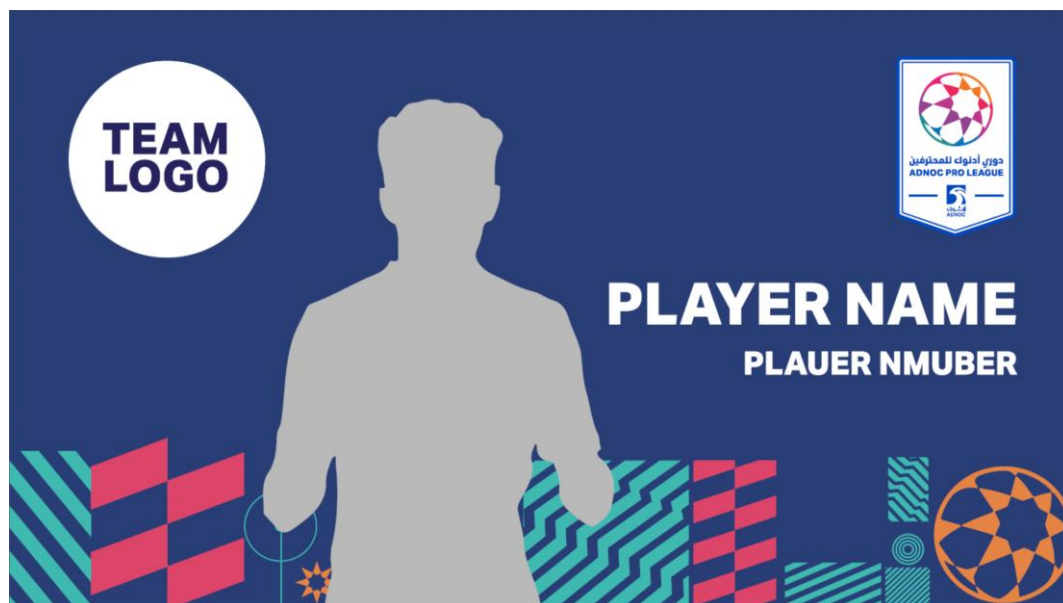
3D cam carpets – Club's Positions

Appendix 10: Giant Screen Graphics

10.1. Giant screen graphics shall be displayed from three (3) hours prior to the start of the match until fifteen (15) minutes before kick-off.



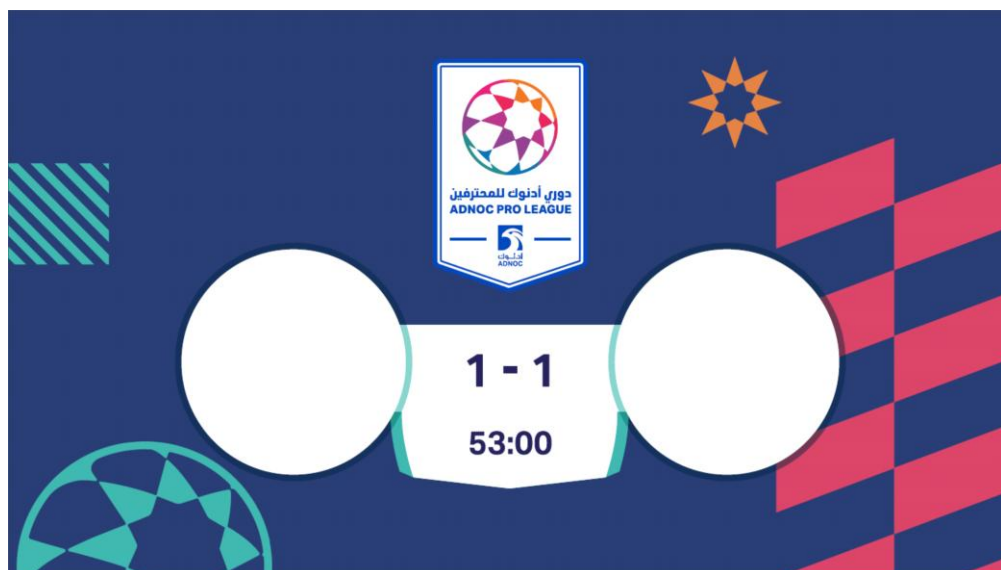
10.2. Giant Screen Graphics 15 Minutes Before Kick-Off (During the Announcement of the Team Line-Ups)



