



COMMERCIAL REGULATIONS

2016–2017 Season

Issue 1: October 2016

INTRODUCTION

This document contains the Commercial Regulations for The SSE Women’s FA Cup 2016-17 season.

The Commercial Regulations have been put in place to protect the reputation of the SSE Women’s FA Cup as one of the world’s most prestigious domestic women’s cup competition. The Regulations are also there to ensure that all parties – fans, Clubs, Commercial Partners and Broadcasters – receive the maximum benefit from their involvement in the competition. The Regulations are binding on all Clubs that participate in the competition. They should be read in addition to the Rules of The FA Women’s Challenge Cup Competition 2016–17 that are also binding on participating Clubs. Subsequent FA Women’s Cup Commercial Regulations may be provided to relevant Clubs for The SSE Women’s FA Cup Semi Finals and Final 2016.

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A WELCOME FROM THE FA

The 2015 SSE Women's FA Cup Final was the first final to be played at Wembley Stadium. This historic occasion saw a record attendance of 30,710 and 1.89m viewers tuned into BBC 1, to watch Chelsea Ladies defeat Notts County Ladies by 1-0. In 2016 Arsenal defeated Chelsea 1:0 to record a record 14th victory in front of yet another record crowd of 32,912. In 2017 the final will be played at Wembley again on May 13th.

The cup of course has many years of history with the first Women's FA Cup competition taking place in the 1970-71 season under the auspices of the Women's FA. The 71 entrants to the new competition included a sprinkling of teams from both Scotland & Wales. Southampton Ladies beat Scottish side Stewarton 4-1 in the Final at Crystal Palace. Southampton dominated in the early years, winning the trophy eight times, and QPR appeared in three consecutive Finals.

The FA took over the running of the competition before the 1993-94 season and it became known as 'The FA Women's Challenge Cup'. There was an initial entry of 147 teams & Doncaster Belles defeated Knowsley United for their sixth Final victory, watched by 1,674 fans at Scunthorpe.

In 2001 a then-record crowd of 13,824 turned up at Selhurst Park to watch a London derby between Arsenal, the established favourites, & Fulham, the young pretenders. The Fulham professionals missed a penalty & Angie Banks grabbed the goal that won The Cup. Fulham wouldn't be denied the following year and edged the Belles 2-1 in the 2002 Final, again at Selhurst Park and this time watched by 2.5 million on the BBC.

Two years on, in 2004, Arsenal's Julie Fleeting scored a hat-trick to beat Charlton Athletic the day after playing, and scoring, for Scotland against Germany! In 2015 Eniola Aluko, an 18-year-old A-level student, hit a fairy-tale winner as Charlton made it third time lucky at Upton Park against Everton. The youngster enthused: "It was the best feeling I've ever had in my life".

Arsenal, the 2015-2016 Cup holders, have won eight of the last eleven competitions and they have a record haul of 14 Final victories. The previous record crowd before the move to Wembley was 24,582 when Arsenal defeated Leeds United 4-1 in the 2008 showpiece at Nottingham Forest's City Ground.

This season sees an increased prize fund, over tripling the prize money to £240,000 that will be distributed to winning clubs.

Good luck to all the Clubs taking part in The SSE Women's FA Cup this season.

Martin Glen
Chief Executive Officer
The Football Association

1. THE SSE WOMEN'S FA CUP BRAND AND IP

1.1 COMPETITION TITLE

SSE is the new lead sponsor and title partner of the Competition and the Competition is now known as and must be referred to as 'The SSE Women's FA Cup'. This title should be used in all written and verbal communications produced by The FA and participating Clubs, in relation to the Competition including but not limited to:

- Match tickets;
- PA announcement;
- Stadium giant screens (if applicable);
- Club websites;
- Club social media channels; and
- Any other SSE Women's FA Cup- related communications, including press releases.

This season's Competition is also supported by the other commercial partners of the women's game ("Commercial Partners"). These currently are: BT Sport, Continental Tyres, Nike and Vauxhall.

The FA reserves the rights to add to or amend the Commercial Partners at any point during the season. The FA will ensure that participating Clubs are provided with details of any changes to their commercial obligations by notifying the Clubs and/or issuing amendments to these Regulations.

1.2 TROPHY IMAGES

The SSE Women's FA Cup Trophy must always be shown with its sponsor ribbons. The FA has produced official images of The SSE Women's FA Cup trophy and usage guidelines are included in the brand guidelines. These will be available for Clubs to download from The SSE Women's FA Cup marketing toolkit.

1.3 USE OF LOGO

There are various versions of The SSE Women's FA Cup Logo for different applications (black and white use, on coloured backgrounds, use on screen or in print).

