

EVENTS

September 6, 2017

Joe Alleva
Director of Athletics
Louisiana State University
LSU Athletics Administration Building
Baton Rouge, LA 70803

Dear Joe:

This letter serves as an agreement ("**Agreement**") entered into as of the date set forth above, by and between ESPN Productions, Inc., d/b/a ESPN Events, ("**EPI**") and Louisiana State University ("**School**") in accordance with the following terms and conditions:

1. The School agrees its varsity men's basketball team will participate in the 2018 AdvoCare Invitational (all of the games (including, if applicable, the Fourth Game) comprising the tournament and all associated events, collectively, the "**Event**"). The neutral site portion of the Event (*i.e.* not including the Fourth Game), shall be played at the ESPN Wide World of Sports Complex in Orlando, FL (the "**Site**"). The dates for the Event played at the Site are November 22, 23 and 25, 2018.
2. The School agrees to play three games at the Site as part of the Event with opponents selected by EPI. EPI shall determine a schedule for the Event and provide notice to the School as soon as commercially reasonable of game times and opponents. The School acknowledges and agrees that its participation in the Event counts as an appearance in a certified regular-season multiple-team basketball tournament for the 2018-2019 season. The Event is sponsored by the Metro Atlantic Athletic Conference and meets all requirements as outlined in NCAA bylaw 17.3.5.1.1. The Event and the provisions of this Agreement are subject to change based on NCAA rules and guidelines.
3. The School may, at its option, but with the consent of EPI and the sponsoring conference, request to schedule a "non-bracketed" Fourth Game versus another team who is participating in the Event (the "**Fourth Game**"). Such Fourth Game must be approved in advance by EPI in its sole discretion. The School must notify EPI of its request to play the Fourth Game by June 1 of the year of the Event (*i.e.* the June immediately preceding the Event). If EPI approves the Fourth Game, EPI and School agree that such Fourth Game shall be considered a part of the Event to the extent that it shall be recognized under the banner/name of the Event (*i.e.* in publicity for the event, media guides, historical records, etc.), but such Fourth Game will not be considered for the purpose of bracketing the neutral site portion of the Event or awarding of a championship of the neutral site portion of the Event. However, The Fourth Game shall be played at the School's home court or a site designated by the School; shall be

conducted in accordance with NCAA and Conference regulations; the School must coordinate its opponent; all costs of the Fourth Game shall be borne entirely by the School; EPI shall have no liability whatsoever relating to such Fourth Game; all games including the Fourth Game shall occur within a fourteen (14) day window beginning with the first game of the Event. For clarity, the Fourth Game may be played on a date that is before or after the "bracketed" portion of the Event. Further, the terms of any Fourth Game shall be outlined in a separate agreement between School and EPI; and the television rights to the Fourth Game shall be retained by the designated home team.

4. EPI shall provide the School a travel stipend (the "**Stipend**") of eleven thousand U.S. dollars (\$11,000.00) for the School's twenty two (22) member official team travel party (*i.e.* players, managers, coaches, athletic training personnel, and related staff) (the "**Official Travel Party**"). Within thirty (30) days of final settlement of the Event finances, School and EPI (or EPI's third party designee) shall reconcile such Stipend payment against School's expenses incurred at or through the hotel.
5. EPI shall provide the School a *per diem* (the "**Per Diem**") of four thousand four hundred U.S. dollars (\$4,400.00). Within thirty (30) days of final settlement of the event, School and EPI (or EPI's third party designee) shall reconcile such *Per Diem* payment against School's expenses incurred at or through the hotel.
6. EPI shall provide the School nineteen (19) regular rooms and one (1) suite for four (4) nights at a quality hotel in EPI's reasonable discretion, located near the Site.
7. Upon arrival on location for the Event, EPI shall provide the School ground transportation from the airport. EPI shall also provide the School ground transportation to the airport for departure at the conclusion of the Event. Any and all additional transportation needs and expenses (including, but not limited to, insurance, etc.) are the sole responsibility of the School.
8. EPI shall provide practice sites the day before the School's first game of the Event and, if applicable, on the off day of the Event. Any additional practices are the sole responsibility and expense (including, but not limited to rental of facility, insurance, etc.) of the School.
9. EPI shall provide credentials for the Event for Official Travel Party and any additional School staff, as approved by EPI.
10. EPI shall provide the school forty (40) complimentary tickets to the Event, with the option to purchase additional tickets if available.
11. EPI shall provide the school forty (40) complimentary passes to the Welcome Reception of the Event, with the option to purchase additional tickets if available.
12. EPI will provide one (1) official Event gift to each member of the Official Travel Party in accordance with all applicable NCAA rules. The School has the option of purchasing additional official Event gifts at cost plus shipping if available and in EPI's sole discretion.