10.3. Giant Screen Graphics Following a Goal Being Scored



10.4. Giant Screen Graphics During the Match



Appendix 11: Rooms and Wayfinding Signage

Appendix 11.1: Wayfinding Signage Template

Meeting Room



Appendix 12: Matchday Promotional Activities



رابطة المحترفين الإماراتية
UAE PRO LEAGUE

الفعاليات والعروض الترويجية ليوم المباراة MATCH DAY ACTIVATION FORM

Application details		تفاصيل تقديم الطلب
Club name:		اسم النادي :
Stadium name:		اسم الاستاد:
Name of competition:		اسم المسابقة:
Date of match:		تاريخ المباراة:
Targeted attendance:		عدد الجمهور المستهدف :
Name of person in charge:		اسم الشخص المسؤول:

Details of promotional activity	تفاصيل الفعاليات الترويجية

Match day activation details	تفاصيل الأنشطة يوم المباراة
Name of sponsor:	اسم شركة الحدث أو الراعي:
Name and type of prizes distributed:	عدد ونوعية الجوائز المقدمة:
Location of prize distribution:	مكان توزيع الجوائز المقدمة:
Number of people involved:	عدد الأفراد المشاركين في الفعالية :
Time allocated:	الزمن المخصص لفعاليات أرض الملعب :
Timing:	☐ قبل المباراة Before the match ☐ بين الشوطين Half time ☐ بعد المباراة After the match
Location:	☐ خارج الاستاد Outside the stadium ☐ على أرض الملعب On the pitch ☐ داخل الاستاد In the stadium

Match day experience details	تفاصيل تجربة يوم المباراة
Fan zone outside the stadium	منطقة المشجعين خارج الملعب :
Entertainment outside the stadium	العروض الترفيهية خارج الملعب :
Entertainment Half time	العروض الترفيهية ما بين الشوطين :
Cheering items distribution	توزيع المواد التشجيعية خارج الملعب :
Others	اخرى :

Match day F&B	خدمات المأكولات و المشروبات
F&B sales point around the stadium	عدد نقاط الأغذية و المشروبات في نطاق الملعب
F&B sales point distribution ATTACH THE FOOD MENUS AND PRICES	توزيع نقاط البيع حول الملعب أرفق قوائم الطعام و الاسعار
Free water quantity	أعدد المياه المجانية
In- Stadium hawkers and their locations	عدد البائعة الجائلين في المدرجات و أماكن تواجدهم
Others	اخرى :



F&B Quantity in the club Cafeteria

كميات الأغذية و المشروبات في الاكشاك الأساسية

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UAE PL - Application Approvals

Rejected ☐ غير معتمد

Approved ☐ معتمد

Comments:

ملاحظات

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Appendix 13: Other Assets and Properties Associated with the Competitions

No.	Asset	Rights Holder 1	Rights Holder 2
1	Live advertising minutes on LED display boards – Exclusive	UAE Pro League	Club
2	Shared advertising minutes – Non-exclusive	UAE Pro League	Club
3	Advertising on pre-match LED display boards	UAE Pro League	Club
4	Advertising on post-match LED display boards	UAE Pro League	Club
5	Advertising on LED display boards during half-time	UAE Pro League	Club
6	Static advertising board	UAE Pro League	—
7	Protireds	UAE Pro League	—
8	3D Advertising Carpets	UAE Pro League	Club
9	Second row advertising boards	UAE Pro League	—
10	Player Line-up Boards	UAE Pro League	—
11	Advertising on the Centre Circle Cloth	UAE Pro League	—
12	Giant Screen (During the Match)	UAE Pro League	Club
13	Giant Screen (Before the Match)	UAE Pro League	Club