The SSE Women's FA Cup Logo should be reflected in all branding around SSE Women's FA Cup matches. Clubs should use The SSE Women's FA Cup logo on all SSE Women's FA Cup communication materials that they produced this season, including but not limited to:

- The front page of each SSE Women's FA Cup match programme;
- Match tickets;
- Fixture posters and promotional materials;
- Stadium giant screens (if applicable);
- Stadium concourse screens (if applicable);
- Club websites;
- Club social media channels; and
- Any other SSE Women's FA Cup-related communication, including press releases.

The FA will arrange to send The SSE Women's FA Cup Logo to your local/regional newspapers for their use should they cover your matches in The SSE Women's FA Cup this season.

Please note: These logos are the exclusive copyright of The Football Association and must not be amended or altered in anyway or used alongside any third party logo including the Club's commercial partners. The logos must not be used for any commercial purposes without the express permission of The FA. They are provided purely for branding.

1.4 BRAND GUIDELINES

Brand Guidelines for The SSE Women's FA Cup, as well as key brand assets including The SSE Women's FA Cup logo and images of the trophy, will be available to all clubs.

2. MATCH BRANDING AND OPERATIONS

This section sets out the binding requirements for match day branding that must be adhered to for each SSE Women's FA Cup tie. The FA requires a number of branding requirements to be adhered to on behalf of its lead partner and to ensure The SSE Women's FA Cup brand is presented appropriately.

2.1 MATCH PROGRAMMES

From the Second round proper onwards, the home club must produce a match day programme for each SSE Women's FA Cup match. The SSE Women's FA Cup logo should be used and feature on the front cover of the programme in a prominent position.

From the Third Round Proper onwards Clubs shall provide The FA with one full page colour double page spread advertisement in the centre pages of the Club's SSE Women's FA Cup match day programme for use by The FA and its Commercial Partners. Club qualifying for the third round proper should provide their print specs to The FA.

In addition Clubs shall provide space for one additional full page colour advertisement, plus one page of editorial content for FA use, where possible in each SSE Women's FA Cup match day programme.

All programme adverts and collateral will be made available to Club from The SSE Women's FA Cup Share File at:

2.2 COMPETITION SLEEVE BADGES

Pursuant to Competition Rule 14{f} Clubs may be required to wear sleeve badges branded with The SSE Women's FA Cup Logo at The SSE Women's FA Cup Final. These will be provided by The FA.

Should Clubs competing in The SSE Women's FA Cup want to purchase sleeve badges for use during The SSE Women's FA Cup ties throughout the Competition, these can be arranged by contacting Sporting ID on 0191 251 8221 or emailing c.fletcher@sporting-id.com

If a Club:

- a) is party to an agreement dated prior to the start of the 2015/16 football season with a sponsor which would prevent it from wearing the sleeve badge provided by The FA for The SSE Women's FA Cup Final; or
- b) is unable to attach sleeve badges to shirts due to a stock availability issue which would prevent it being able to source unbranded shirts for subsequent games;

it shall provide evidence of such agreement or stock availability issue to The FA who may provide written approval to participate without a sleeve badge.

2.3 RESPECT

Clubs are requested to support the Respect campaign this season by carrying out the following initiatives:

- The Respect Handshake to take place before all SSE FA Women's Cup Fixtures.
- Respect captains armbands are to be worn by the home and away Club's team captains. Clubs who do not already have armbands can request them via FAWL&C@thefa.com

- Clubs are required to wear a sleeve badge branded with the Respect logo for use during SSE Women's FA Cup matches in the Semi Final and Final. The Respect sleeve badge is to be worn in addition to The SSE Women's FA Cup sleeve badge, worn at the Final. Respect sleeve badges will be supplied by The FA.
- Club managers of both the home and away team are requested to wear a discreet Respect lapel badge during SSE Women's FA Cup matches for Semi Finals and Final. Respect lapel badges will be supplied by The FA.

2.4 TV INTERVIEW BACKDROP

Backdrops featuring branding of The SSE Women's FA Cup and Commercial Partners will be provided to all home Clubs for use during all interviews relating to the Competition which are intended to be broadcast by domestic or international broadcasters. No other backdrops containing advertising or logos should be displayed in any interviews which are intended to be broadcast by domestic or international broadcasters. The backdrops will be provided by The FA's appointed agency. The FA also has the option to provide a backdrop for pre or post match press conferences that must be used if supplied. Clubs may be asked to provide suitable dimensions for their standard backdrops if required.

2.5 PERIMETER BOARDS AND BRANDING

All live or recorded TV fixtures will be required to deliver perimeter branding. The FA's appointed agency will make contact with Clubs to ensure operational arrangements are completed on The FA's behalf. The agency will arrange all delivery and fixing of signs.

