

The OFC Professional League Media and Marketing Regulations

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I. Definitions

“**Ambush Marketing**” means any attempt by any entity to gain an unauthorised commercial association with the Competition itself, or to exploit the goodwill and publicity generated by the Competition or OFC in a manner not expressly authorised by OFC.

“**Broadcast Rights**” the right to broadcast, cause to be broadcast, record, film, photograph, process or transmit the Competition in any form by radio, television, internet and/or any other form of transmission of text, still image, audio and/or video signals currently known or developed hereafter, that is delivered or transmitted wirelessly (e.g. by microwave links, satellite, mobile devices), via fixed line (e.g. wire, closed circuits, online communication such as web casting), or otherwise, live or deferred, in colour or monochrome.

“**Club Content**” means the following in respect of each Participating Club: (i) the Club Marks and visual representations of the playing kits and Equipment of that Participating Club; and (ii) all assets, files, images and other content uploaded by the Participating Club through cloud storage or a file transfer service or otherwise provided to OFC in connection with the Competition.

“**Club Guests**” means all representatives, staff, family members, companies, Club Partners or third parties contracted to the Participating Club, privately invited guests or any other individuals or entities to whom a Participating Club allocates tickets for the Competition.

“**Club Marks**” means any name, symbol, emblem, logo, mark, designation or slogan which is owned and/or controlled by the Participating Club, including any foreign translation and any permutation thereof, whether registered or unregistered.

“**Club Media Activity**” means any media activity, such as press conferences or interviews, operated by or on behalf of a Participating Club and which is not an Official OFC Media Activity.

“**Club Partner**” means any commercial partner, rights holders, government or donor partners of any Participating Club, including any affiliated company, licensee, agent, sponsor, marketing partner, media partner or other commercial partner, whether appointed directly or indirectly by the relevant Participating Club or its nominee.

“**Commercial Partner**” means any entity to which OFC or any nominee of OFC grants any sponsorship rights, data and betting rights and media or broadcast rights in relation to, among others, the Competition. For the avoidance of doubt, the term “Commercial Partner” excludes Media Partners and any entity to which OFC grants any rights in relation to the exploitation or operation of the ticketing and/or hospitality programme for the Competition or any other service provider of OFC that is not granted sponsorship rights in connection with the Competition.

“**Commercial Partner Promotional Activities**” means any promotional or other display material/activity which is used/carried out by a Commercial Partner in connection with any

sponsorship rights and/or any other right or opportunity granted to that Commercial Partner by OFC in connection with the Competition (including, for the avoidance of doubt, in relation to the use of Intellectual Property Rights, digital activations, Competition Match tickets, hospitality packages or distribution of premiums).

“Competition” the OFC Men’s Professional League which includes without limitation, all Matches in each stage of the Competition as set out in the Match Schedule, all activities on the pitch (other than Matches), opening ceremonies, official activities, meetings, and events such as the Match Coordination Meeting, press conferences, and other media and marketing activities organised by OFC. Also known as the OFC Pro League or OFCPL.

“Competition Marks” means the following marks (in any language):

1. the word marks “The OFC Professional League 2026” and the “OFC Professional League”
2. the word marks the “OFC Pro League”
3. the Official Emblem of the Competition;
4. the Official Mascot of the Competition and the Official Mascot’s name (if applicable);
5. the Official Slogan of the Competition in any language version in which it is made available (if applicable);
6. the Official Look of the Competition and its individual elements;
7. the Official Song of the Competition (if applicable);
8. the Original Trophy (an image of which is included in the attached appendix for informational purposes only) and graphical or other representations of the same; and
9. the Competition Name (as defined below).

“Competition Match” means any one of the seventy-two (72) football matches held in relation to the Competition.

“Competition Name” means the following official name of the Competition, being the word mark the “OFC Professional League” (including the equivalent in all languages and fonts). Also referred to as the OFC Pro League and abbreviated to OFCPL.

“Competition Period” the period commencing three (3) days prior to the commencement of the Competition until one (1) day after the final Match of the Competition.

“Competition Promotional Content” means all assets, files, images and other content uploaded by OFC on website or social channels or shared to clubs.

“Competition Regulations” means the ‘Regulations for the ‘OFC Professional League’ as issued by OFC, being the binding regulations for the Competition regulating the rights, duties and responsibilities of all clubs participating in the Competition.

“Competition Rights” means Media Rights, Marketing Rights which include commercial rights, Intellectual Property Rights (such as Competition Marks), and any other related opportunities or events, whether existing now or in the future, but excluding any Club Content.

“Competition Stadium” means any stadium at which Competition Matches are due to be held, including all areas that are inside the outer security perimeter of the stadium.

“Competition Territory” means the territory of the circuit series round is hosted in.

“Composite Logo” means a composite logo featuring the Official Emblem of the Competition and a Participating Club’s emblem.

“Controlled Area” means any of the following areas:

- (i) any Competition Stadium;
- (ii) any Official Training Site;
- (iii) all Team Hotels and the OFC hotels;
- (iv) any location where an Official OFC Media Activity is held;
- (v) any location where official ancillary events are held;
- (vi) the “Broadcasting Centre” (depending on scale, as confirmed by OFC prior to the Competition);
- (vii) any accreditation centre; and
- (viii) any areas where official Competition accreditation is required to enable access (including, without limitation, the team dressing rooms, stands, mixed zones, interview rooms, media and television centres and VIP rooms) and the location of any official Competition-related OFC functions, press conferences and media events.

“Digital Medium” means any platform or technology that delivers or allows interaction with digital content, whether public or private, for personal or commercial use. This includes the internet, computers, mobile devices, apps, websites, social media (e.g., Facebook, Instagram, X, TikTok, YouTube), and similar digital tools, whether existing now or developed in the future.

“Equipment” means Playing Equipment, Non-playing Equipment and Other Equipment items.

“Fixed Media Rights” means the rights to record, store, exhibit, distribute, and/or make available any audio, visual, audiovisual, data (including player data), and/or text related to the Competition or its ceremonies in any fixed format, including digital storage, cloud-based services, and download-to-own or download-to-rent platforms. This includes all official feeds, additional feeds, unilateral coverage, archive materials, audio feeds, and commentary

“In-Ship Rights” means the rights to show or broadcast any audio, visual, audiovisual, data (including player data), or text related to the Competition or its ceremonies, live or recorded, on ships in international waters (outside any country's jurisdiction under maritime law). It also includes the right to use related commercial opportunities, such as sponsorships or advertising during these broadcasts.

“Intellectual Property Rights” means all intellectual property and other proprietary rights of whatsoever nature, howsoever arising and in whatever media, whether or not registered or capable of registration, including trademarks, service marks, trade names, trade dress, registered designs, copyrights, moral rights, domain names and any applications for the protection or registration of such rights and all renewals and extensions thereof and goodwill throughout the world.

“Licensing and Retail Programme” means the licensing and retail programme which OFC has the right to operate in connection with the Competition, subject to any specific guidelines and/or terms and conditions outlined in any separate licensing agreement between OFC and the Participating Club(s).

