



NAISMITH MEMORIAL
BASKETBALL
HALL OF FAME

April 24, 2023

Mr. Scott Woodward
Louisiana State University
Athletics Director
LSU Athletics Administration Building
Baton Rouge, LA 70803

Dear Mr. Woodward:

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 regarding one women's basketball game in the 2023/2024 season. Louisiana State University (LSU) 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 women's basketball game scheduled for November 6, 2023.
- The game has been scheduled for the T-Mobile Arena in Las Vegas
- The game opponent for LSU will be the University of Colorado
 - In the event that a change of opponent is required, BHOF and LSU must mutually agree upon the new opponent. If an acceptable opponent is not secured, the University shall have the right to terminate this Agreement without cost or penalty (including without limitation any financial penalty).
- BHOF will host and operate the EVENT in partnership with the T-Mobile Arena. 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 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 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 T-Mobile Arena.
 - Any monies leftover after event expenses will benefit the non-profit Naismith Memorial Basketball Hall of Fame.
- BHOF agrees to provide LSU (100) complimentary tickets located in premium seating section.

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.



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- Premium seating section is defined as either behind the LSU bench or directly across from the LSU bench.

OTHER

- Use of Marks:
 - LSU agrees the BHOF will have the limited, non exclusive right to use the 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 provided a financial guarantee of \$25,000.00 to participate in this EVENT. Payment will be made no earlier than January 1, 2024 and no later than April 1, 2024
 - LSU agrees that LSU will be responsible for all game related travel to/from the T-Mobile Arena 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 the non-exclusive right to broadcast, live or on a delayed basis at no fee to the BHOF. Any production costs with broadcasting on radio will be the responsibility of LSU or the LSU designated radio partner.
- 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 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.
- Force Majeure:
 - Neither party shall be liable to the other if such failure to produce a team and play said contest is due to circumstances beyond its reasonable control, including without limitation, Public Health Emergencies, acts of God, nature, strikes, government action, and the like. In the case of an Act



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of God issue, a reasonable effort would be made to re-schedule this EVENT at mutually agreed upon date and time. If that is not possible, both parties would agree that this agreement would dissolve and neither side would have any obligation to each other.

- Cancellation

- The BHOF and LSU do not anticipate any negative issues between either party. However, to protect the BHOF EVENT and any advertising, promotion, or ticket sales based on the participation of LSU, the BHOF will penalize LSU by imposing a fee of \$50,000.00 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 (BHOF)

Name: GREG PROCTOR (Printed)

Title: VP Event

Signature: [Signature]

Date: 6/14/23

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Louisiana State University (LSU)

Name: Kim Mulkey (Printed)

Title: Head Coach

Signature: [Signature]

Date: 5/24/23

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