The key elements of the delivery are as follows:

2.5.1 TELEVISED MATCHES

Perimeter Boards (Home team only)

The FA will, on behalf of its Commercial Partners will provide all perimeter boards in camera view at all televised matches. Where an LED display is in operation The FA will, on behalf of its Commercial Partners provide files and timing of graphics to be shown in camera exposure during the 90 minutes of playing time, pre-match, half-time, post-match and during extra time (including penalties).

Additional Branding (Home team only)

In addition to the perimeter signage exposure The FA may also require the following items to be present at all televised or recorded SSE Women's FA Cup fixtures:

- Walk out mat – to be placed at the entrance of the tunnel;
- Ball plinth – to be placed at the entrance of the players' tunnel (this may also bear the branding of The FA's Official Match Ball Supplier (currently Nike);
- Pre match pitch and handshake board – to be placed within camera shot of broadcast location prior to being used in front of teams line ups during Respect handshake;
- Corner boards/signs – to be located in front of the perimeter boards in locations close to the corner flags; and
- 3D/2D pitch mats to be placed on either side of the goal in TV Camera View.

Clubs may sell the blind side LED or static perimeter signage and any other signage positions (not including the above) provided that no branding displayed on The SSE Women's FA Cup match days bears the brand

name or advertises any competitor of SSE (a competitor being business operating in the (i) generation, transmission, distribution and/or supply of electricity and/or gas; and/or (ii) gas boiler maintenance and installation services) unless the Club has had written approval from The FA. Clubs wishing to display such perimeter signage must contact The FA and be able to demonstrate that a sponsorship contract, signed before the start of the 2016/17 football season (or a sponsorship contract, signed before the start of the 2015/16 and renewed following the start of the 2016/17 football season on the same terms) will be breached or the Club is party to main shirt of stadium sponsorship with a competitor to SSE.

Removal of Branding

During any televised SSE Women's FA Cup match any non FA pitch side branding including pitch mats, corner boards and walk out mats should be removed. Perimeter boards (subject to the above) and other permanent stadium branding sites can remain in situ throughout the match unless The FA deems they have been installed only on a semi-permanent basis and significantly impact the commercial presence granted to The FA's Commercial Partners.

2.5.2 NON TELEVISED MATCHES

Unless requested by The FA, there will be no obligation for Clubs to deliver commercial rights at non televised or recorded fixtures prior to the Semi-Final SSE Women's FA Cup matches.

2.6 SIDE-OF-GOAL MATS (Home Team Only)

There shall be no branded side-of-goal mats that have not been provided by The FA at any SSE Women's FA Cup match.

2.7 SUBSTITUTE/ADDED-TIME BOARDS

The SSE Women's FA Cup logo stickers may be provided for use on substitute/ added time boards at SSE Women's FA Cup matches which are televised or recorded. These will be delivered by The FA's appointed agency and must be utilised.

3. MARKETING AND FIXTURE SUPPORT

3.1 SHARE FILE

All competing Clubs will be given login details to The Women's FA Cup share file and will be able to access the resources required for competing in The SSE Women's FA Cup this season.

The SSE Women's FA Cup Share File contains brand assets such as:

- Images of the trophy (in JPEG & PNG formats)
- SSE Women's FA Cup logo (horizontal & vertical) in JPEG, PNG formats
- Programme advert (from round 3)
- Match promotion assets (from semi-final stage)

3.2 PROGRAMME ADVERTS

From the 3rd round, The FA may provide competing Clubs with a programme advert, which is mandatory to use.

3.3 FA MARKETING CAMPAIGN

All competing Clubs are required to use The FA's marketing campaign, which is planned to commence from the Quarter-Finals.

3.4 SOCIAL MEDIA

Clubs are asked to mention @WomensFACup in Twitter posts relating to The SSE Women's FA Cup.

3.5 LOGO

The SSE Women's FA Cup logo will be saved in the share file. Clubs are required to use the logo on all promotional collateral

3.6 BRAND GUIDELINES

The SSE Women's FA Cup brand guidelines are available on the share file to all competing Clubs. These brand guidelines must be adhered to at all times. Should you have any questions on the brand guidelines please contact: Matt Blackhurst via email at Matt.Blackhurst@thefa.com

3.7 GETTY

The FA will provide a Getty photographer for the SSE Women's FA Cup Semi Finals and Final.

Clubs involved in the SSE Women's FA Cup Semi-Finals and Final will be given individual login details to Getty's photo library. Getty will have a selection of images available pre-match, during the 1st half, during the 2nd half and at full time with a full image library available 24hrs after the match.