“Marketing Rights” means, in any and all media, any and all advertising rights, promotional rights, rights of endorsement, rights of association, premium and giveaway rights, marketing rights, merchandising and licensing rights, concession rights, sponsorship rights, hospitality rights, travel and tourism rights, ticketing rights, accommodation rights, publishing rights, betting/gaming rights, retail rights, music rights and any other rights and/or associated commercial opportunities relating to the Competition to the extent that such rights are not Media Rights.

“Matchday” means, in relation to a Participating Team, any calendar day during the Competition Period on which that Participating Team is scheduled to play a Competition Match.

“Media and Marketing Regulations” means these Media and Marketing Regulations for the OFC Professional league.

“Media Rights” means the rights to record, report on, broadcast, or distribute any images (still or moving), audio, video, text, or data (including player data) from the Competition, live or delayed, through any media or technology, now or in the future. This includes TV, radio, online streaming, and other digital or physical formats. Media Rights also cover the creation and use of official films or programmes and include Fixed Media Rights, Public Exhibition Rights, In-Flight Rights, In-Ship Rights, and news access rights.

“Media Partner” means any entity to whom OFC grants a licence to the Media Rights (or any part thereof) in relation to the Competition to exercise such rights in certain territories (or any part thereof) during a certain rights period.

“Non-playing Equipment” means all training and apparel items that players, coaches and substitutes and coaching staff of the Participating Club are wearing outside of a competition match.

OFC Professional League Guidelines” means any guidelines issued (or to be issued) by OFC in connection with the Competition, including guidelines relating to Commercial Partners, Media Partners and Participating Clubs, and including the OFC Professional League Media Rights Guidelines.

“OFC Crews” means film crews chosen and managed by OFC to capture still or moving images within Controlled Areas and other locations decided by OFC, covering each Team Delegation’s full stay in the Competition Territory.

“OFC Officials” means collectively: (i) OFC staff and further OFC officials or accredited appointees of OFC; (ii) all appointed match officials, including referees, assistant referees, fourth officials, fifth officials as well as any additional assistant referees and video assistant referees; and (iii) any other individual who is a member of the OFC delegation.

“Official Emblem” means the official emblem of the Competition as designed by OFC.

“Official OFC Media Activity” means any media activity, such as press conferences or interviews, held at a Competition Stadium or an Official Training Site, no matter who operates such press conference or interview, and any press conference or interview that is operated and/or controlled by OFC, no matter where such media activity takes place.

“Official Training Session” means, in relation to each Competition Match, the official training session conducted by a Participating Club immediately prior to Matchday at an Official Training Site, unless OFC determines otherwise. OFC reserves the right to determine the date and location of the Official Training Sessions prior to the final Competition Match (i.e. the “final”).

“Official Training Site” means any training ground or facility: (i) made available to Participating Clubs by OFC and/or (ii) procured by a Participating Club for the use of Participating Teams for the purposes of training (including all facilities at or adjacent to the training ground).

“Original Trophy” means the original OFC Professional League trophy, an image of which is included in the attached appendix for information purposes only, which will remain under the possession and control of OFC at all times and will not be given to the Participating Team that wins the Competition (save for the purposes of the winning ceremony).

"Participating Club" collectively the OFC MA Territory Clubs and Australian Club accepted for entry into the Competition by the OFC Executive Committee.

"Participating Team" means any team that represents a Participating Club during the Competition.

"Player Imagery" means the records, names, likeness, attributes and images or other attributes (including any still and moving representation thereof) of any player, coach or manager of a Participating Club.

"Playing Equipment" means collectively all components/items (shirt, shorts and socks) worn by the players, substitutes and coaching staff of the Participating Teams during a Competition Match.

"Public Exhibition Rights" means the rights to show or broadcast any audio, visual, audiovisual, data (including player data), or text related to the Competition or its ceremonies in public places (such as cinemas, bars, restaurants, stadiums, offices, transport hubs, schools, hospitals, etc., but not private homes, aircraft, or ships). It includes the right to organise events where audiences can view or listen to these broadcasts and to use any related commercial opportunities, such as ticket sales, sponsorships, merchandising, or advertising.

"Rights Period" means, in respect of a Commercial Partner, the date from which OFC grants any sponsorship, advertising, promotional and/or marketing rights and/or any other right or opportunity to that Commercial Partner in connection with the Competition.

"Team Delegation" means, collectively, all Team Delegation Members of a Participating Club.

"Team Delegation Imagery" has the meaning given to it in article 4.1 of these Media and Marketing Regulations.

"Team Delegation Member" means any of the players, coaches, managers, officials, media officers, representatives and guests of a Participating Club.

"Team Hotel" means any official hotel (including the hotel's grounds), such as the Team Base Camp, venue-specific team hotels or further OFC hotels at which a Participating Team is accommodated during the Competition Period.

"Winner's Trophy" means the replica of the Original Trophy, presented by OFC to the winner of the Competition.

II. Ownership and protection of rights, protection and usage of rights

1. Ownership and protection of rights

1.1. Ownership of Competition Rights: In accordance with the Competition Regulations, each Participating Club acknowledges that, subject to the terms and conditions set forth in these Media and Marketing Regulations, any and all Competition Rights, excluding any Club Content, shall be exclusively and solely owned and controlled, on a worldwide and perpetual basis, by OFC, in relation to the Competition.

Except as explicitly otherwise set forth in these Media and Marketing Regulations, no Participating Club is entitled to directly or indirectly exploit or in any manner use any Competition Rights.

Each Participating Club shall be prohibited from challenging by any means OFC's ownership of any Competition Rights.

OFC will provide Participating Clubs with a list of protected OFC Commercial Partner categories and will consult with Clubs to minimise conflicts. All other categories remain open to Clubs.

1.2. Access rights: Any visual, audio or audiovisual materials produced by (or on behalf of) OFC pursuant to these Media and Marketing Regulations, and any Intellectual Property Rights vesting therein, shall be owned by OFC and exploitable by OFC as part of the Competition Rights.

1.3. Ownership of Club Content: All Intellectual Property Rights vesting in the Club Content shall remain (as between OFC and the Participating Club) owned by the Participating Club. For clarity, nothing in this definition prevents a Participating Club from publishing or distributing Club-generated content through its own official channels for the purposes of promoting the Competition or its own activities.

1.4. Cooperation of Participating Clubs: Each Participating Club must ensure that its team, staff, Club Partners, and any third parties it engages follow these Media and Marketing Regulations during the Competition. Clubs must promptly inform these parties of the Regulations. Club Partners may not use or promote the Competition Rights, OFC's marks, or the Competition Marks (or similar marks) unless permitted under these Regulations.

Participating Clubs are required to immediately notify OFC of any suspected or actual breaches of the Competition's Intellectual Property Rights or instances of Ambush Marketing involving their team, Club Partners, or any contracted or associated third parties. Clubs must fully cooperate with OFC to prevent, address, and remedy such breaches. Clubs are strictly prohibited from associating or implying any association between their Club Partners and OFC or the Competition

Marks in any media, communications, or promotional activity, unless expressly authorised in writing by OFC.

Clubs are responsible for any losses, claims, or costs (including legal fees) caused by their own, their team's, their Club Partners', or their contractors' failure to follow these Regulations, and must protect OFC and related parties from such liabilities.

- 1.5. No right of association: No third party may, other than as authorised under these Media and Marketing Regulations and/or as separately authorised by OFC, do anything which gives rise to any association between such third party and the Competition and/or OFC, or which directly or indirectly exploits the goodwill associated with the Competition and/or OFC.

