

## **Annex No. 1 to EPC**

### **Description of services due to the Sponsor**

#### **1. Basic services**

- 1) conferring upon the Sponsor the exclusive title "Naming rights sponsor of the Arena";
- 2) giving a Name to the Arena;
- 3) permanent use by the Administrator of the Name of the Arena and the logo of the Arena established in the visual identification system (including the obliging by the Administrator or organizers of Events to use the Name of the Arena or the logo of the Arena in informational and advertising materials);
- 4) granting the Sponsor the right to use the image of the Arena and use the logo of the Arena.

#### **2. Permanent external labeling with the logotype of the Arena or in other way agreed with the Sponsor of**

- 1) The facade of the building:
  - a) 4 places on edges under external perimeter screen – suspended elements over the entrances to the Arena;
  - b) branding to the agreed extent of the surfaces of the external glazing available on the perimeter of the facility at A-level;
- 2) the surroundings of the Arena:
  - a) maximally 6 flag poles located before entry No. 1 or N No. 3 to the Arena;
  - b) the surface of the glazing of three parking shelters, from both sides of each shelter;
- 3) access boards and the names of public transport stops:
  - a) giving names to three public transport stops (9 shelters), located in Cracow in the immediate vicinity of ul. Lema 7, subject to the consent of the unit that owns the labelling. The Administrator shall make every effort, to ensure that the used name is correct, and the Sponsor acknowledges that the Administrator has no control over the final appearance of the labelling of shelters;
  - b) designation of the name of the facility on, .existing in the area of Cracow, road and display boards owned by the Municipality of Cracow. The Administrator shall make every effort to ensure that the used name is correct, and the Sponsor acknowledges that, the Administrator has no control over the final appearance of the boards. All costs related to the exchange of road boards shall be borne by the Sponsor.

All labelling must be made using the technique agreed with the Administrator.

#### **3. Permanent internal labelling by the logotype or name of the Arena of**

- 1) The main arena:
  - a) painting in the color indicated by the Sponsor of risers in the stairs located on the stands of the main arena, in the quantity of not less than 2000 risers with an average area of 120 cm x 20 cm;
  - b) the application of light sources in the color indicated by the Sponsor interchangeably in relation to the existing sources of light in the quantity of not less than 2000 light points;
  - c) the surface between floors B and C – with the dimensions 250 m x 0,6 m;
  - d) the surface of 6,5 m<sup>2</sup> for the display of the Name of the Arena on acoustic panels inside the Main Area above C level – performed by technique agreed with the Administrator;
  - e) the labelling of the head restraints of lounge armchairs in the maximum size 360 mm x 400 mm;
  - f) the branding at 0 level (communication sector at the level of players' locker room – sequence of walls together with three entries on the plate of the main arena);

- g) the labelling of the reception point at entrance No 1 to the extent agreed with the Administrator.;
- h) boards with elevator numbers with informational content assigned to each elevator;
- i) information boards with the plan of the Arena and the information "you are here" located at the entrances to each sector ( in front of doors or available walls) with the minimum dimensions 100 x 100 cm;
- j) branding on the room glazing at VIP level to the extent agreed with the Administrator;
- k) supplementary labelling of direction labelling on part of columns located at levels A B and C. The total number of labelled columns shall not exceed 70 pieces;

the small arena:

- l) the labelling of the sports floor of the small arena to the extent agreed with the Administrator. The labelling may not disrupt the legibility of sports labeling – lines designating the surface of pitches;
- m) additional labelling of the small arena with reception point and locker rooms with a total area labeling of up to 50 m<sup>2</sup> in locations agreed with the Administrator;

2) communication routes:

- a) the placing of boards with the Name of the Arena on existing labeling in the form of directional coffers, staircases, vomitoria (levels A, B, C), functional (level 0), VIP lounges (level B);
- b) the placing of the Name of the Arena or the Sponsor on the step-threads of stairs or wall in communication routes or agreed with the Administrator;
- c) the placing of the Name of the Arena on boards with the labelling of the numberings of locker-rooms;

3) press conference rooms at level. 0:

- a) multiplication of the logo of the arena on one of the walls and execution of strips with multiplications on the remaining walls of the conference room (media zone) or other form of labeling of this room agreed with the Administrator;
- b) column at the entrance on backstage;

4) surfaces place at the disposal of the Sponsor:

- a) 15 parking spaces of the Sponsor with the standard dimensions 5 x 2,5 m – labelling on the concrete on the VIP garage;
- b) the lounge of the Sponsor.

All labelling must be made using technique agreed with the Administrator.