If Clubs wish to add additional requirements to the Getty brief, they should email Matt Blackhurst Matt.Blackhurst@thefa.com with their requests.

4. MEDIA AND PRESS ARRANGMENTS

4.1 PRE-MATCH MEDIA ACTIVITY

For The SSE Women's FA Cup semi-final matches, Clubs must host an SSE Women's FA Cup pre-match press conference for local and national print, broadcast and digital media. This must take place within three days of the semi-final match and feature the Manager/Head Coach and a member of the playing squad.

For The SSE Women's FA Cup Final match, Clubs must attend an SSE Women's FA Cup Final pre-match press conference for local and national print, broadcast and digital media. This will be organised and led by The FA within three days of the Final match and feature the Manager/Head Coach and at least one member of the playing squad.

4.2 POST-MATCH MEDIA ACTIVITY

For semi-finals the manager / head coach must make themselves available for a post-match press conference or interviews. The home Club is responsible for providing an area within the stadium for this activity.

For the Final the manager/head coach must attend an SSE Women's FA Cup post-match press conference, starting no later than 30 minutes after the final whistle

Regardless of the result in either semi-finals or final

- The manager/head coach and key players must be made available to rights-holding Broadcasters for interview
- The manager/head coach must attend a post-match press conference
- All players must pass through the mixed zone when leaving the dressing room area and should stop to conduct interviews with the media where appropriate.
- Each sector of the media should be given access to the teams.

4.3 MEDIA INTERVIEWS

All press conferences must be conducted in front of The SSE Women's FA Cup backdrop.

Clubs will be approached by The FA press office or relevant floor manager with Manager/Head Coach/Player interview requests on behalf of SSE Women's FA Cup rights holders and general media. Clubs will work in partnership with The FA to deliver these requests in order to promote the Competition.

Clubs will be approached by The FA press office across the Competition for Manager/Head Coach/Player interview requests for content that will be distributed across FA channels such as TheFA.com, FATV and Input Media.

For The SSE Women's FA Cup Semi-Finals and Final matches this will extend to content for the match day programmes. Clubs will work in partnership with The FA to deliver these requests in order to promote the Competition.

4.4 COMMERCIAL PARTNER INTERVIEWS

Clubs participating in The SSE Women's FA Cup Quarter-Finals, Semi-Final Matches and The SSE Women's FA Cup Final Match will make available the Manager/Head Coach and Captain for exclusive interviews and photography appearances with The FA Commercial partners.

4.5 CLUB MEDIA OBLIGATIONS FOR THE FINAL

In addition to the above, Clubs participating in The SSE Women's FA Cup Final must hold a media interview and open training (at least the first 15 minutes open for filming) session in advance of the fixture. The date of the media day must be agreed in advance with The FA press office.

The FA may also run an external media event in advance of The SSE Women's FA Cup Final and the two competing Clubs will be expected to assist The FA Press Office in providing guests for interview including a notable squad member.

4.6 ACCREDITATION

Press accreditation (permitting the holder to attend a match in the press box) may be issued to:

- (i) individual members of the press who attend matches on behalf of specified, accredited organisations;
- (ii) freelance reporters;
- (iii) non-accredited organisations, subject to the terms and conditions set out below:
 - The relevant organisation/reporter shall notify the home Club in advance of the identity of its reporter at the match together with the name and details of the newspaper(s) or magazine(s) or electronic publication(s) to whom the report will be submitted. The reporter may only attend on behalf of the relevant media notified when making contact with the home Club. The home Club shall keep a record of all press accreditations and shall produce this list to The FA upon request.
 - Accredited organisations are solely liable for the reporter's presence in the stadium.
 - Reporters must be covered by adequate public liability insurance issued by a reputable insurer (through their accredited organisation is appropriate).

Clubs are also required to ensure that visiting press officers are given suitable accreditation to enable them to conduct their match day duties. At a very minimum this is to include access to all media areas, the tunnel area and the away dressing room.

4.7 MEDIA FACILITIES

Participating Clubs shall ensure that media access and seating arrangements are made available.

For quarter-final and semi-final matches this must be a minimum of 1010 with lighting and writing facilities for use by the press and other media. The press seating must have a clear view of the field of play.

In addition, all Clubs must provide accredited media (journalists, Broadcasters, photographers) with the following free of charge:

- a team sheet;
- a match programme where available;
- where possible, a wireless access point accessible to all accredited media representatives; and

- refreshments

Clubs are asked that where issues arise, or advice in relation to media arrangements is required, they contact The FA's Women's Football Communications Manager Catherine Stewart Catherine.Stewart@thefa.com at the earliest opportunity.