Participating Clubs shall immediately notify OFC, in writing, of any infringement of these Media and Marketing Regulations of which they become aware.

- 1.6. Transfer of rights: If any local or national laws result in a Participating Club owning or controlling any Competition Rights through its participation in the Competition, the Club unconditionally assigns and transfers all such rights to OFC, free of charge, in perpetuity, for OFC's unrestricted use. The Club waives all claims to use, exploit, or grant these rights to others.

Upon OFC's request, the Club must, at its own expense, promptly complete all documents and take all actions required by law to give effect to this transfer and to enable OFC's full and unrestricted exploitation of the Competition Rights.

2. Competition Marks

- 2.1. Ownership of Competition Marks: OFC is and remains the sole owner of all of the Competition Marks, and retains the sole right to develop any marks, logos and symbols for and/or in connection with the Competition (including each phase of the Competition).
- 2.2. No development of competitive marks: To maintain a consistent "look and feel" for the OFC Professional League and prevent Competition related Ambush Marketing, each Participating Club must ensure that it, its Club Partners, and any contracted or associated third parties do not develop, use, register, adopt, or create any mark, logo, or symbol that refers to the Competition or any phase of it, or that is, in OFC's reasonable opinion, confusingly similar to, imitates, derives from, or unfairly competes with any Competition Marks.

Participating Clubs must also ensure that they, their Club Partners, and contracted or associated third parties do not create or use any name, logo, trademark, brand name, symbol, or other designation (registered or unregistered) that could be perceived by the public as connected with OFC or any phase of the Competition. This includes the use of the words "OFC Professional League," "OFC Pro League," "Oceania Professional League," "OFC or OFCPL," "Oceania

Football Confederation," or any similar terms, translations, derivations, dates, host country, venue, or host city references, in any language, that could be seen as identifying the Competition.

- 2.3 No challenge to Competition Marks: Participating Clubs must not oppose and must ensure their Club Partners or contracted third parties do not oppose any trademark or copyright applications filed by OFC, its Commercial Partners, affiliates, nominees, or licensees in relation to the Competition Marks.

No Participating Club may challenge, or apply for any copyright, trademark, patent, or domain name registration, in respect of the Competition Marks in a way that could harm OFC's ownership or interests.

If any Club Partner or contracted or associated third party opposes a trademark or copyright application filed by OFC or its authorised parties, the relevant Club must take all steps required by OFC to ensure the activity stops immediately.

3. Ambush Marketing prohibition and further infringements

- 3.1. Anti-infringement undertaking: The commercial value of the OFC Professional League — and its commercial rights — can be seriously harmed if any Club Partner or contracted or associated third party engages in Ambush Marketing. Such activities can also reduce OFC's ability to finance the Competition. Each Participating Club must ensure that its Club Partners and contracted third parties: (i) Do not directly or indirectly associate themselves with OFC, the Competition, or any other OFC-organised competition or event without authorisation; (ii) Do not exploit the goodwill of the Competition, OFC, or any other OFC-organised competition or event; and (iii) Comply with these Media and Marketing Regulations regarding the use of the Competition Marks.
- 3.2. Notification to Participating Clubs: In accordance with current practice, OFC will notify a Participating Club if any of its Club Partners, or any third party contracted or associated to the Participating Club, is conducting any activity which, in OFC's reasonable opinion, constitutes a violation of these Media and Marketing Regulations, including but not limited to the following violations:
- (i) an infringement of OFC's Intellectual Property Rights (including the Competition Marks);
 - (ii) an unauthorised competition, sweepstake or other advertising or promotional activity involving, purporting to involve, or which could reasonably be understood to involve, the use of Competition tickets or access to Official Training Sites;
 - (iii) an infringement of the restrictions on the activities of the Club Partners or any third party contracted or associated to the Participating Club as described in these Media and Marketing Regulations; or

(iv) any other Ambush Marketing activity.

- 3.3. Scope: The provisions of articles 3.1 and 3.2 above apply even if the infringing activities are not directly connected to the relevant Club Partner's or contracted or associated third party's association with the Participating Club. For the avoidance of doubt, any activity of a Club Partner which is expressly permitted under these Media and Marketing Regulations and which is carried out in accordance with the express requirements of these Media and Marketing Regulations (including that any such activity does not create an association with the Competition or utilise Competition Marks) shall not be regarded as a violation of article 3.1.
- 3.4. Cessation of Ambush Marketing activity: If OFC notifies a Participating Club in writing of any Ambush Marketing activity or other violation by a Club Partner or contracted or associated third party, the Club must immediately cease and desist such activity and take all actions required by OFC to ensure the relevant party stops the activity. The Club must also ensure that the Club Partner or contracted or associated third party provides OFC with a written undertaking to immediately cease and desist, and to refrain from any future Ambush Marketing or further breaches of these Media and Marketing Regulations. This requirement applies whether Ambush Marketing is conducted directly by the Club Partner or contracted or associated third party, or by any of their affiliated or group companies.
- 3.5. Notification by Participating Clubs: Each Participating Club shall use its best efforts to monitor the advertising market in its home country for any Ambush Marketing activity conducted in that market and shall promptly notify OFC about any such activity.

4. Team Delegation Imagery

- 4.1. Rights and Participation: To implement these Media and Marketing Regulations, each Participating Club must: (i) Ensure that all Team Delegation Members participate in an OFC organised photo and/or video shoot (images and footage to be used or sub-licensed by OFC as outlined below); and (ii) Grant OFC the worldwide, perpetual, and royalty-free right — and secure from each Team Delegation Member written confirmation granting the right — to use and sub-license the use of their names, likenesses, attributes, photographs, images, and any still or moving representations in connection with their participation in the Competition (including, but not limited to, accreditation photographs) (collectively, "Team Delegation Imagery").

Team Delegation Imagery includes all imagery of the players, coaches, managers, officials, media officers, representatives and guests of a Participating Club.

OFC's right to use and/or sub-license Team Delegation Imagery is:

- (i) Exclusive for any filming, recording, or broadcasting of Competition Matches; and

- (ii) Nonexclusive for all other uses, including but not limited to: promoting the Competition, editorial use in any media (print, digital, television, broadband, mobile, giant screens, downloadable images), electronic software games, media related products and services, merchandising, philatelic and numismatic products, and promoting media products and The licence granted under this clause includes the use of Team Delegation Imagery for editorial purposes and for exploiting the Media Rights, in each case in connection with the relevant Participating Club's involvement in the Competition.

Each Participating Club must also secure all necessary authorisations for OFC to use player information (including statistics such as height, age, and other requested data) and the team's history in connection with their participation in the Competition. All player appearances or imagery use shall be subject to existing employment or collective bargaining obligations of the Participating Club

4.2. Requirements for usage: OFC shall:

- (i) not use any Team Delegation Imagery in any manner which would imply that any Participating Club and/or Team Delegation Member endorses the products or brands of any commercial entity, including any Commercial Partner (provided that OFC shall be entitled to permit its Commercial Partners to use Player Imagery in accordance with article 7 below); and
- (ii) comply with the requirements of article 6 where Player Imagery or Team Delegation Imagery is used by OFC for the promotion of the Competition pursuant to article 6 below.

