

## **ENDORSEMENT GUIDELINES**

In order to protect ESPN's brand and the integrity of our news and event coverage, the following guidelines will apply to all ESPN talent, including anchors, hosts, play-by-play, analysts, and writers regarding endorsements and related activities. This includes any activity in which a third party provides cash or in-kind compensation to endorse, promote or support a product, service or event. Such activities include but are not limited to commercials, testimonials, personal appearances, public use of branded apparel, footwear or equipment, website participation, blog posts, tweets or any other form of paid activity, video depiction or name and likeness usage. These guidelines apply to all staff and independent contractors.

ALL TALENT MUST OBTAIN ESPN'S PERMISSION IN ADVANCE OF ACCEPTING ANY ENDORSEMENT OPPORTUNITY. All requests are to be submitted to ESPN's Talent Development office at least 15 business days in advance of the effective date of the agreement. Approval will be granted or withheld within the fifteen-day window at ESPN's sole discretion.

### **A) The following endorsements/related activity are not permitted:**

- 1) Any activity in which talent is required to wear or be associated with any ESPN mark, insignia or logo or is portrayed in the endorsement material as an ESPN personality, announcer or employee.
- 2) Any portrayal or participation of talent for an entity, product or event that is competitive with any of ESPN's or The Walt Disney Company's lines of business.
- 3) Any endorsement, speaking engagement or appearance paid for by any professional or college sports conference, league, team, association, entity, coach, active player/participant, owner or administrator, television or radio network, website, blog or publication, including payments from any booster clubs, alumni associations, companies or other supportive programs.

### **B) Strict Review Categories.**

The following categories of endorsements are subject to strict review and a strong presumption that they will not be approved.

- 1) Any endorsement related to apparel, footwear or athletic equipment used for training, playing or participating in any sport or event ESPN may cover including the companies that manufacture and distribute any such material. **Provided, however, that in assessing**

**apparel, footwear and equipment, exceptions will be granted to players, coaches and administrators who are engaged as analysts and for whom such endorsements are part of the sports coverage/reporting landscape.**

- 2) Endorsements related to any form of gambling or lotteries.
- 3) Endorsements of any type of firearm or ammunition.
- 4) Endorsements of political candidates or any form of political advocacy.

**C) Normal Review Categories.**

All other categories are subject to our normal review process. ESPN will consider the potential for the company or product to become the subject of a sports news story or subject ESPN or the talent to a loss or the perceived loss of credibility or reputation.

**D) Disclosure**

All relevant, approved talent endorsements will be publicly disclosed on ESPN.com.