5. TELEVISION ARRANGEMENTS

Clubs are reminded that The FA owns all television broadcasting rights to The SSE Women's FA Cup Competition. This includes the right to broadcast live, delayed, in full or as clips (goals and major incidents) and to exploit any archived SSE Women's FA Cup matches. The following television broadcasting arrangements have been made by The FA in relation to the Competition and are binding on all participants. The FA broadcast partners for the 2015–16 season will be BBC Sport. The FA's production partner for the 2016–17 season will be Input Media.

In addition, BBC has the right to sub licence rights to BBC Wales and S4C to broadcast games including at least one Welsh Club in the Welsh language only.

Clubs are asked that where issues arise, or advice in relation to Broadcast arrangements is required, they contact The FA's Broadcast Operations Manager Tom Gracey tom.gracey@thefa.com at the earliest opportunity.

5.1 ACCESS AND FACILITIES

The home Club must grant rights of access to The FA's official broadcast and production partners for the purpose of transmitting or filming or otherwise recording the match free of charge. The home Club will provide all facilities required by the broadcast or production partner including but not limited to, power supply, commentary positions., a minimum of 3 seats behind the dugout (So-called 'observer seats') and car parking facilities. The home Club must also make available a suitable pitch facing studio or pitch side presentation position.

5.2 LIVE BROADCASTS

The FA and its official broadcast and production partners will liaise with the host Club regarding any arrangements for games which will be broadcast.

5.3 ARCHIVE

Clubs should note that The FA retains all archive rights to the Competition, with archive defined as being everything outside of the current season in play. Further details are provided in the 'New Media Arrangements' section. If Clubs wish to utilise any archive material, a license for this content must be obtained from The FA's archive partner; Pitch International. For any further enquiries please contact Tom Gracey in The FA's Broadcast Team (see Contact Details).

5.4 CLUB CHANNELS

Clubs may produce a feed of the matches they are involved in for their own platforms and to be exploited subject to the relevant holdbacks. However, this is under the conditions that The FA's broadcast partners' own activities are not compromised in any way and that all footage is shared with The FA and its partners upon request.

6. RADIO ARRANGEMENTS

Clubs are reminded that The FA owns all radio broadcasting rights to the Competition. The official radio partners for The SSE Women's FA Cup are as follows:

National Radio

BBC Five Live

Local Radio

1 x BBC Local Radio

1 x Club designated local
Radio station

6.1 ACCESS AND FACILITIES

The home Club must make the following facilities available to the official national and local radio partners on request:

- In relation to National Radio partners a minimum of 3 seats together, as near to the centre of the ground as possible. Note:
 - (i) If the match involves a Welsh based Club further seats will required by BBC Wales/Radio Cymru:
 - (ii) That radio stations from the local areas of both Clubs participating in a SSE Women's FA Cup match may wish to transmit a radio broadcast of the match.
- Reasonable advance access to the ground before, during and after the match to install and test equipment.
- A suitable control point in which to install and test equipment.
- Reasonable access to the ground to install extra lines/extensions, as required— An appropriate number of accreditation passes for engineers, and— Any other facilities that may reasonably be requested, such as staff passes and parking spaces (to the extent available).

6.2 NATIONAL RADIO ARRANGEMENTS – BBC RADIO 5LIVE

Radio 5Live is entitled to attend matches in all Rounds of the Competition and transmit live national radio commentary and live score flashes/ match reports.

6.3 LOCAL RADIO ARRANGEMENTS – BBC LOCAL RADIO STATIONS

BBC Local Radio Stations are entitled to attend and transmit live match commentary of matches in Rounds One to Six (inclusive) of the Competition where a Club participating in such match plays its home games in the local territory of that BBC Local Radio Station. In addition, each BBC Local Radio Station (whether or not it is local to either Club) is, subject to space and facilities, permitted to transmit score flashes or match reports of any match in the Competition.

6.4 CLUB DESIGNATED LOCAL RADIO STATIONS

Each Club shall be entitled to appoint one (1) commercial local radio station (provided the Club plays its home games in the local territory of that commercial local radio station) who shall be entitled to attend and transmit live match commentary of the whole or any part of matches in Rounds One to Six (inclusive) of The SSE Women's FA Cup. The station must give reasonable notice to the home Club of its intention to broadcast commentary. The same stations also have the right to attend matches and broadcast score flashes and match reports only.

7. NEW MEDIA ARRANGEMENTS

7.1 NEW MEDIA DEFINITIONS

Clubs are reminded that The FA owns all new media rights to the Competition. For season 2016-17 only, Clubs are granted the non-exclusive rights set out below in connection with any SSE Women's FA Cup matches they participate in that season. Such rights are available worldwide, subject to the restrictions, holdbacks and transmission windows detailed below.