5. Club Content: editorial usage and exploitation of Media Rights by OFC

- 5.1. License to OFC: To assist with the implementation of these Media and Marketing Regulations, each Participating Club hereby licenses to OFC the worldwide right to use and/or the right to sub-license the right to use, and shall procure the right to use as is necessary, in perpetuity and free of any charge, any Club Content and all other Intellectual Property owned or controlled by the Club for editorial usage and for the exploitation of the Media Rights, in each case in connection with the participation of the Participating Club in the Competition.

OFC's right to use and/or sub-license such Club Content and all other Intellectual Property owned or controlled by the Club shall be exclusive in respect of, or in connection with, the filming, recording and broadcasting of any Competition Match in any media.

OFC's right to use and/or sub-license such Club Content and all other Intellectual Property owned or controlled by the Club shall be non-exclusive in respect of all other uses, whether it be use in electronic or print publications, media-related products and services, merchandising, philatelic and numismatic products or otherwise.

5.2. General requirements: Where OFC uses Club Content pursuant to article 5.1, OFC shall not apply any variations or modifications to the official versions of the Club Content (as determined by each Participating Club and updated from time to time) and shall not use any Club Content in any manner which:

- (i) would imply that any Participating Club endorses or is directly associated with a product or brand of any commercial entity (provided that OFC shall be entitled to permit its Commercial Partners to use Club Content in accordance with article 7 below);
- (ii) is deceptive or misleading;
- (iii) compromises or reflects unfavourably upon the good name, goodwill, reputation, political or religious impartiality and image of the Participating Club;
- (iv) compromises physical appearance, which sexualises and/or objectifies, discriminates, or reinforces negative stereotypes or behaviours; or
- (v) may jeopardise or limit the Participating Club's proprietary interest in the Club Content.

6. Club Content, Team Delegation and Player Imagery: promotional usage by OFC

6.1. License to OFC: Each Participating Club grants OFC a free, worldwide, perpetual license (with the right to sub-license) to use any Club Content needed to promote the Competition and the Club's participation. This includes use in all media, communications, and promotional activities of OFC.

6.2. Promotional usage rights: Where OFC or its sub-licensees use Club Content pursuant to article 6.1 or Team Delegation and Player Imagery pursuant to article 4.1, in each case in any media for the purposes of promoting the Competition, OFC shall:

- (i) comply with the general requirements for usage of Club Content set out in article 5.2 above;
- (ii) comply with any applicable requirements in respect of the use of Club Content or Player Imagery.
- (iii) not use any Club Content on a stand-alone basis and shall always use at least one (1) other Participating Club.
- (iv) ensure that no single Club Mark, where used with Club Marks from other Participating Clubs, receives undue prominence over the other Club Marks on any single item of promotional material.
- (v) ensure that no single Participating Club receives undue prominence over any other Participating Club in accordance with the requirements and over the relevant time periods set out in the OFC Professional League Competition Regulations; and
- (vi) not use any Player Imagery on a stand-alone basis depicting a single player and shall always use Player Imagery in a manner which features at least two (2) players.

- 6.3. OFC and its sub-licensees may use Club Content, Team Delegation Imagery and Player Imagery on a worldwide, perpetual basis for any editorial, promotional, licensing, retail, commercial or archival purposes connected with the Competition.

This includes, without limitation:

- (i) Editorial and Media Rights – Any usage connected with editorial coverage or the exploitation of Media Rights.
- (ii) Licensing and Retail – Any usage in connection with the Licensing and Retail Programme permitted under these Regulations.
- (iii) Competition Promotion – Any usage for the promotion of the Competition, its Matches (including the final), its players, or its participating Clubs, including highlights, awards (e.g., “Player of the Match”, “Goal of the Match”), features, and storytelling across OFC platforms and those of its partners.
- (iv) Balanced Representation – OFC will use reasonable endeavours to ensure balanced and fair representation of Participating Clubs and players across its promotional activities, without restricting OFC’s editorial or promotional discretion.
- (v) Additional Uses – Any further usage as agreed between OFC and the relevant Participating Club from time to time.

7. Club Content, Team Delegation and Player Imagery: usage by OFC commercial partners

- 7.1. License to OFC: Each Participating Club grants OFC the right to allow Commercial Partners to use Club Content (including Club Marks) and Player Imagery for approved promotional activities worldwide, during the Rights Period, free of charge, and subject to clause 7.2.

- 7.2. Rules for Commercial Partner Use: When Commercial Partners use Club Content or Player Imagery:

- (i) Club Marks – Must not appear alone; must be shown with Club Marks from at least one (1) other Participating Clubs. To be clear, in total two (2) Club Marks will be represented.
- (ii) Equal prominence – No Club Mark should be given more prominence than others on the same material.
- (iii) Player Imagery – Cannot show a single player alone; must feature at least two (2) players from two (2) different Participating Clubs.
- (iv) Guidelines – Must follow any relevant OFC Competition Guidelines.

OFC shall consult with Participating Clubs regarding any known category conflicts prior to permitting an OFC Commercial Partner to use Club Content and shall ensure such use includes the Competition Logo

8. Licensing and Retail Programme

- 8.1. Use of Club Marks: For Competition-related merchandise, each Participating Club allows OFC to use and/or sub-license its Club Marks together with the Club Marks of other Participating Clubs, OFC's marks, and/or Competition Marks. All merchandise must be otherwise unbranded, unless required by law.
- 8.2. Licensing and Retail Programme Agreement: OFC and each Participating Club will sign a separate agreement covering the details of the Licensing and Retail Programme. Clubs will work with OFC in good faith to implement the programme. The detailed commercial model (including royalty share) will be defined in the Licensing and Retail Programme Agreement

9. Use of Competition Marks, composite marks and Competition promotional content by Participating Clubs

- 9.1. Use of Competition Marks by the Participating Clubs: The following provisions apply:
- (i) General: The Competition Marks and the Composite Logo may be used by Participating Clubs for the purpose of referring descriptively to their participation in the Competition. All commercial or promotional use of the Competition Marks and/or the Composite Logo by Participating Clubs and/or their Club Partners and/or any third party contracted or associated to the Participating Clubs is strictly prohibited, except as permitted in article 9.2 below.
 - (ii) Competition Name: Participating Clubs are required, whenever referring to the Competition, to only use the Competition Name (and each such use must be in an editorial context only, except as permitted in article 9.2 below).
 - (iii) Composite Logo: Participating Clubs are permitted to create a Composite Logo incorporating both the Official Emblem and the Participating Club's own emblem. Upon request by the Participating Clubs, to be addressed to OFCPLApprovals@oceaniafootball.com, the materials to form a Composite Logo will be provided by the OFC Marketing team. The Composite Logo may only feature the Official Emblem and the Participating Club's own emblem. No other mark may be included without OFC's written permission; such permission being required before any use of the Composite Logo. No other mark may be placed next to a Composite Logo in such a way that it causes confusion as to whether or not such mark is part of the Composite Logo. Participating Clubs must obtain OFC's written approval of their Composite Logo prior to its use. The proposed Composite Logo must therefore be submitted to OFC in writing to OFCPLApprovals@oceaniafootball.com. All usage of the Composite Logo must be approved in accordance with article 9.3 below. For the avoidance of doubt, OFC will provide all Participating Clubs with the Official Emblem artwork and standard lock-up guidelines to assist in creating a Composite Logo. It remains the responsibility of each Participating Club to produce their Composite Logo and submit it for OFC's written approval.

