

AGREEMENT WITH LOUISIANA STATE UNIVERSITY

This AGREEMENT (the “Agreement”) is entered into as of the date of the last signature below (“Effective Date”) by and between GS Global Sports, LLC (hereinafter referred to as “GSGS”), and Louisiana State University located in Baton Rouge, Louisiana (hereinafter referred to as “Participant”).

1. Description of the Event.

- (a) The single team event will happen December 13, 2026 during the 2026-27 college basketball season and shall be tentatively known as the “TBD”. GSGS has the right to change the name of the event at a later date.
- (b) Participant shall play one (1) basketball game at the Toyota Center located at 1510 Polk Street, Houston, Texas (the “Game Event”) versus University of Houston (the “Opponent”).

2. Terms and Responsibilities.

- (a) GSGS shall be responsible, at its sole cost and expense, for all staging elements and details normally undertaken for Participant’s collegiate basketball contests.
- (b) GSGS shall be responsible for any rental charges and facility fees charged for use of Toyota Center Arena. Participant shall have no financial responsibility related to game management, operations, or facility costs.
- (c) GSGS shall be entitled to retain all revenue derived from the Event.

3. Compliance with NCAA Guidelines.

The parties agree that in performance of this Agreement, they shall comply with all applicable NCAA rules and regulations.

4. Obligations of GSGS.

GSGS shall provide general management services in connection with the Event.

- (a) Staging Activities. GSGS shall be responsible for venue rental, ticket operations, ushers, officials, security, halftime activities, media relations, advertising, sponsorships, and financial management.
- (b) Tickets.
 - i. GSGS agrees to provide Participant with 100 complimentary tickets, with 75 being located in a premium seating section and 25 being located in a non-premium section
 - ii. Premium seating shall be behind the bench or directly across in lower levels.

5. Obligations of Participant.

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Participant shall be responsible for all costs associated with its participation, including travel and personnel expenses.

6. Game Conditions.

GSGS will arrange and pay for game officials.

7. Insurance.

(a) GSGS shall maintain general liability insurance of \$1 million per occurrence.

(b) Participant shall maintain required self-insurance coverage.

8. Name, Image and Likeness (NIL) Activities.

Separate and distinct from Participant's participation in the Event, GSGS shall provide then-current student-athletes of the 2026–2027 LSU Men's basketball team (the "Team") with opportunities to engage in marketing, sponsorship, public appearances, and other name, image, and likeness activities (the "NIL Activities") to promote and endorse the Event. For the avoidance of doubt, GSGS shall not grant, extend, or otherwise make available to any third-party sponsors any rights to use the Team's NIL.

The Team members shall receive NIL Activities valued at a total of \$50,000 (the "NIL Payment"). GSGS may facilitate payments directly to student-athletes and oversee execution of NIL Activities or work with a third party marketing entity (ex. NIL Max). Each NIL Payment shall be made within five (5) days after the Event, provided all NIL Activities have been completed. GSGS shall use reasonable efforts to communicate NIL requirements in advance. If any NIL Activity is not approved by the College Sports Commission (including NIL Go), GSGS shall use reasonable efforts to modify such activities to obtain approval. All NIL Activities must comply with Louisiana law, NCAA bylaws, , and Collegiate Sports Commission rules.

9. Force Majeure.

In the event of force majeure, both parties shall be relieved of obligations.

10. Cancellation.

Participant must provide ninety (90) days written notice for cancellation. A \$50,000 fee may apply.

11. Miscellaneous.

(a) Entire Agreement. This document constitutes the entire agreement.

(b) Modification. Changes must be in writing.

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IN WITNESS WHEREOF, the parties have executed this Agreement.

GS Global Sports, LLC
By: 
Name: Glenn Smith
Title: Managing Member

Louisiana State University
By: 
Name: Matt LaBorde
Title: Sr. Associate AD/CFO