14	Giant Screen (During Half-Time)	UAE Pro League	Club
15	Giant Screen (After the Match)	UAE Pro League	Club
16	Front of Shirt	—	Club
17	Left Sleeve of Shirt	—	Club
18	Right Sleeve of Shirt	UAE Pro League	—
19	Advertising on Flag Bearers' Kit	—	Club
20	Flag Bearers' Commercial Branding (No advertising or commercial branding may be placed unless approved)	UAE Pro League	—
21	Advertising on Player Escorts' Kit	UAE Pro League	—
22	Advertising in the Players' Tunnel	UAE Pro League	Club
23	Advertising on Ball Plinth	UAE Pro League	—
24	Official Match Ball	UAE Pro League	—
25	Advertising on Fourth Official Board	UAE Pro League	—
26	Ceremony Platform Branding	UAE Pro League	—
27	Advertising on Matchday Programme Publications	UAE Pro League	Club
28	Printed Tickets	UAE Pro League	Club
29	Invitation Cards	UAE Pro League	Club
30	Advertising on Official Shirts	UAE Pro League	—

31	Advertising on Official Accreditation Lanyards	UAE Pro League	—
32	Official Accreditation Cards	UAE Pro League	—
33	Media Backdrop / Press Conference Backdrop	UAE Pro League	Club
34	Flash Interview Backdrop	UAE Pro League	—
35	Mixed Zone Backdrop	UAE Pro League	Club
36	Advertising on UAE Pro League Microphone	UAE Pro League	—
37	Product Display	UAE Pro League	Club (subject to approval)
38	Opening and Closing Ceremonies	UAE Pro League	—
39	Replay Footage	UAE Pro League	—
40	Broadcast Branding	UAE Pro League	—
41	Player Line-up Graphics	UAE Pro League	—
42	Match Clock / Time Graphics	UAE Pro League	—
43	Match Goals Graphics (TV Graphics)	UAE Pro League	—
44	Match Statistics	UAE Pro League	—
45	Substitution Graphics	UAE Pro League	—
46	Added Time Graphics	UAE Pro League	—
47	Goal Scoring Graphics	UAE Pro League	—
48	Digital Media	UAE Pro League	—

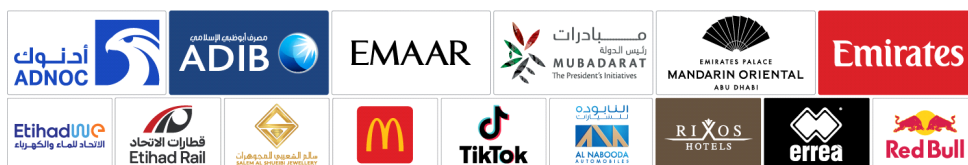
49	Radio	UAE Pro League	—
50	Printed Materials	UAE Pro League	—
No.	Asset	Rights Holder 1	Rights Holder 2
51	Social Media Platforms	UAE Pro League	—
52	Advertising Space on UAE Pro League Website	UAE Pro League	—
53	Official Sponsors on UAE Pro League Website	UAE Pro League	—
54	Social Media Platforms / Facebook / Twitter / Instagram of ADNOC Pro League	UAE Pro League	—
55	ADNOC Pro League Fantasy Game	UAE Pro League	—
56	UAE Pro League Mobile Applications	UAE Pro League	—
57	Advertising Campaigns on Social Media Platforms	UAE Pro League	—
58	Promotional Newsletters	UAE Pro League	—
59	Mobile Video Content	UAE Pro League	—
60	Online Streaming	UAE Pro League	—
61	Selection of Flag Bearers	—	Club
62	Selection of Ball Kids	—	Club
63	Selection of Player Escorts	UAE Pro League	Club (subject to approval)
64	Behind-the-Scenes Content Design	UAE Pro League	—