(iv) Use of Competition Marks and Composite Logo: Neither the Competition Marks nor the Composite Logo may be used in proximity to the names, logos or trademarks of Club Partners or any contracted or associated third party other than OFC Commercial Partners, unless expressly approved in writing by OFC.

For clarity, each Participating Club may nominate up to three (3) non-conflicting Club Partners per Season to use the Competition Marks in co-branded or promotional materials, subject to OFC's prior written approval and in accordance with the OFC Pro League Brand Guidelines. This is fully at OFC's discretion.

- (iv) Club printed materials: Participating Clubs must ensure their printed or electronic materials related to the Competition (e.g., posters, programmes, magazines, maps, booklets, apps) use Competition Marks or the Composite Logo only in an editorial context.
- a. They may not appear alongside any commercial branding or ads on the front or back covers.
 - b. Inside the publication, they may be used editorially but not on or opposite pages with ads.
 - c. The Competition Name can be used editorially for descriptive purposes only.
 - d. Covers and titles must clearly show the publication is from the Participating Club, not OFC (e.g., "Official [Name] for [Team] at the OFC Professional League 2026").
 - e. All materials must be submitted to OFC for approval beforehand (see article 9.3).
- (v) No association with Club Partners: Participating Clubs must ensure that no association whatsoever is created between their Club Partners and/or any third party contracted or associated with the Participating Club, and the Competition in any of their promotional materials. Club Partners and/or any third party contracted or associated to the Participating Club shall not use any of the Competition Marks or the Composite Logo in any of their own materials, save in the event that they are Commercial Partners of the Competition.
- (vi) Other marks: Except as permitted pursuant to article 9.2, Participating Clubs shall not use (and shall ensure that their Club Partners and/or any third party contracted or associated to the Participating Clubs do not use) any other marks, devices, symbols, logos or phrases to identify the Competition (including the trophy).

9.2. Competition Promotional Content:

- (i) License to Participating Clubs: OFC grants each Participating Club a free, worldwide licence (until the end of the Competition) to use and, if needed, sub-license Competition Promotional Content in any media to promote the Competition and the Club's participation.

- (ii) Promotional usage rights: Where a Participating Club or its sub-licensees use Competition Promotional Content pursuant to article 9.2(i), in each case in any media for the purposes of promoting the Competition, such Participating Club shall:
- a. comply with any applicable requirements in respect of the use of Competition Promotional Content;
 - b. not apply any variations or modifications to the official versions of the Competition Promotional Content as determined by each Participating Club;
 - c. not use any Competition Promotional Content in any manner which: (i) would imply that OFC endorses a product or brand of any commercial entity, including any Club Partner; or (ii) creates an association between OFC or the Competition and any third party;
 - d. not use the Competition Promotional Content in any manner which is deceptive or misleading;
 - e. not use the Competition Promotional Content in any manner which compromises or reflects unfavorably upon the good name, goodwill, reputation, political or religious impartiality and image OFC;
 - f. not use the Competition Promotional Content in any manner which compromises physical appearance, which sexualises and/or objectifies, discriminates or reinforces negative stereotypes or behaviours; or
 - g. not use the Competition Promotional Content in any manner which may jeopardise or limit OFC's proprietary interests in the Competition Promotional Content.

9.3. Approvals: All proposed uses of the Competition Marks, the Composite Logo and/or any Competition Promotional Content (including a brief description of context and distribution channels) must be submitted to OFC via OFCPLApprovals@oceaniafootball.com. Samples of all materials (print and digital) showing layout and placement of the Competition Marks, Composite Logo and/or Competition Promotional Content must be provided for OFC's prior written approval.

- (i) Standard timeline (pre-competition): submit no later than twenty one(21) days prior to the start of the Competition.
- (ii) In-season requests: during the Competition Period, OFC may, in its sole discretion, review time-sensitive requests on a case-by-case basis. In such cases, materials must be submitted no fewer than five (5) Business Days before intended use (or a shorter period if expressly agreed in writing by OFC). No materials may be used until OFC's written approval is received.

For clarity, absence of a response from OFC within the stated timeframe does not constitute approval. OFC will use best endeavours to respond as promptly as possible

Participating Clubs must implement, at their own cost, any changes requested by OFC to ensure compliance with these Media and Marketing Regulations. Absence of a response from OFC does not constitute approval.

9.4 Club websites: The following provisions apply in respect of the Competition:

- (i) Link to ofcproleague.com: Each Participating Club must include a link to the OFCPL website on every page of its website that features content related to the Competition. This link shall comprise the OFCPL logo, which may be requested via OFCPLApprovals@oceaniafootball.com. Please note that the OFCPL logo may not be used in any other manner and may not be used by any third parties, including Club Partners and/or any third party contracted or associated to the Participating Club.
- (ii) Online use of Competition Marks and Composite Logo: The Competition Marks and the Composite Logo may be used on Participating Club websites provided that:
 - a. they are used for editorial purposes only;
 - b. the Participating Club has first obtained OFC's prior written approval for such use, such request to be submitted to OFC, in writing, to OFCPLApprovals@oceaniafootball.com;
 - c. They are not used in association or connection with, or in proximity to, the name and/or logo of any commercial organisation, including Club Partners or any third party contracted or associated to the Participating Club;
 - d. they are not used as a hyperlink to any website or webpage. If a link to another website/webpage is desired, a text link would have to be used;
 - e. they are not used or placed within the title bar, menu bar and/or the footer; and
 - f. the use of the Competition Marks and/or Composite Logo on the Participating Club website always complies with these Media and Marketing Regulations.
- (iii) URLs: The Competition Name may not be placed in the URLs of Participating Club websites.

10. Use of Media Rights and other content by the Participating Clubs

10.1. Each Participating Club may exploit certain Media Rights and produce and exploit certain content related to the Competition, in each case as set out in, and in accordance with the terms and conditions of, the OFC Professional League Club Media Rights Guidelines.

11. General Ticketing Provisions

11.1. OFC General Secretariat will be responsible for the sale and marketing of Match tickets. Tickets shall be available to the public on general sale and availability shall not be determined by, or dependent on, support or membership of either Participating Club taking part in a given Match.

11.2. All tickets for Matches shall primarily be issued in electronic form. Where reasonably necessary to accommodate local market conditions or accessibility requirements, OFC (or its designated

ticketing provider) may also make a limited number of physical tickets available for sale and distribution.

11.3. OFC will make tickets available in a VIP area at greater cost. Where it is possible to arrange the provision of hospitality services for a Match, OFC General Secretariat may make such services available in the VIP area.

11.4. The OFC General Secretariat shall determine the terms and conditions applicable to Match tickets.

11.5. Participating Clubs shall assist the OFC General Secretariat in ensuring compliance with ticketing terms and conditions by spectators, and with the enforcement of those terms and conditions in the event of a breach.

11.6. Where the OFC General Secretariat deems that a Participating Club acted insufficiently (as determined by reference to the Matchday Operations and Security Standards contained in the Competition Regulations) to prevent its supporters from breaching the ticketing terms and conditions, disrupting play, or behaving in an abusive manner at or around a Match, it may refer the Participating Club to the OFC Disciplinary and Ethics Committee for investigation and potential sanction. For the avoidance of doubt, a Participating Club may be so referred notwithstanding that the supporters in question did not possess tickets to the relevant Match.