13. The eligibility of all varsity players to participate in the Event is determined by the rules and regulations of the NCAA.
14. The School's uniformed cheerleaders, dance team, and mascot will be admitted to the Event at no charge. The School's pep band members (up to thirty (30) participants) will be admitted to the Event at no charge.
15. If the School is placed under conference or NCAA sanctions and/or is ineligible to compete or appear on television, EPI may elect to cancel the School's participation in the Event without penalty or payment and if any payment has been made to the School in advance, the School shall immediately refund such amounts to EPI.
16. EPI shall arrange for and pay all costs associated with the Site as required for the Event (including, but not limited to, leasing/renting the Site, assigning and paying all officials, etc.).
17. The School agrees to provide assistance in the marketing, promotion, and ticket sales for the Event by providing a minimum of the following:
 - a. The School will make reasonable efforts to market the Event to its season ticket holders and alumni; the specific recipients, methods, and marketing plan are in the reasonable discretion of the School.
 - b. In no case may EPI use the School's name or marks for merchandising purposes without the School's prior written approval in each instance. Notwithstanding the foregoing, School hereby grants EPI a non-exclusive license to use the School's names and marks (as provided by School) in connection with the promotion of the Event and in EPI's Distribution of the Programs.
18. **Grant of Rights**. School hereby grants to EPI the exclusive rights to coverage, including but not limited to the production and distribution of one or more audio-visual Programs (defined below), of the Event, according to the following:
 - a. EPI has the exclusive, perpetual right to distribute, transmit, exhibit, license, advertise, duplicate, promote, perform, telecast and otherwise exploit (collectively, "**Distribute**" or "**Distribution**") programs of the Event (each a "**Program**" and collectively the "**Programs**") and its/their constituent elements and any other material pertaining to the Event in EPI's possession and control throughout the universe, by all means and media now known or subsequently developed, on a live and/or delayed basis, without limitation as to the number of uses. EPI also has the right to make reproductions of the Programs and their constituent elements and to use, exhibit, and deal with those reproductions in any manner or media whatsoever, including but not limited to the right to incorporate the Programs and its/their constituent elements into other works for commercial profit. EPI has the right (and may grant others the right) to reproduce or disseminate in any medium, the name, likeness, and voice of each person appearing in or connected with the Event or the Programs as well as names, trademarks, and other identities of the School for all purposes connected with EPI's exploitation of the Event or the Programs and EPI's programming services, but not as a direct endorsement of any

product or other services. Notwithstanding the foregoing, the School will be provided free space for its terrestrial radio network outlet that carries its regular season men's basketball schedule of games and its student radio network outlet, and such stations will be allowed to broadcast audio-only coverage of the Event in the School's local footprint. EPI retains exclusive radio rights to the game for the remainder of the country.

- b. EPI is the sole owner of the Programs and all of its/their constituent elements (and any other material shot by EPI or pertaining to the Programs, whether or not such material was incorporated into the Programs), including exclusive ownership of all copyrights in and to the Programs. EPI is the sole and exclusive owner of all other rights arising out of, ancillary or subsidiary to, or otherwise associated with the Programs, including but not limited to the title(s), trade- and service marks, merchandising, the concept of the Programs, and adaptation rights (such as to dramatic film, radio program, audio recording, music, newspaper column, and magazine or book form).
- c. EPI is not required to actually produce or Distribute any Program, and EPI fully discharges its obligations in this Agreement by paying to School the Stipend, *Per Diem*, and providing the hotel and transportation accommodations stated herein. Any Distribution schedule for the Programs (whether or not School receives notice of it) is subject to change at any time for any reason in EPI's sole discretion.

19. **Indemnification and Insurance.**

- a. School shall indemnify (as to non-private, state-run institutions, to the extent permitted by applicable state law), defend, and hold harmless EPI and each of its parent, subsidiary, and affiliated companies from any and all claims, costs, liabilities, judgments, expenses, or damages (including reasonable attorneys' fees and other costs of suit) arising out of or relating to: (i) any breach or alleged breach of this Agreement or any representation made by it herein (including, but not limited to, any claim by a third party that EPI's exercise of the rights granted to it by School hereunder infringes that third party's intellectual property rights (including, but not limited to, the right of privacy, publicity, trademark, or copyright)); (ii) a breach of law; and (iii) the negligence or willful misconduct of the officers, agents, trustees, employees, contractors of the School and the members of the Official Travel Party.
- b. EPI shall indemnify, defend, and hold harmless School and each of its parent, subsidiary, and affiliated entities from any and all claims, costs, liabilities, judgments, expenses, or damages (including reasonable attorneys' fees and other costs of suit) arising out of or relating to: (i) any breach or alleged breach of this Agreement or any representation made by it herein; (ii) a breach of law; and (iii) the negligence or willful misconduct of its officers, agents, employees, contractors.
- c. Each party agrees to obtain/maintain at its own expense insurance in accordance with highest industry standards.