65	Man of the Match Award	UAE Pro League	—
66	Goal of the Month	UAE Pro League	—
67	Half-Time Advertising	UAE Pro League	Club
68	Matchday Stadium Advertising	UAE Pro League	Club
69	Awards and Draws	UAE Pro League	Club
70	Product Sampling Distribution	UAE Pro League	Club
71	Fan Zone	UAE Pro League	Club
72	VIP Tickets	UAE Pro League	Club
73	VVIP Tickets	UAE Pro League	Club
74	Main Stand Tickets	UAE Pro League	Club
75	Parking Access Cards	UAE Pro League	Club
76	Accreditation Badges	UAE Pro League	—
77	Sales	UAE Pro League	Club
78	Gifts	UAE Pro League	Club
79	ADNOC Pro League Trophy Tour	UAE Pro League	Club (subject to approval)
80	ADNOC Pro League Awards Ceremony	UAE Pro League	—
81	Exclusive Category	UAE Pro League	—
82	Official Naming Rights	UAE Pro League	—

83	Use of Trademarks and Intellectual Property Rights (UAE Pro League)	UAE Pro League	—
84	Creation of Composite Logo	UAE Pro League	—
85	Broadcast Protection Rights	UAE Pro League	—
86	Competition Logo Rights	UAE Pro League	—
87	Team / Coach Group Photo Rights	UAE Pro League	Club
88	Official Music Rights	UAE Pro League	—
89	Trophy Image Rights	UAE Pro League	Club
90	Commercial Advertising Behind the Goal	UAE Pro League (UAE Pro League Exclusive Right)	—
91	Live AD & AD Net, in addition to any other commercial assets introduced by the UAE Pro League	UAE Pro League (UAE Pro League Exclusive Right)	—
92	Track Carpet	UAE Pro League (UAE Pro League Exclusive Right)	—

The League shall have the right to introduce new commercial assets and exploit them to enhance the revenues of the League and the participating clubs.

Appendix 14: Placement of the Competition Logo and UAE Pro League Sponsors' Logos (Branding) on Club Publications



Appendix 15: Marketing-Related Matters

No.	Clause	Violation
1	LED Boards – Electricity Supply	Failure to provide the required electrical power supply (125 kW) – (4 × 63 Amp) 3 Phase Power.
2	LED Boards – Electricity Supply	Damaged or defective electrical connections or cables that may cause interruption of power supply to advertising boards or pose a risk to technicians.
3	LED Boards Installation	Failure to comply with the specified date and time for LED boards installation.
4	LED Boards – Electricity Supply	Failure to provide electrical power supply for the installation of LED advertising boards on the scheduled installation date.
5	LED Boards Installation	Failure to provide electrical power supply at least five (5) hours prior to the start of the match.
6	LED Boards Storage Boxes	Not stored or storage area is unsuitable.
7	Correct Use of League and Sponsors' Logos on Printed Materials (Match Tickets)	Not used.
8	Correct Use of League and Sponsors' Logos on Printed Materials (Match Tickets)	Incorrect use.
9	Super Flash Interview Backdrop	Not stored or storage area is unsuitable.
10	Super Flash Interview Backdrop	Damage to the advertising backdrop fabric.
11	Mixed Zone Interview Backdrop	Poor appearance due to lack of proper maintenance.
12	Mixed Zone Interview Backdrop	Sponsors' stickers not applied or displayed correctly.
13	Press Conference Backdrop	Poor appearance due to lack of proper maintenance.
14	Press Conference Backdrop	Sponsors' stickers not applied or displayed correctly.
15	Press Conference Tables	Displaying unapproved materials on press conference tables.