Complimentary tickets

11.7. Where possible, each Participating Club in the Competition is entitled to receive the following minimum number of complimentary tickets:

- (i) At least 75 complimentary tickets for each of the Participating clubs' matches at the Competition;
- (ii) At least three tickets in the VIP area for each of the Participating clubs' matches at the Competition.

Purchasable tickets

In addition to its allocation of complimentary tickets in accordance with Article 44.1, each Participating Club shall be entitled to purchase additional tickets for onward provision to supporters, Players or staff (including their families). Additional tickets shall be made available to Participating Clubs seven days prior to their availability for general sale, subject to venue capacity.

A Participating Club may charge recipients for the onward distribution of Match tickets purchased in accordance with Article 45.1 of the Competitions Regulations, provided that such charge does not exceed the price of the equivalent ticket on general sale from OFC.

With the exception of tickets purchased in accordance with Article 45.1 of the Competitions Regulations, a Participating Club shall not:

- (i) Sell, offer to sell, or authorise any third party to sell any tickets over the internet, or;
- (ii) Use or authorise any entity, including the Ordinary Member Associations' and Participating Clubs' own partners, to use any tickets for advertising, sales promotions, or other commercial purposes, including premiums, giveaways or prizes in a tournament, contest, or sweepstake

12. Broadcasting Rights

12.1. OFC may grant certain exclusive rights to partners to commercially exploit the Broadcast Rights and no entity other than those appointed by OFC are entitled to commercially exploit any Broadcast Rights whatsoever.

12.2. The Participating Clubs have no Broadcast Rights in connection with the Competition.

III. Competition

13. Exploitation of Media Rights

13.1. Exclusive OFC rights: OFC has the sole and exclusive right to exploit any and all Media Rights in relation to the Competition. Except where expressly authorised by OFC in these Media and Marketing Regulations, neither the Participating Clubs, nor any third party contracted or associated may, to any extent whatsoever, exploit any Media Rights or parts thereof in relation to the Competition at any time before, during or after the Competition.

13.2. Official OFC TV and photo materials: OFC has the right to produce, record, exploit and further distribute film material for any commercial and non-commercial purposes, including but not limited to documentaries related to the Competition and/or the participation of a Participating Club in the Competition, including its Participating Team and all Team Delegation Members.

Unless otherwise agreed with OFC in writing and/or as authorised under these Media and Marketing Regulations, Participating Clubs shall ensure that no Team Delegation Members or any third parties, produce, record, exploit and/or further distribute any audio-only, still or moving visual-only, audiovisual data (including player data) and/or textual material of, and/or relating to OFC, the Competition and/or any of the official activities relating to the Competition, or the participation of a Participating Club in the Competition, including its Participating Team and all Team Delegation Members, for any commercial or non-commercial purposes. At least 14 days before the start of the tournament, the Participating Club shall inform OFC in writing and in detail about any projects, plans and initiatives the Participating Club may have for such content production.

13.3. Dressing room access for filming and/or photography purposes: Notwithstanding article 13.4 below, in respect only to the final Competition Match, the winning Participating Team shall grant the OFC Crew or its nominees access to its dressing room for filming and/or photography purposes immediately following its return to the dressing room after the match for a duration of approximately ten (10) minutes for the purpose of non-live filming and still-image photography. During its stay in the dressing room of the winning Participating Team, the OFC Crew or its nominees' access will respect the privacy of Team Delegation Members and shall act as non-intrusively as is reasonably practicable in a manner to be agreed upon with the dedicated liaison of the Participating Team.

13.4. In relation to each other Competition Match, the Participating Club which has won such Competition Match and/or has progressed to the next round shall either:

- (i) grant the OFC Crew or its nominees access to its dressing room for filming and/or photography purposes; or
- (ii) capture photography and audiovisual footage of the team celebrations from within the dressing room, and sub-license such content for OFC to use and exploit on an unrestricted basis and provide copies of such footage within the timelines requested by OFC.

14. Exploitation of Marketing Rights

14.1. Exclusive OFC rights: Except as set out in these Media and Marketing Regulations, OFC has the sole and exclusive right to exploit all Marketing Rights in relation to the Competition. Unless otherwise authorised by these Media and Marketing Regulations, neither the Participating Clubs, nor any third party contracted or associated, may, to any extent whatsoever, exploit any Marketing Rights or parts thereof in relation to the Competition at any time before, during or after the Competition Period. OFC may review defined spaces for local sponsor activations in non-conflicting areas (e.g., outside stadium, fan zones and digital) on a case-to-case basis. Subject to OFC prior approval.

14.2.OFC retains the rights to commercially exploit all matchday equipment and apparel provided by OFC (including balls and other equipment referee kit) and all stadia-related commercial rights, including visible signage. At its discretion, OFC may provide each Participating Club contesting a given Match with one area of signage visible on the broadcast of that Match, which the Participating Club may use for an approved sponsor or other promotion approved by the OFC.

14.3.OFC retains the exclusive right to sponsorships and commercial partnerships falling into the following categories:

- (i) Tourism;
- (ii) Airlines;
- (iii) Accommodation;
- (iv) Betting and gaming;
- (v) Financial services;
- (vi) Apparel and equipment suppliers; and
- (vii) Data and statistics provision.

14.4.No Participating Club may be party to a sponsorship or commercial partnership of any kind with persons or entities falling primarily into the above categories, or where the focus of the sponsorship or partnership pertains to any of those categories. OFC may approve local/regional sponsors in restricted categories (i) non-conflicting with OFC partner, and (ii) value of OFC partner is not diluted. Request by clubs to be submitted to OFC for approval.

14.5.In relation to financial services, apparel and equipment suppliers, and data and statistics provision only, OFC may, in its absolute discretion, permit Participating Clubs to continue existing sponsorships or partnerships in these categories which came into force prior to the circulation of these Regulations and/or the completion of an agreement for sponsorship of the Competition in those categories.

15. Equipment, other items & beverages in Controlled Areas

15.1. Specific rules for categories of Equipment: In keeping with the "clean site" principles at the Competition, the provisions in this article 15 shall apply to Equipment worn or used within the Controlled Areas (including the "inner enclosure") during the Competition Period.

15.2. Playing Equipment: Club Partner sponsor advertising or recognition (not being of the manufacturer) is permitted during the Competition Period on Playing Equipment in accordance with the provisions set out below. For the avoidance of doubt, no other sponsor advertising or recognition is permitted on Playing at any time during the Competition Period.

Front of Shirt – Club Logo & Manufacturer Logo:

Club Logo / Crest: Positioned on the left chest (as worn by the player), centred vertically between the shirt neckline and the base of the sponsor logo. Manufacturer Logo: Positioned on the right chest (as worn by the player), mirroring the placement of the Club Logo.