For these purposes, the following definitions shall apply:

Club Channel: either

- (i) An encrypted channel programme service whose branding includes all or part of the name, initials or nickname of the Club, or
- (ii) An encrypted programming block which is licensed by the Club for transmission for reception and viewing outside of the United Kingdom & Ireland only and which carries the branding of the Club,

in both cases provided that such channel's or block's programming is dedicated entirely to the exhibition of news and programming relating to the Club and does not include footage of any matches in which that Club did not play.

Club Mobile Service: the Club's official mobile service (which may be operated by mobile operator(s) on a non-exclusive basis), whose branding includes all or part of the name, initials or nickname of that Club and whose content is dedicated entirely to material relating to the Club (and which does not include footage of any matches in which that Club did not play).

Club Website: the Club's official website which is accessible by the general public via an IP address and URL which contains all or part of the name, initials or nickname of the Club and whose content is dedicated entirely to the exhibition of news and programming related to the Club (and which does not include footage of any matches in which that Club did not play).

Please note that Club YouTube channels are not included within the definition of Club websites and Clubs are not permitted to exploit footage via YouTube.

7.2 AUDIO AND TEXT-BASED COMMENTARY

- A Club can stream live audio commentary, and offer live text-based commentary, of its matches in The SSE Women's FA Cup on its own Club Website and/or Club Channel.

- A Club may, with the agreement of the relevant BBC local radio station, stream the BBC local radio commentary on its own Club Website and/or Club Channel, provided that the Club undertakes that any BBC material so streamed will not be used for any other purpose nor passed on to a third party nor use in any way that would bring the BBC into disrepute or appear to advertise or endorse any commercial product or concern.
- This streaming right does not permit the Club to allow any commercial (IRN) radio station partner of the Club to stream audio commentary.
- The FA's grant of rights set out above is for commentaries to be offered behind pre-existing payment walls on the Club Website and/or Club Channel, but not otherwise.

7.3 MATCH FOOTAGE

Club Channels and/or Club Websites subject to the holdbacks set out below, may transmit match footage:

- in full without any editing whatsoever ("Club Full");
- in the form of an edited recording of the match (more than 60 seconds but less than 90 minutes) ("Club Highlights"); or
- in clip form where individual clips are less than 60 seconds in length each but subject to a maximum aggregate duration of 3 minutes ("Club Clips"), on Club Channels and/or Club Websites provided that such transmissions are subject to the following holdbacks, meaning that they may not be made before midday on the following day.

Such transmissions may only be made during the following windows:

- Club Full transmissions of any match on the Club Channel in the period commencing at the start of the above holdbacks and ending at the end of the season and must be geoblocked to the UK;
- Club Full transmissions of any match on the Club Website in the period commencing at the start of the above holdbacks and ending at midnight (UK time) on the Friday immediately after the conclusion of the relevant match;
- Club Highlights of any match on the Club Channel and/or the Club Website in the period commencing at the start of the above holdbacks and ending at midnight (UK time) on the Friday immediately after the conclusion of the relevant match; and
- Club Clips of any match on the Club Channel and/or Club Website in the period commencing at the start of the holdback and ending on the conclusion of the season (31st July) in which such match is played.

After 31st July of the relevant season, all rights revert back to the FA and any future Club exploitation is subject to clearance of a license.

7.3 CLUB MOBILE SERVICES

Subject to the paragraph below, the Club may transmit and/or sub licence (on a non-exclusive basis) the right to transmit clips of a match which are less than 30 seconds each in length and subject to a maximum aggregate duration of 3 minutes ("Club Mobile Clips") on a Club Mobile Service with commentary, graphics and titles in the English language only for reception and viewing on mobile devices by any subscriber or user of the Club Mobile Service provided always that the communications links comprised in any such transmission include at least in part transmission by means of mobile wireless technology.

Such transmission are only permitted on Club Mobile Services in the period commencing at the start of the holdback as set out above for Club Channels and/or Club Websites and ending at midnight (UK time) on the Friday immediately after the conclusion of the relevant match.

7.4 RESTRICTIONS

Notwithstanding the above:

- No Club may transmit any footage on its Club Channel in response to an individual user's demand (i.e. on an 'on demand' basis) or on a Pay or Pay Per View basis.
- Clubs and mobile operators may not bundle any footage with footage of any other match played by or relating to any other Club.
- The FA's grant of rights set out above is for Club Full transmissions, Club Highlights, Club Clips and Club Mobile Clips to be offered behind pre-existing payment walls on the Club Website, Club Channel and/or Club Mobile Service (as applicable), but not otherwise.