16	Press Conference Room	Displaying unapproved materials inside the press conference room.
17	Player Line-up Boards	Not available.
18	Player Line-up Boards	Poor condition.
19	Player Line-up Boards	Failure to provide sufficient number of staff to move the boards.
20	Player Line-up Boards	Not stored or storage area is unsuitable.
21	Sponsors' Seats	Failure to provide sponsors' seats as per requirements.
22	Player Line-up Carpet	Not available.
23	Player Line-up Carpet	Poor condition.
24	Player Line-up Carpet	Failure to provide sufficient number of staff.
25	Player Line-up Carpet	Not stored or storage area is unsuitable.
26	Sponsors' Seats	Failure to place seat stickers.
27	Sponsors' Parking	Failure to provide sponsors' parking spaces as required.
28	Pottered Advertising Boards	Poor appearance due to lack of proper maintenance.
29	Pottered Advertising Boards	Not stored or storage area is unsuitable.
30	Player Line-up Graphics	Missing information relating to one or more players resulting in cancellation of player line-up graphics.
31	Matchday Activities	On-pitch activities not conducted as previously approved.
32	Club Activities	Not approved by the League.
33	Club Logos	Failure to submit the club logo in the required format at least six (6) weeks prior to the start of the season.
34	League Commercial Partners' Logos	Failure to submit commercial partners' logos in the required

		format at least eight (8) weeks prior to the start of the season.
35	Media Assets	Failure to display media assets in a clean condition and in the appropriate manner as specified in Appendix (3).
36	LED Boards Storage Boxes	Failure to provide dedicated storage areas outside the pitch and away from camera view.
37	LED Boards Security	Failure to provide adequate security for LED advertising boards installed pitch-side.
38	LED Boards Damage	Damage to LED advertising boards caused by water.
39	UAE Pro League / Commercial Activities	Failure to provide the required space and electrical power supply by the club.
40	Commercial Branding on LED Board Level	Commercial advertisements are not permitted at LED board level.
41	Promotional Branding on Seats	Failure to pay for seats covered with non-commercial promotional branding.
42	Removal of Promotional Branding After Finals	Failure to remove promotional branding immediately after the competition final.
43	Giant Screen	Failure to display approved League and sponsors' videos during the allocated League minutes.
44	League and Sponsors' Logos	Printing or displaying League, sponsors' or competition logos/marks in incorrect formats, colours, or locations on printed materials or screens.
45	League and Sponsors' Logos	Use or display of logos or trademarks belonging to non-official UAE Pro League sponsors in the press conference area.
46	Club and Commercial Partners' Logos	Failure to provide the UAE Pro League with updated club branding, commercial partners' logos, and brand guidelines six (6) weeks prior to the start of the season.
47	3D Advertising Carpets	Improper storage, damage, or loss.

48	3D Advertising Carpets	Commercial damages resulting from failure to display 3D advertising carpets due to damage caused by the club.
49	League Advertising Materials Related to Press Conferences	Failure to display UAE Pro League assets during press conferences.
50	Centre Circle	Providing fewer than fifteen (15) staff members.
51	Centre Circle	Incorrect installation of the centre circle fabric.
52	Marketing Representatives	Absence of the club marketing representative on matchday during UAE Pro League activities.
53	Marketing Representatives	Failure of club marketing representatives to attend club and UAE Pro League coordination meetings.
54	Marketing Representatives	Failure to fully or partially complete the match operations organisation report through the online platform.
55	Fan Attraction Promotional Plan	Failure to provide the plan two (2) weeks prior to the match.
56	Fan Attraction Promotional Plan	Failure to comply with the promotional plan submitted to the League.
57	Entertainment System	Failure to provide the Infotainment System.
58	Food & Beverage Marketing Plan	Failure to provide the plan.
59	Food & Beverage Marketing Plan	Failure to comply with the plan.
60	Food & Beverage	Insufficient number of waste bins.
61	Food & Beverage	Failure to allow fans to bring food and beverages provided within the fan activation area.
62	Team Benches	Failure to apply commercial branding on team benches.