- (i) The surface area of each logo shall not exceed 100 cm² (for example, a maximum height of 10 cm and width of 10 cm, or equivalent proportion).
- (ii) Logos must be proportionate to the shirt size and not overpower the primary sponsor branding on the torso.
- (iii) Logos must be clear, single-brand representations without combination or composite branding.
- (iv) Logos should maintain a colour contrast ensuring visibility against the shirt background but must not contain reflective or flashing elements.
- (v) the advertising of tobacco or strong alcoholic beverages (e.g. liquors and spirits), drugs, as well as slogans of a political, sexist, religious or racist nature, or for other causes that offend common decency, are strictly prohibited.

Front of shirt:

Recognition of sponsor advertising of a single Club Partner on Playing Equipment is permitted on the front of the Participating Club's shirt, provided that:

- (i) the Club Partner's sponsor advertising represents a single brand and not any form of combination or composite branding. Combination or composite branding may include, by way of example only, sponsor advertising graphic representations composed of two or more distinct products or brands, or a composite brand name which, if separated, comprises two or more distinct brand names;
- (ii) the surface area of the Club Partner sponsor advertising does not exceed 200cm² (two hundred square centimetres) and must be positioned on the front of the shirt, in the centre of the torso; and
- (iii) the advertising of tobacco or strong alcoholic beverages (e.g. liquors and spirits), drugs, as well as slogans of a political, sexist, religious or racist nature, or for other causes that offend common decency, are strictly prohibited.

If restrictions in the Competition Regulations, and/or the applicable laws of the Competition Territory prevent any Participating Club from displaying its proposed Club Partner sponsor advertising on the front of the Participating Club's shirt, the Participating Club may submit a request for approval to OFC no less than thirty (30) calendar days before the start of the Competition Period to display the branding of an alternative Club Partner or a charitable initiative.

If OFC provides its approval (which shall be at OFC's discretion), then the new branding shall remain subject to and shall comply with the Competition Regulations (including these Media and Marking Regulations).

Back of Shirt: Below and Above player number

Recognition of sponsor advertising of a single Club Partner on the back of the Participating Club's shirt, positioned directly below the player's number and another single Club Partner above the player number, is permitted, provided that:

- (i) The Club Partner's sponsor advertising represents a single brand and not any combination or composite branding (as defined in the front-of-shirt clause).
- (ii) The maximum surface area of the sponsor advertising shall not exceed 100 cm² (ten centimetres in height by ten centimetres in width or equivalent).
- (iii) The placement must be centred horizontally below the player's number, with a minimum 1 cm gap between the bottom of the number and the top edge of the sponsor advertising.
- (iv) The advertising of tobacco, strong alcoholic beverages (e.g. liquors and spirits), drugs, and any slogans or messages of a political, sexist, religious, or racist nature, or for other causes that offend common decency, are strictly prohibited.

If restrictions in the Competition Regulations, and/or the applicable laws of the Competition Territory prevent any Participating Club from displaying its proposed Club Partner sponsor advertising in this position, the Participating Club may submit a request to OFC no less than thirty (30) calendar days before the start of the Competition Period to display alternative branding (including charitable initiatives), subject to OFC's approval.

Shorts

- (i) Fixed Position
 - a. All permitted branding on the shorts shall appear only on the front – left and right leg and back left and right leg (as worn by the player).
 - b. The right leg must remain free of any branding or markings, except for player numbering and manufacturer logo.
- (ii) Branding Permitted on the Left Leg
 - a. Club Crest: Maximum surface area 50 cm².
 - b. Sponsor Logo (if approved by OFC): Maximum surface area 50 cm².
- (iii) Branding Permitted on the back left and right leg
 - a. Sponsor Logo
 - b. Maximum surface area 50 cm².
- (iv) Player Number (Optional)
 - a. If used, may be placed on the right leg alongside the other branding, maximum height 10 cm.

(v) Content Restrictions

- a. The advertising of tobacco, strong alcoholic beverages (e.g. liquors and spirits), drugs, and any slogans or messages of a political, sexist, religious, or racist nature, or for other causes that offend common decency, are strictly prohibited.

Left and Right Sleeve of Shirt – OFC Designation

The left and right sleeves of all Participating Club shirts shall be reserved exclusively for OFC and/or OFC-designated Commercial Partners or OFC Social Responsibility Programmes.

- (i) No Participating Club shall display any Club Partner branding, messaging, or marks on either sleeve during the Competition, unless expressly approved in writing by OFC.
- (ii) Right Sleeve
 - a. *Mandatory OFC Professional League emblem/logo.*
 - b. *Size: Must be the same height as the team crest (maximum surface area 100 cm²).*
 - c. *Placement: Centred on the outer right sleeve, between shoulder seam and sleeve cuff.*
 - d. *No other branding permitted in this location.*
- (iii) Left Sleeve
 - a. *Optional sleeve partner designated to OFC (e.g., commercial partner or social responsibility campaign).*
 - b. *Size limit: 100 cm² maximum.*
 - c. *Only one sponsor or initiative may be displayed.*
 - d. *No club partners allowed unless explicitly approved by OFC.*
- (iv) The advertising of tobacco, strong alcoholic beverages (e.g. liquors and spirits), drugs, and any slogans or messages of a political, sexist, religious, or racist nature, or for other causes that offend common decency, are strictly prohibited.

15.3. Non-playing Equipment:

General rule: Team Delegation Members are permitted to display an unlimited number of Club Partners on Non-playing Equipment except on Matchday or whilst attending any Official OFC Media Activity or any other Competition-related event organised by or under the auspices of OFC.

Training shirts, training jackets, anthem jackets and pre-match ceremony jackets:

On Matchday, or while attending any Official OFC Media Activity or any other competition related event organised by or under the auspices of OFC, Club Partner sponsor advertising or recognition (excluding the manufacturer's logo) is permitted on training shirts, training jackets, anthem jackets, and prematch ceremony jackets, provided that:

- (i) Single Brand

- a. The sponsor advertising represents a single brand only.
- b. Combination or composite branding is not permitted.
 - o *Example:* A design made from two or more separate brands, or a composite brand name that, if split, becomes two or more distinct brands.
- (ii) Size and Placement
 - a. Training shirts: Maximum 200 cm².
 - b. Anthem jackets / Pre-match jackets: Maximum 20 cm².
 - c. All sponsor advertising must be positioned on the front of the shirt or jacket only.
- (iii) Content Restrictions
 - No advertising for tobacco, Strong alcoholic beverages (e.g., liquors and spirits), Drugs, Slogans or messages of a political, sexist, religious, or racist nature and any other content that offends common decency.

Formal attire:

On Matchday or whilst attending any Official OFC Media Activity or any other Competition-related event organised by or under the auspices of OFC, formal attire must, where practicable, be free of third-party branding (whether sewn-in or separately attached), other than the emblem of their Participating Club and the logo of the manufacturer. The maximum size of the manufacturer's logo shall be 20cm² (twenty square centimetres). No more than five (5) manufacturer's logos may appear across all formal attire being worn. The same restriction applies to both formal attire and other Non-playing Equipment items if formal attire is worn together with other Non-playing Equipment items.

15.4. Other Equipment

General rule:

Participating Clubs are permitted to display an unlimited number of Club Partners on Other Equipment (subject to compliance with all applicable laws of the Competition Territory) except for on Matchday or whilst attending any Official OFC Media Activity or any other Competition-related event organised by or under the auspices of OFC. Notwithstanding the above, no Club Partner branding shall be permitted on any Other Equipment which is provided by OFC or a OFC Partner at any time (including the official match ball).

