

## **TOURNAMENTS**

### **XIII. WTA TOURNAMENT RESPONSIBILITIES/BENEFITS TO WTA**

#### **A. WTA SPONSOR PRODUCT CATEGORY EXCLUSIVITIES**

All Tournaments will have certain responsibilities relating to their sponsorship activities and must act in compliance with the Rules.

WTA sponsorship agreements may not vitiate any Tournament's conflicting, pre-existing sponsorship or exposure agreements, but may preclude the renewal of any such agreements except title and presenting sponsorship agreements.

Conflicting, pre-existing, title and presenting sponsors will be grandfathered in connection with this rule.

A Tournament shall be required, upon request by the WTA, to immediately supply any pre-existing contract with a Tournament sponsor that conflicts with a WTA sponsorship. The Tournament shall be entitled to conceal any competitively sensitive financial information in such a pre-existing contract prior to disclosure to the WTA.

The WTA will pay eligible Tournaments a Commercial Benefit payment in exchange for certain commercial benefits.

#### **B. COMMERCIAL BENEFITS GRANTED TO WTA**

The following sub-Section B provides an overview of Commercial Benefits granted to WTA. Any Tournament requested by WTA to provide Commercial Benefits must do so consistent with this sub-Section B, as may be established by the Board of Directors, and in accordance with the Commercial Benefits and Brand Guidelines for WTA Tournaments that is provided annually to Tournaments and published on the TournamentZone. Please refer to the Commercial Benefits and Brand Guidelines for a complete list of Commercial Benefits applicable to each Tournament.

##### **1. WTA Identification**

Each Tournament shall clearly and prominently identify itself to the public as being part of the WTA and give its full cooperation to the WTA in furthering general public awareness of the competition. Any Tournaments which are combined or back-to-back with an ATP event, shall provide a level of WTA branding which is equal to or greater than the branding provided for the ATP as determined by the WTA; however, in no instance shall such branding fall below the minimums required herein. Each Tournament shall assume all costs associated with compliance hereunder.