20. **No Injunctive Relief.**

All rights granted and agreed to be granted hereunder are exclusively and irrevocably vested in EPI and are not subject to rescission or injunction by School or any other party for any cause, nor are such rights subject to termination or reversion by operation of law or otherwise. In the event of a breach of this Agreement by EPI, School hereby expressly recognizes that the damage, if any, caused to School thereby would not be irreparable or otherwise sufficient as to give rise to a right of injunctive or other equitable relief and School acknowledges that School's rights and remedies, in the event of a breach of this Agreement by EPI, will be limited to the right, if any, to recover monetary damages (if any) in an action at law.

21. **LIMITATION OF LIABILITY.**

EXCEPT FOR PAYMENTS MADE TO THIRD PARTIES IN CONNECTION WITH INDEMNIFICATION OBLIGATIONS HEREUNDER, GROSS NEGLIGENCE, OR WILLFUL MISCONDUCT, UNDER NO CIRCUMSTANCES WILL EITHER PARTY BE LIABLE, WHETHER IN CONTRACT, TORT, OR ANY OTHER THEORY, FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL, PUNITIVE, OR EXEMPLARY DAMAGES, ARISING FROM THE SUBJECT MATTER OF THIS AGREEMENT. THIS LIMITATION OF LIABILITY APPLIES EVEN IF THE OTHER PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES INCLUDING, BUT NOT LIMITED TO, LOSS OF REVENUE, ANTICIPATED PROFITS, OR LOST BUSINESS.

22. **Miscellaneous.**

- a. This Agreement becomes binding only when signed by both parties, and can only be modified in writing, signed by both parties. School may not assign any of its rights or obligations under this Agreement without the prior written consent of EPI, and any purported assignment without that consent is void *ab initio*. EPI may freely assign its rights and obligations under this Agreement to a parent, subsidiary, or affiliated company. Any provisions found by a court to be void or unenforceable shall not affect the validity or enforceability of any other provisions.
- b. Neither EPI nor the School shall be liable if for any reason all or any portion of the Event is shortened or canceled due to extreme weather, war, act of God, national emergency, governmental restriction, or like cause, the occurrence of which is not within the control of EPI or School (an event of "**Force Majeure**"). EPI shall use commercially reasonable efforts to reschedule any games canceled due to a Force Majeure occurrence to a new date and time and the School shall use commercially reasonable efforts to compete at the rescheduled date and time subject to its own scheduling limitations.
- c. This Agreement represents the entire agreement between EPI and the School and may be amended only in writing signed by both EPI and the School. Each party acknowledges that it has read and freely signed this Agreement.
- d. The parties are independent contractors, and this Agreement will not be construed in any way to create an agency, employment, partnership, or joint venture relationship

between EPI and School for any purpose whatsoever. Neither party has the power or authority to bind or create liability for the other.

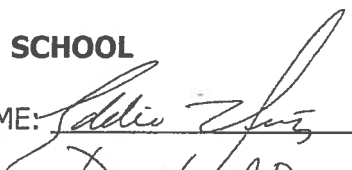
- e. In any legal proceeding brought by one party hereunder against the other, the prevailing party will be entitled to recover from the other party its attorneys' fees and other costs of suit.
- f. All notices between the parties must be given in writing via a reputable overnight courier service (e.g. FedEx, UPS) and, as to School, shall be sent to the address indicated above, and as to EPI, to the following address: Pete Derzis, ESPN Productions, Inc., 11001 Rushmore Drive, Charlotte, NC 28277 with a copy to ESPN, Inc., Attn: Legal, ESPN Plaza, Bristol, CT 06010 (or such addresses as shall be furnished in writing by either party).

If the aforementioned terms and conditions are in accordance with the School's understanding, please confirm by signing below and returning a scanned .pdf file via e-mail to the attention of Missy.H.Betres@espn.com and Jeffrey.R.Wilson@espn.com. We will then sign and forward a fully executed version to you for your files. Thank you!

Sincerely,

Pete Derzis
Senior Vice President
ESPN PRODUCTIONS, INC.
11001 Rushmore Drive
Charlotte, NC 28277

By: SCHOOL

NAME: 

TITLE: Deputy AD

DATE: 7/11/17