Bags and further items:

On Matchday or whilst attending any Official OFC Media Activity or any other Competition-related event organised by or under the auspices of OFC, all bags and/or further items used by, or belonging to, Team Delegation Members must be free of all branding other than:

- (i) the official emblem of the Participating Club;

- (ii) in respect of large bags, one manufacturer identifier of a maximum size of 100cm² (one hundred square centimetres) or two identifiers of such manufacturer, provided the sum size of the two identifiers does not exceed 100cm² (one hundred square centimetres);
- (iii) in respect of backpacks, one manufacturer identifier of a maximum size of 50cm² (fifty square centimetres) or two identifiers of such manufacturer, provided the sum size of the two identifiers does not exceed 50cm² (fifty square centimetres);
- (iv) in respect of any further items, one manufacturer identifier of a maximum size of 25cm² (twenty-five square centimetres). No more than one manufacturer's logo may appear on any such further item.

Equipment of Ball Kids, Player Escorts and Flag Bearers

- (i) Branding Permission
The equipment and clothing worn or used by ball kids, player escorts, and flag bearers during OFCPL matches may display branding of OFC Commercial Partners or OFC Social Responsibility Programmes.
- (ii) Size and Placement
 - a. Branding may be positioned on the front or sleeve of shirts, jackets, or bibs.
 - b. Maximum surface area for any single logo: 200 cm².
 - c. Manufacturer logos may appear in line with OFC's kit size limits (max 20 cm²).
- (iii) Content Restrictions
No branding for Tobacco, Strong alcoholic beverages (e.g., liquors and spirits), drugs, political, sexist, religious, or racist message and any other content that offends common decency.
- (iv) Consistency
Branding used for these roles must remain consistent for the duration of the Competition unless OFC decides otherwise.

15.5. No advertising on Equipment: Unless otherwise expressly permitted under these Media and Marketing Regulations, all Team Delegation Members are prohibited from displaying any:

- (i) political, sexist, religious or racist messages and slogans, or for other causes that offend common decency, in any language (at any time);
- (ii) commercial branding and commercial and personal messages and slogans (except as permitted under this article 15); and/or
- (iii) manufacturer marks or name of any kind (except as permitted under this article 15 or the Equipment Regulations)

on their Playing Equipment, Non-playing Equipment, Other Equipment items, formal attire, further apparel worn in replacement of Playing Equipment or other items used (including, without limitation, bags, ball bags, goalkeeping gloves, beverage containers and medical bags) or on their person for the duration of their stay in a Controlled Area during the Competition Period. This

provision includes all personal items (including hats, sunglasses, bags, luggage, headphones and other fashion accessories) in possession of, or worn by, the Team Delegation Members.

15.6. Original Trophy and Winner's Trophy

The "Original Trophy" is the perpetual property of OFC and shall remain in OFC's possession at all times. It will be presented to the winning Club during the official Closing Ceremony of the Competition.

The "Winner's Trophy" is a replica of the Original Trophy, presented by OFC to the winning Club following the final match of the Competition. The Winner's Trophy shall be retained permanently by the winning Club.

15.7. Beverages in Controlled Areas:

Consumption of beverages in Controlled Areas:

The following provisions apply to the consumption of beverages in Controlled Areas:

- 15.7.1. Subject to OFC appointing one or more beverage partners as a Commercial Partner, Participating Clubs will be provided with products from the relevant Commercial Partner, including water and sports drinks, for use in the Controlled Areas. The quantity of beverages to be supplied shall be determined by OFC.
- 15.7.2. If Participating Clubs wish to use beverage products manufactured by any other entity, they must be stored or contained in drinking bottles.

No competing beverage brands:

Participating Clubs are expressly prohibited from bringing the beverage products of competitors of the relevant beverage Commercial Partner(s) into the Controlled Areas, in particular the dressing rooms, pitch-side areas at any Competition Stadium, Official OFC Media Activities, mixed zones, interview rooms, and media and television centres, unless such products are contained within the containers prior to arrival at the applicable Controlled Areas.

16. Specific rules for the Official Training Sites

16.1. Commercial Partner static boards: OFC may erect branding displaying Commercial Partner branding and recognition at the Official Training Sites during the Competition Period, and the Participating Clubs shall not cover or remove any such branding.

16.2. Club Media Activities at the Official Training Sites:

- 16.2.1. On Matchday or during any Official OFC Media Activity or any other Competition-related event organised by or under the auspices of OFC at the Official Training Sites, Participating Clubs must not, and must not permit any Club Partner or other third party to: (i) display any advertising, branding or other promotional materials at the Official Training Sites; (ii) conduct any promotional activities; or (iii) conduct any Club Media Activities at the Official Training Sites (in each case including all internal and external areas).
- 16.2.2. Subject to the restrictions in sub-paragraph (i) above, Participating Clubs may display or permit the display of advertising, branding or other promotional materials or conduct or permit promotional activities or conduct or permit Club Media Activities at Official Training Sites during the Competition Period, provided that the Participating Clubs shall ensure that:
- a. any static boards erected by OFC pursuant to article 14.1 shall not be covered or removed;
 - b. any such advertising, branding, materials and/or activities do not infringe the anti-Ambush Marketing principles in these Media and Marketing Regulations
 - c. any such advertising, branding, materials and/or activities do not display, use or incorporate any Competition Marks or seek to create any association between any Club Partner (or any other third party) and the Competition;
 - d. any such advertising, branding, materials and/or activities shall not be open to the public (provided always that Participating Clubs shall be entitled to conduct or permit promotional activities or conduct or permit Club Media Activities which are open to the public if no commercial branding is displayed and the other requirements of this article 14.2(ii) are adhered to); and
 - e. the production, use and/or distribution of any content in connection with any such advertising, branding, materials and/or activities shall only be as permitted if approved by OFC.

16.3 Attendance and ticketing: No Participating Club, Club Partner or any further third party may sell tickets for attendance at an Official Training Site. No Participating Club, Club Partner or any third party contracted or associated to a Participating Club may run any kind of promotion associated with attendance at a training session at an Official Training Site which is targeted at the general public in any manner which associates the Club Partner or any other third party with the Competition, save that a Participating Club shall be permitted to invite a reasonable number of Club Partner guests to attend an Official Training Session.

16.4.Sales of food and beverages: With the exception of any arrangements made by OFC with Commercial Partners, no third-party arrangements made by the Participating Clubs for food and beverages to be made available to attendees at the Official Training Sites are permitted at any time, except as permitted pursuant to an agreement between OFC and the Participating Club (including, for example, the provision of food and beverages for children attending a training session, with no Club Partner involvement).

16.5 Sales of merchandise: With the exception of any arrangements made by OFC, or by third parties appointed by OFC with official licensees, and except as permitted pursuant to any agreement between OFC and the Participating Club relating to the Retail and Licensing Programme, no third-party merchandise or any other licensing products shall be offered for sale or distributed at the Official Training Sites. For the avoidance of doubt, Participating Clubs shall be entitled to sell and distribute their own official club merchandise at Official Training Sites, provided such merchandise is registered under the OFC Licensing and Retail Programme and complies with OFC brand guidelines.

Sales or distribution of any third-party or unlicensed products at Official Training Sites remain strictly prohibited unless expressly authorised in writing by OFC.