

MELBOURNE CITY FC

PLAYER SPONSORSHIP TERMS AND CONDITIONS

1. General

These Terms and Conditions apply to Melbourne City FC Player Sponsorships ('Player Sponsorship'). Each Player Sponsorship is an agreement between Melbourne City FC Pty Ltd ACN 128 569 264 (the Club) and the individual or business purchasing the Player Sponsorship (you or Player Sponsor).

Player Sponsorship is a standalone product and does not include Club membership or match tickets unless expressly identified as part of the advertised Player Sponsorship Benefits. Club memberships and match tickets must otherwise be purchased separately.

By purchasing a Player Sponsorship, you agree to these Terms and Conditions and to comply with all applicable conduct, ticketing and venue entry requirements under the Club's [Membership Terms and Conditions](#) and other relevant Club policies.

A breach of those applicable requirements will also constitute a breach of these Player Sponsorship Terms and Conditions and may result in suspension or termination of your Player Sponsorship in accordance with clause 6.2.

For clarity, the Club's general Membership Terms and Conditions do not confer any additional membership rights, ticketing entitlements or benefits under your Player Sponsorship. Where there is any inconsistency, these Player Sponsorship Terms and Conditions prevail.

The advertised price, benefits and other details applicable when your Player Sponsorship is confirmed form part of your agreement with the Club.

2. Purchase and Benefits

2.1 How do I purchase a Player Sponsorship?

Player Sponsorships are available to individuals and businesses, subject to availability and the Club's approval.

Your Player Sponsorship will be confirmed once the Club has accepted your application, received payment and you have accepted these Terms and Conditions. If your application is not accepted, any payment received will be refunded.

The Club may decline an application where the proposed Player Sponsorship conflicts, or may reasonably conflict, with its existing or prospective commercial sponsorship arrangements, including exclusive sponsorship rights.

Where a Player Sponsorship is purchased on behalf of a business or organisation, the person completing the purchase confirms that they are authorised to accept these Terms and Conditions on its behalf.

2.2 What is included in my Player Sponsorship?

Your Player Sponsorship includes the benefits advertised by the Club for the relevant season and program ('Player Sponsorship Benefits'). Benefits may vary between seasons and between the A-League Men's and Women's programs.

Player Sponsorship Benefits are subject to player availability, scheduling, operational requirements and these Terms and Conditions.

2.3 Can I transfer my Player Sponsorship or its benefits?

Your Player Sponsorship cannot be sold, transferred or otherwise commercially exploited without the Club's prior written approval.

Tickets and invitations included in your Player Sponsorship may be transferred with the Club's approval but cannot be resold or offered for resale.

3. Player Availability and Communication

3.1 What happens if my player leaves the Club or becomes unavailable?

Players may become unavailable due to injury, illness, transfers, training commitments or other football-related circumstances. Benefits involving your nominated player are subject to player availability and Club approval.

If your nominated player becomes unavailable or leaves the Club, the Club may allocate a replacement player or offer an alternative benefit of comparable value or experience, subject to your rights under applicable law.

3.2 Am I the exclusive sponsor of my player?

No. Player Sponsorships are non-exclusive, and the Club may allocate multiple Player Sponsors to the same player.

3.3 Can I contact my player directly?

All communication and interaction with players in connection with your Player Sponsorship must be arranged through the Club. You must not contact or seek to engage players directly outside Club-approved activities.

The Club may restrict player participation where reasonably necessary for personal, cultural, religious, safeguarding or welfare reasons.

4. Events, Matches and Benefits

4.1 How will I know when my Player Sponsorship Benefits are available?

The Club will determine the dates, locations and arrangements for Player Sponsorship Benefits, taking into account player availability, match schedules and operational requirements.

The Club will contact you with relevant event details, and you are responsible for confirming your attendance within any timeframes communicated by the Club.

4.2 What happens if a match or event is postponed, rescheduled, cancelled or abandoned?

Where a match or event is postponed, rescheduled, cancelled or abandoned, the Club will use reasonable endeavours to reschedule any affected Player Sponsorship Benefit or provide an alternative benefit of comparable value or experience, subject to your rights under applicable law.

Where a benefit has already been substantially delivered, the Club is not required to provide that benefit again, except as required by law.

4.3 What happens if I cannot attend an event?

If you cannot attend an event due to personal circumstances, please notify the Club as soon as possible.

Alternative arrangements are not guaranteed, and refunds are not provided solely due to a change in personal circumstances, except as required by law.

4.4 What conditions apply when attending matches and Club events?

You and your guests must comply with applicable Club policies, ticketing conditions, venue entry requirements and reasonable directions from Club representatives and venue management, including the Club's [Safeguarding Policy](#).

The Club may refuse entry or restrict access to Player Sponsorship Benefits where these requirements are breached. Serious or repeated breaches may result in termination of your Player Sponsorship.

A breach of these requirements may also constitute a breach of your Player Sponsorship Terms and Conditions, even where the relevant match or event is not included as a Player Sponsorship Benefit.

