



NAISMITH MEMORIAL
**BASKETBALL
HALL OF FAME**

October 30, 2018

Mr. Will Wade
Louisiana State University
Head Men's Basketball Coach
Athletics Administration Building
Baton Rouge, Louisiana 70803

Dear Mr. Wade:

This letter will serve as an agreement ("this agreement") between the Naismith Memorial Basketball Hall of Fame (BHOF), non-profit museum located in Springfield, Massachusetts and Louisiana State University (LSU) regarding one men's basketball game in the 2019/2020 season.

Louisiana State University and the Naismith Memorial Basketball Hall of Fame have agreed to the following terms listed below:

GAME/EVENT/VENUE TERMS

- LSU has agreed to participate in one men's basketball game scheduled for December 21, 2019.
 - The game has been scheduled for Staples Center in Los Angeles, CA
 - The game opponent for LSU will be University of Southern California.
 - In the event that a change of opponent is required, BHOF and LSU must mutually agree upon the new acceptable opponent. An acceptable opponent shall be considered any University with a 3-year RPI/NET average of 125 or better. If an acceptable opponent is not secured, the University shall have the right to terminate this Agreement without penalty (including without limitation any financial penalty).
 - LSU will enter in a separate agreement with USC for a return game to take place during the 2020-2021 season. The BHOF will have no involvement or stake in the 2020-2021 game to be played on a mutually agreed upon date at a venue to be determined by LSU. LSU will initiate the return game contract with USC directly and USC's commitment to the return game will be listed in the USC game contract with the Hall of Fame for this 2019 game at Staples Center
 - BHOF will host and operate the EVENT in partnership with Staples Center. LSU has no financial responsibility or commitment related to the game management, operations, facility etc.
 - BHOF shall obtain and maintain for the duration of this Agreement insurance of the types and at the levels typically maintained for events of this nature, and at minimum shall

1000 Hall of Fame Avenue
Springfield, MA 01105-2532
(413) 781-6500
Fax (413) 781-1939
www.hoophall.com

The Naismith Memorial
Basketball Hall of Fame is
a 501 (c) (3) non-profit
organization dedicated to
honoring and preserving
the history of basketball



NAISMITH MEMORIAL

BASKETBALL HALL OF FAME

1000 Hall of Fame Avenue
Springfield, MA 01105-2532

(413) 781-6500

Fax (413) 781-1939

www.hoophall.com

The Naismith Memorial
Basketball Hall of Fame is
a 501 (c) (3) non-profit
organization dedicated to
honoring and preserving
the history of basketball.

maintain general liability insurance of \$2 million per occurrence and \$5 million in the aggregate. LSU shall be named as an additional insured on BHOF's policies, excluding Worker's Compensation.

- Game officials will be arranged for by BHOF. LSU is not responsible for the payment of the game officials.
- All ticket revenue derived from the EVENT will remain with the BHOF and Staples Center.
 - Any monies leftover after event expenses will benefit the non-profit Naismith Memorial Basketball Hall of Fame.
- BHOF agrees to provide LSU (75) complimentary tickets located in premium seating section.
 - Premium seating section defined as either behind the LSU or directly across the LSU bench.

OTHER

- Use of Marks:
 - LSU agrees the BHOF will have the limited, non exclusive right to use LSU logos, images and marks for the non-commercial use of promoting the EVENT during the term of this Agreement. This right expires upon the conclusion of the Event. Any use of marks must be approved by LSU prior to activation.
 - BHOF agrees that LSU will have the right to use BHOF logos, images and marks for the non-commercial use of promoting the EVENT. Any use of marks must be approved by BHOF prior to activation.
- Financial/Travel:
 - LSU will be compensated by the BHOF a payment of \$50,000.00. Monies will be paid by the BHOF to LSU no earlier than December 22, 2019 and no later than January 22, 2020.
 - LSU agrees that LSU will be responsible for all game related travel to/from Staples Center for this game.
- Media Rights:
 - All media rights to this event will be owned by the BHOF, except that LSU shall have the right to grant to its local radio station(s) that broadcast(s) its regular season games, including satellite or streaming of the broadcast used by its local station, the non-exclusive right to broadcast, live or on a delayed basis at no fee to the BHOF.
- Indemnification:
 - BHOF shall indemnify, defend and hold LSU, its trustees, officers, employees and students harmless from and against all claims, suits, damages, liabilities, losses, demands, penalties, costs and expenses (including reasonable attorneys' fees), and punitive damages of every kind



NAISMITH MEMORIAL
**BASKETBALL
HALL OF FAME**

and nature, by or on behalf of any person, firm, association, corporation or other entity, arising out of or directly or indirectly relating to the Event (including without limitation the basketball game). BHOF's obligation to indemnify LSU shall survive the expiration or termination of this Agreement.

- Cancellation
 - o The BHOF and LSU do not anticipate any negative issues between either side. However, to protect the BHOF EVENT and any advertising, promotion, or ticket sales based on the participation of LSU, the BHOF will penalize LSU a fee of \$150,000.00 for not participating or upholding the letter of intent for the Basketball Hall of Fame EVENT.

By signing the below, both LSU and the BHOF have agreed upon the above mentioned terms and will consider this agreement binding between both organizations. Any changes in terms to the above document must be mutually agreed upon between both sides in writing. LSU participation is expected by signing the below agreement.

Naismith Memorial Basketball Hall of Fame

Name: Greg Proino (Printed)

Title: VP Basketball Ops

Signature: [Signature]

Date: 11/5/18

Louisiana State University (LSU)

[Signature] 11/2/18

Name: Matthew LeDonne (Printed)

Title: Assistant AD

Signature: [Signature]

Date: 11/2/18

1000 Hall of Fame Avenue
Springfield, MA 01105-2532
(413) 781-8500
Fax (413) 781-1939
www.hoopshall.com

The Naismith Memorial
Basketball Hall of Fame is
a 501(c)(3) non-profit
organization dedicated to
honoring and preserving
the history of basketball.