



MARKETING AND MEDIA CHARTER

MTN ELITE - 2024/2025 SEASON

CONTEXT:

As part of the organization of the first and second division men's Professional Championship, hereinafter referred to as "MTN ELITE ONE" and "MTN ELITE TWO", the Cameroon Football Federation (FECAFOOT), in order to provide a framework for the competition, and in consultation with the clubs, has put in place a set of rules on Marketing and Communication, to be observed by all concerned.

Violation of these rules exposes offenders to the sanctions set out in this document.

MARKETING CHARTER:

1- GRAPHIC CHARTER:

As the " *MTN ELITE ONE & TWO 2024* " competition has a graphic charter defined and made public by the Cameroon Football Federation, competing clubs are required to use the elements of the charter made available to them for any communication or use within the strict framework of promoting the tournament. Accordingly, the organizing team will provide clubs with the following elements:

- The "MTN Elite" championship logo;
- The "CTFP" logo ;
- The "FECAFOOT" logo.

2- SPONSORING:

a- Fecafoot Sponsors:

The Fecafoot Sponsors for the 2024-2025 season of the MTN Elite One & Two Championship are as follows:

- MTN Cameroon;
- 1XBET CAMEROON;
- TIOF;

As a result, only the brands and sponsors mentioned above will be able to benefit from visibility or activities inside and outside match stadiums, subject to a formal agreement binding any other partner to Fecafoot. The following are therefore prohibited by default:



- The free distribution or use of products from brands competing with Fecafoot Sponsors in the match stadium;
- The sale of products from brands competing with Fecafoot sponsors in the match stadium;
- The presence of a fan group or fan club of more than 05 people, displaying the identity of an advertiser in the stadium during matches, pre/post-match press conferences or official training sessions;

b- Clubs Sponsors:

In order to preserve the principle of sectoral exclusivity guaranteed to sponsors during their 18 home matches, clubs have the right to sign up any other advertiser who is not a competitor of the championship sponsors, in accordance with the attached *Qualification Form*, and under the following terms and conditions:

- Branding of the team's training stadiums excluded from the pre-match session;
- The presence of club sponsors around the pitch during the team's home matches;
- Branding of supports during the club's media moments, excluding pre- and post-match conferences;
- For all other attributes, Club Sponsors must comply with the following grid:

PRICES FOR COVERAGE OF YOUR 18 MATCHES:

ATTRIBUTES	DELAY	COST
Sale of products in the stadium	All club matches during the competition	1.000.000 XAF
02 Banners around the pitch	All club matches during the competition	2.000.000 XAF
All In One	Offer for all club matches: - 02 banners - Sale of products	2.700.000 XAF



3- Jersey Charter:

All jerseys used by teams during the competition must comply with the following jersey guidelines:





Jersey Design Charter
MTN Elite 1 & 2 Sporting Season 2024/2025



Club sponsor logo size
H: 7.5 cm
L: 7.5 cm

Logo club size
H: 9 cm
L: 9 cm

Major sponsor logo size
H: 25.4 cm
L: 30 cm

Player number
H: 8 cm
L: 8 cm

Right Sleeve - FECAFOOT sponsor
H: 8cm
L: 8cm



Logo size CTFP
H: 8 cm
L: 8 cm



Logo size back of the short
H : 8cm
L : 21cm



Name of player size
H: 4 cm
L: 27 cm



Club sponsor logo size
H: 4 cm
L: 27 cm





Requirements include:

- Player's name above number on back;
- Number on back of jersey, below player's name;
- Exclusive MTN Cameroon logo on front;
- TIOF logo on right sleeve;
- CTFP logo on left sleeve;
- 1XBET Cameroon logo under the player's number.

To do this, each club in competition is obliged to send a model of the match shirt, which will be approved by FECAFOOT no later than **Tuesday, August 20, 2024**;

Sanctions:

Failure to comply with this provision of the graphic charter for the above-mentioned jerseys will result in the following sanctions:

- **Infringement on jerseys for less than 07 players:**
 - A fine of XAF 200,000 per occurrence and per player's jersey, for displaying a non-conforming jersey on the field of play;
- **Infringement on jerseys for 07 players or more:**
 - A fine of XAF 1,000,000 per occurrence and per player's jersey, for displaying a non-conforming jersey on the field of play;



4- Equipment:

Given the objectives of promoting Cameroonian soccer and its players, the following rules must be observed by all competing teams:

a- Official Match:

- All technical staff and officials present on the handrail and/or on the bench during an official match must wear the club's official equipment. It is therefore forbidden to wear any other clothing;
- The head coach, or whoever officiates in this position on the bench, is obliged to wear a jacket.