#### 4. Hospitality rights available to the Sponsor

- 1) making available to the Sponsor exclusively for the term of the contract of lounge No. 14 together with associated places in the audience for events in the main arena (in the quantity specified through negotiations), on the terms specified in the Sky-Box Regulations;
- 2) the right to use the service providers of the Arena against additional remuneration, in terms of catering taking into account exclusive rights granted to the Administrator's subcontractors;
- 3) ensuring the right to show around visitors free-of-charge, by an employee of the Arena in the amount of maximally 10 group in a year;
- 4) guaranteeing the Sponsor the possibility to realize visual materials in the Arena and its surroundings for the needs of the Sponsor, after prior arrangement of realization of such materials with the Administrator
- 5) making available of the main arena or other surface in the Arena to the Sponsor or other entity indicated by the Sponsor for a period of 6 days during each consecutive annual term of the contract (including no more than 1 day for a quarter in terms of the main arena; unused day in a given quarter is not carried over to the next quarter). Prior to each intention of using by the Sponsor of the above-described right, the Parties shall agree, in good faith, on the date, on which the Arena is to be made available to the Sponsor. The making available of the main arena shall not include lounges, conference rooms and catering spaces. Details of such making available shall be specified in a separate lease agreement and the Sponsor shall be obliged to incur charges for media and the Administrator's additional services in accordance with the applicable price list. The Sponsor undertakes to provide the Administrator's guests with passes making it possible to participate in the event in indicated VIP lounges with the exclusion of closed events.

6) The right to resign from any obligations and services without a change in remuneration.

**5. Displays in publications and any other informational and advertising activities regarding the Arena and in publications of organizers of Events.**

- 1) The Administrator shall make every effort to ensure that the display of the Name of the Arena on tickets. Passes or invitations to Events in the Arena is legible;
- 2) The Administrator shall ensure to Sponsor a legible display of the logo of the Arena on all advertising and informational materials issued by the Arena;
- 3) The Administrator shall make every effort to ensure that the Name or logo of the Arena on advertising and informational materials of events are displayed.

**6. Emissions on electronic carriers**

- 1) Internet:
  - a) Name of the Arena in the Internet domain
  - b) logo on the main website of the Arena;
  - c) subpage of the Sponsor on the website of the Arena with information on the Sponsor's advertising activities involving the Arena and links to the Sponsor's website;
- 2) visual/electronic systems of the Arena during Events:
  - a) emission of the logo of the Arena in the lower or upper ring of the CUBE (screen if the carrier is used during the filling and emptying of the main arena).
  - b) emission of the logo of the Arena on at least 1 scoreboard during the taking of place of events in it of non-sporting nature during the filling and emptying of the main arena;
  - c) emission of materials with logo of the Arena on the CUBE screen (if the carrier is used) during the filling and emptying of the main arena;
  - d) emission of materials with logo of the Arena on internal screens in the foyer at times and dates agreed with the Operator;
  - e) emission of materials with the logo of the Arena on external main screen at dates agreed with the Operator;
  - f) in case of using by the organizer of diode or static boards around the playfield (or similar solution) the Operator shall attempt to secure promotional display of the sign of the Arena during the Events. In the absence of consent of the Organizer for the emission of the logo of the Arena, Operator shall make the effort in order to transmit the Organizer's commercial advertising offer onto the display of the Sponsor's materials. In both cases the Sponsor shall not demand substitute services in the event of a negative decision of the organizer.
- 3) Online store of the Arena:
  - a) display of the Name and logo of the arena on the start page;
  - b) using graphic materials with the Name and logo of the arena to promote sales;
  - c) display of the logo of the Arena or the Name on all tickets, passes, invitations generating after making the purchase;
  - d) display of the logo of the Arena and the Name in electronic correspondence generated with every purchase (for each order at least 2 messages containing the logo of the Arena are sent);
- 4) newsletter for customers of the Arena:
  - a) display of the name or logo of the Arena on materials sent to customers from the Administrator's database.
- 5) social media – profiles of the Arena at least on Facebook and Instagram containing the Name and logo of the Arena, updated with posts announcing and relating current Events in the Arena and pictures, graphic and video materials video containing the logo or Name of the Arena.

## 7. Other services

- 1) Labelling of outfits of selected employees of the Arena ensuring good visibility of the logo of the Arena;
- 2) Labelling of gadgets, correspondence, envelopes etc. using the logo Arena, in accordance with visual identification system (does not apply to the Administrator's correspondence in matters other than directly linked to the functioning and activities of the Arena);
- 3) The right to set up in the arena in public places agreed by the Parties a functional, useful for the audience, internal and external equipment containing the logo of the Sponsor and labelled with and/or Name;
- 4) The Administrator shall make every effort to enable the Sponsor to display its leaflets in the main reception point and the reception point of the small arena;
- 5) emission of materials provided by the Sponsor (previously agreed with the Administrator) on the external, led screen above the main entrance the period between Events to the extent and at dates agreed with the Administrator;
- 6) ensuring and providing on demand of the Sponsor, on a yearly average during the term of the agreement, of 20 pictures from selected Events (subject to the consent obtained in this regard by the Sponsored from the organizer of the Event) to the extent resulting from this consent (consent may relate to inter alia. Restrictions as regards the purpose of using the pictures).