Please note that The FA reserves all rights to change these arrangements immediately upon written notification to Clubs. All queries relating to these media arrangements should be directed to Tom Gracey in The FA's Broadcast Team (see Contact Details).

8. TICKETING, MERCHANDISE AND PROMOTIONS

8.1 MATCH TICKETS

All tickets for SSE Women's FA Cup matches should feature The SEE Women's FA Cup logo on the ticket in a prominent position. For ticket stock ordered before the distribution of these Regulations and without an SSE Women's FA Cup logo on them, the Competition's full title (The SSE Women's FA Cup) must be printed prominently on each ticket.

8.2 TICKETING REQUIREMENTS

For all televised and non-televised SSE Women's FA Cup matches, a maximum of 200 general admission tickets per match are to be made available to The FA and its Commercial Partners free of charge. These tickets can be used by The FA and by its Commercial Partners for themselves or for promotional use provided that any promotion is related to the Competition and does not suggest any official association with any participating Club. Please ensure these tickets are Category One and seated between the penalty boxes on the side lines of the pitch. If you cannot supply tickets in this location please contact The FA and agree a suitable location.

If required, The FA will make a request for such tickets to the home Club secretary by 5pm on the Friday following the Draw for the applicable Round. If no request has been forthcoming by this time then the Club may release these tickets.

8.3 DIRECTORS BOX and VIP TICKETS

At SSE Women's FA Cup Semi Final matches, the home Club shall make up to 15 directors box hospitality passes and up to 15 VIP passes available for key employees of The FA and its Commercial Partners. All passes will be made available upon request of The FA.

8.4 TICKET PROMOTIONS

Please note that Club sponsors are not allowed to run ticket promotions, other than those approved in advance by The FA via Lowri Williams in the Marketing Department (See Contact Details)

8.5 FA AND SPONSOR REPRESENTATIVE AT MATCHES

At any designated SSE Women's FA Cup match. The FA may send up to 4 representatives from its Commercial Department to ensure that the Clubs, agents and Broadcasters are delivering competition rights appropriately. Therefore, in addition to a match ticket, The FA may require up to 4 'All area passes' in order for the representatives to carry out this role.

These requests will be made, where possible, well in advance of the match by The FA who will state the names and job titles of the persons who will be attending the match.

The FA's appointed agency may also require access passes to each match to ensure that they can effectively setup and manage The FA's branding requirements on a match day. Requests for the accreditation for The FA's appointed agency will be made in advance directly to the Club and each Club shall provide accreditation to the appointed agency in accordance with such request.

All queries relating to ticketing should be directed to Lucy Jones, The FA's Partnership Manager (see Contact Details).

8.6 SIGNED MERCHANDISE – THE SEMI FINALS & FINAL

The FA, on behalf of The SSE Women's FA Cup commercial partners is entitled to 20 items (shirts/ footballs) of signed merchandise from each Club competing in The SSE Women's FA Cup Final and 20 items of signed merchandise from each competing Club in The SSE Women's FA Cup Semi Finals to be used for promotional purposes. The FA, on behalf of their commercial partners shall reimburse the Clubs for any costs of any such shirts or footballs.

8.7 THE FINAL – CLUB EXPERIENCE

Each Club participating in The SSE Women’s FA Cup Final Match shall provide a Club experience for The SSE FA Women’s Cup Commercial Partners to be used for promotional purposes, to promote The SSE Women’s FA Cup Final. Details of the experience will be discussed and agreed between The FA and the Clubs.

9. CLUB BRANDS

9.1 CLUB CRESTS

The FA, Commercial Partners and Broadcasters are entitled to use the crests of all participating Clubs in media promotions and broadcast programmes directly relating to the Competition, provided that any promotional use must involve the crest of all Clubs in the Competition at the time of such promotion.

The FA shall be entitled to use the Club crests of the Clubs participating in the SSE Women's FA Cup Final individually and collectively on match tickets and programmes.

The SSE Women's FA Cup broadcast partners shall be permitted to use Club crests in pairs or in isolation in SSE Women's FA Cup programming or when promoting their coverage of any SSE Women's FA Cup fixture in which the relevant Club is playing.

All queries relating to Club crests should be directed to Lucy Jones, The FA's Partnership Manager (see Contact Details).

9.2 CLUB IMAGERY

The FA, Commercial Partners and Broadcasters shall be entitled to use imagery of participating Clubs and their players and fans from SSE Women's FA Cup matches in all advertising and promotional materials in any and all media (now known or invented in the future) in connection with: (1) the administration and promotion of The SSE Women's FA Cup competition (including future SSE Women's FA Cup competitions); or (2) the promotion of a Broadcaster or Commercial Partner's products and services (including future competitions and including on products and premiums).