Serious or repeated breaches may result in suspension or termination of your Player Sponsorship in accordance with clause 6.2.

5. Player Imagery and Commercial Rights

5.1 Can I use images of my sponsored player or the Club's branding?

Your Player Sponsorship allows you to identify yourself as a Player Sponsor of your nominated Melbourne City FC player.

Player Sponsorships are non-exclusive and do not constitute a personal endorsement, commercial partnership or other commercial association between you and the nominated player.

Where the Club provides official player imagery, you may use it solely to acknowledge your status as a Player Sponsor, in accordance with any Club guidelines.

You must not use player imagery, the player's name or your Player Sponsorship status to advertise, promote or endorse any business, product or service, or suggest that the Club or player endorses or supports your business.

No other rights to use the Club's or player's name, image, likeness, logos, trademarks or intellectual property are granted without the Club's prior written approval.

The Club may require the removal or amendment of any unauthorised imagery or acknowledgement. Permission to use player imagery ends when your Player Sponsorship expires or is terminated, unless otherwise approved in writing.

6. Cancellation and Termination

6.1 Can I cancel my Player Sponsorship?

You may request to cancel your Player Sponsorship by contacting the Club.

Player Sponsorship fees are generally non-refundable where you change your mind or cannot attend an event due to personal circumstances, except as required by law.

6.2 When can the Club suspend or terminate my Player Sponsorship?

The Club may suspend or terminate your Player Sponsorship by written notice if you:

- (a) Fail to pay an amount due under your Player Sponsorship.
- (b) Commit a serious breach of these Terms and Conditions or any applicable Club membership, ticketing, venue entry or conduct requirements.
- (c) Fail to remedy a material breach within 10 days of receiving written notice requiring you to do so.

- (d) Repeatedly breach these Terms and Conditions or applicable Club requirements.
- (e) Engage in conduct that reasonably presents a material risk to the safety, welfare or reputation of the Club, its players, staff or commercial partners.

The Club may immediately suspend access to Player Sponsorship Benefits where reasonably necessary to address serious misconduct, safeguarding concerns or risks to the safety or welfare of others.

Where appropriate, the Club will provide you with an opportunity to respond before terminating your Player Sponsorship.

Any refund following termination for breach will be determined having regard to the circumstances, benefits already provided and the Club's rights and obligations under applicable law.

6.3 What happens if my Player Sponsorship conflicts with another Club sponsorship arrangement?

The Club may enter into commercial arrangements granting exclusive sponsorship rights in particular industries, products or service categories.

Where the Club reasonably determines that your Player Sponsorship creates, or is reasonably likely to create, a conflict with an existing commercial sponsorship arrangement or a proposed arrangement that the Club is actively considering or negotiating, the Club may modify the affected benefits or terminate your Player Sponsorship by providing written notice, without requiring your consent.

Where practicable, the Club may offer alternative arrangements but is not required to do so where it reasonably determines that they would not adequately resolve the conflict.

If the Club terminates your Player Sponsorship under this provision, it will refund the portion of the fee attributable to benefits not yet provided. Where a modification materially reduces your benefits, the Club will offer an appropriate alternative or proportionate refund, subject to your rights under applicable law.

7. Responsibility and Liability

7.1 What responsibilities apply to my Player Sponsorship?

The Club will use reasonable endeavours to deliver Player Sponsorship Benefits as advertised. However, benefits may be affected by circumstances outside its reasonable control, including changes to match schedules, player availability and venue requirements.

To the extent permitted by law, the Club is not responsible for losses or expenses arising from these circumstances or from travel, accommodation or other arrangements independently made by you or your guests.

You are responsible for ensuring that you and your guests comply with these Terms and Conditions and applicable Club policies.

You agree to indemnify the Club against reasonable losses or expenses arising directly from your or your guests' unlawful, negligent or wilful misconduct, or unauthorised use of Club or player intellectual property, except to the extent caused or contributed to by the Club's negligence, breach of these Terms and Conditions or unlawful conduct.

8. General

8.1 Will my Player Sponsorship automatically renew?

No. Your Player Sponsorship applies only to the season for which it is purchased and does not automatically renew or guarantee sponsorship of the same player in future seasons.

8.2 Can the Club make changes to the Player Sponsorship program?

The Club may make reasonable operational changes to the Player Sponsorship program where necessary to comply with applicable laws, competition rules or regulatory requirements.

Changes to the price, benefits or structure of Player Sponsorships for future seasons will not affect existing purchases, except as permitted under these Terms and Conditions or applicable law.

8.3 How will my personal information be handled?

The Club will collect, use and disclose personal information in accordance with its Privacy Policy.

8.4 What consumer rights apply to my Player Sponsorship?

Nothing in these Terms and Conditions excludes, restricts or modifies any rights, guarantees or remedies available under the *Australian Consumer Law* or other applicable laws that cannot lawfully be excluded, restricted or modified.

8.5 Which laws govern my Player Sponsorship?

These Terms and Conditions are governed by the laws of Victoria, Australia.