Sanctions:

Failure to comply with this provision will result in a fine of 100,000 XAF.

b- Pre-match Press Conference:

- Players taking part in pre-match press conferences are required to wear the club's official equipment;
- The head coach, or the person who will act as head coach, must wear the club's official equipment;

Sanctions:

Failure to comply with this provision will result in a fine of 100,000 XAF.

c- Post-match Press Conference:

- Players taking part in the post-match press conference must wear official club kit;
- The head coach, or the person who will act as head coach, must wear the club's official equipment or a jacket;

Sanctions:

Failure to comply with this provision will result in a fine of 100,000 XAF.



5- Ticketing:

Clubs taking part in the tournament are strongly encouraged to purchase stadium tickets in order to mobilize their fan clubs. However, Fecafoot is making the following arrangements:

a- Ticket allocation:

The allocation of stadium tickets for each club is as follows:

- 01 VIP tickets;
- 05 CLASSIC tickets.

b- Purchase bulk tickets:

Clubs can purchase stadium tickets for their fan base at a **10% discount**. The order, consisting of at least 100 tickets, must be formalized by the requesting club no later than 24 hours before the match.

c- Expansion of sales network:

Fan zones and/or club headquarters can be supplied with stadium tickets in the form of sales depots.

6- Fan club contest:

In order to mobilize people around the competition, FECAFOOT and its partners are organizing a fan club competition. The evaluation criteria chosen are as follows:

- **Mobilization;**
- **Animations;**
- **Physical appearance;**
- **Discipline;**
- **Online fan endorsement;**

The jury will give its verdict at the end of the sporting season.



MEDIA CHARTER

During this competition, it's important to turn the spotlight on the main players (players and coaches). The idea is to turn them into stars in the eyes of the public, in order to generate greater interest from advertisers and partners.

To this end, FECAFOOT is planning several activities for all teams taking part in the Play-offs:

1- Team Press

Each team must appoint an Official Press Team before the start of the competition. The name and contact details (**Name + Telephone number + e-mail address**) must be sent to FECAFOOT no later than Tuesday, August 20, 2024.

Sanctions:

Failure to comply with this provision will result in a fine of 100,000 XAF.

2- Pre-match Press Conference

- Pre-match press conferences are held on the eve of each day of the Play-offs. The coach and one player, at the discretion of each team, must take part. Participants must wear the dress code stipulated in article 4-b of the marketing protocol relating to equipment.
- They will take place according to a schedule communicated in advance to the teams by the Media Officer appointed by FECAFOOT.

Sanctions:

- Failure to comply with this provision will result in a fine of 100,000 XAF.
- Delaying the same activity will incur a financial penalty of 50,000 FCFA for the club concerned.

3- Post-match Press Conference

- Post-match press conferences are held at the end of each match. They must be attended by the coach and, if applicable, a player from each team. Participants must wear the dress code stipulated in article 4-c of the marketing protocol relating to equipment.
- They will take place according to a schedule communicated in advance to the teams by the Media Officer appointed by FECAFOOT.



Sanctions:

- Failure to comply with this provision will result in a fine of 100,000 XAF.
- Delaying the same activity will incur a financial penalty of 50,000 FCFA for the club concerned.

4- Official Training Sessions

Official training sessions, like press conferences, are scheduled the day before the match according to a predetermined timetable communicated to the teams. Players and staff wear approved training shirts.

5- Fair-Play

- For production shoots, each team's equipment manager must set up the equipment in the dressing rooms (i) at least 1h30min before kick-off if the team is scheduled for the first match, and (ii) at half-time of the first match, if the team is scheduled for the second.
- When the team arrives, the staff and players must pass in front of the broadcaster's cameras according to a pre-established itinerary communicated in advance by the Media Officer.
- On this occasion, all the coaches are required to answer one or two questions from the broadcaster.
- Before kick-off, the coaches of both teams shake hands, as do the referees who will be officiating the match, followed by a photo.
- After the final whistle, the coaches of both teams shake hands.
- During the match, substitutes on the bench must wear the competition's official chasubles.
- At the end of the match, the coaches and at least one player must stop in front of journalists for mixed zone interviews and attend the post-match press conference, if one is held.
- During post-match interviews, it is forbidden to make accusations prejudicial to the competition.

Signed the _____
F/ THE CLUB

THE PRESIDENT