Commercial Partners will only be permitted to use player imagery in advertising and promotional materials that:

- feature a minimum of three players from no less than two Clubs;
- relate directly to The SSE Women's FA Cup ;
- contain a clear gap between any player image and any Commercial Partner image; and
- have been approved in advance by The FA.

The FA's Commercial Partners will not be permitted to use any player or Club imagery in any way that suggests an individual endorsement of its products or services unless it has obtained separate consent from the relevant individual(s) or Clubs.

Each participating Club shall ensure it obtains these rights for The FA and its Commercial Partners and Broadcasters

All queries relating to Club imagery should be directed to Lucy Jones, The FA's Partnership Manager (see Contact Details).

10. NIKE MATCHBALLS

10.1 THE OFFICIAL SSE WOMEN'S FA CUP MATCH BALL

Nike is The Official Supplier of footballs for The SSE Women's FA Cup.

10.2 PROVISION OF MATCH BALLS

All Clubs competing in the SSE Women's FA Cup Semi Finals will receive match balls for training purposes. Clubs will be required to use The SSE Women's FA Cup ball as per visual below.



Rob Mitchell
NIKE
07714 725 060
E-mail: Rob.Mitchell@Nike.com

10.3 ADDITIONAL MATCH BALLS OR TRAINING REQUIREMENTS

For any additional match balls or training requirements all Clubs should contact Pro Direct Sport. Nick Barker

Pro Direct Sport
Pro Direct House
Shaldon Road, Newton Abbot
Devon TQ12 4TZ
Tel: 07834 322 066
E-mail: Nick.Barker@prodirectsport.com

10.4 FINAL MATCH BALL

The FA has the right to introduce a new match ball for The Final tie. Clubs will be provided with a supply of any new match ball for training purposes at least 3 weeks prior to The Final. All queries regarding The FA Cup Final match ball should be directed to Lucy Jones, The FA's Partnership Manager (see Contact Details).

11. PRIZE MONEY

The SSE Women's FA Cup prize money for the winning Club in each Round of the 20165–17 competition is as follows:

Round	Amount £
First Round Qualifying winners	350
Second Round Qualifying winners	450
Third Round Qualifying winners	500
Fourth Round Qualifying winners	600
First Round Proper winners	800
Second Round Proper winners	900
Third Round Proper winners	1,000
Fourth Round Proper winners	2,000
Fifth Round Proper winners	3,000
Sixth Round Proper winners	4,000
Semi Final winners	5,000
Final runners-up	15,000
Final winners	25,000

12. THE SSE WOMEN'S FA CUP – INITIATIVES/AWARDS 2016-2017

12.1 THE SSE WOMEN'S FA CUP 'PLAYER OF THE MATCH'

This season the Player of the Match at The SSE Women's FA Cup Final will be awarded in conjunction with our lead partner SSE.

The winner of the award shall lend its co-operation to The FA in promoting the award, including, but not limited to, receiving the award and photo opportunities.

10.2 PLAYER OF THE ROUND

SSE will be awarding the "Player of the Round" award from the first round proper recognising the playing heroes of The SSE Women's FA Cup.

Clubs will be contacted as soon as the "Player of the Round" has been decided. The winner of the award and the players Club shall lend its co-operation to The FA in promoting the award, including, but not limited to, receiving the award in the presence of any invited media and photo opportunities.

10.3 Content capture session

SSE, our lead sponsor, will require a finalist "Content Capturing" session (separate to the Media Day) where they will gather content to help promote the two finalist clubs and the Final at Wembley. This could be imagery / videography / media interviews.

These sessions will take place at both of the finalist clubs in the week after the Semi Final and the Club shall lend its cooperation in booking facilities and organising players to attend. They will require 5 players (including captain) for a total of 2 hours, collectively.

For the avoidance of doubt, this is not classed as a contractual Player Appearance.

13. Contact Details

Name	Role	Email Address	Queries relation to
Catherine Stewart	Women's Football Communications Manager	catherine.stewart@thefa.com	Media & Press Arrangements
Matt Blackhurst	Marketing Executive	Matt.Blackhurst@thefa.com	Match Programme Adverts Ticket promotions
Lucy Jones	FA Partnerships Manager	lucy.jones@thefa.com	Sponsor activity & ticketing Club brands, crests & imagery
Rob Mitchell	Nike	Rob.mitchell@nike.com	Match balls
	SportingID	c.fletcher@Sporting-id.com	Sleeve Badges
Tom Gracey	Broadcast Operations Manager	tom.gracey@thefa.com	Television, Radio & New Media Arrangements
Women's League & Competitions Department		FAWL&C@thefa.com	Respect armbands