

CHALLENGER OF RECORD & DEFENDER AMERICA'S CUP 36

Notice to Competitors N°3

Date: 29 June 2018

Subject: Competitor Website & App Guidelines

Invitees:

- Emirates Team New Zealand
- Luna Rossa Challenge
- NYC American Magic
- INEOS TEAM UK

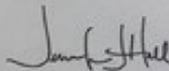
Please find attached the Competitor website and app guidelines, published in accordance with the Protocol.

As COR/D, we confirm that the development partner for the AC36 Website and all respective team sites is a joint partnership between Mueva & Animation Research Limited (ARL).

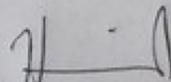
Teams will work directly with Mueva to create their team websites within the Mueva CMS by 30 September as required in the Protocol. The contact is Gabriel Macri <gabit@muevaevolante.com>.

COR/D welcomes comments or improvements to the guidelines in line with a collaborative and mutually beneficial approach to enhancing the digital presence of teams and the America's Cup.

Kind regards,



Jennifer Hall
COR 36



Hamish Hooper
ACE

Official Website & APP Guidelines

Protocol of the XXXVI America's Cup

42 WEBSITES- DIGITAL MEDIA – SOCIAL MEDIA AND DIGITAL APPLICATIONS

42b - "Each Competitor and its Team Members shall use an official Competitor website (each, an "Official Competitor Website") built and hosted by or on behalf of COR/D under the domain of the Official AC36 Website as their sole and exclusive digital presence. For the purposes of this Article 42, "sole and exclusive digital presence" means any internet website (including blogs and online stores) and/or application software and/or any other digital technology platform, other than:

- i. any Official Competitor App that a Competitor may have pursuant to Article 42 d) and/or
- ii: presence on third party branded and operated social media platforms presently known as Facebook, Twitter, Instagram, Flickr, Pinterest and YouTube and any others as may be designated by COR/D from time to time.

c) Official America's Cup App - Each Competitor acknowledges and agrees that the sole and exclusive official digital application of AC36 and the Events (the "Official America's Cup App") shall be produced and hosted by or on behalf of COR/D. A 'page' or 'tag' outlining details, profiles and relevant content pertaining to each competition in AC36 will be included on the Official America's Cup App.

d) Official Competitor Apps - Without prejudice to this Article 42, each Competitor may produce an official digital application (an "Official Competitor App") in relation to its status as a Competitor in AC36, on and subject to the terms of the Official Competitor Apps Guidelines document which shall be published by COR/D no later than 30th of June 2018.

e) Content - The terms of this Article 42 do not apply to content that is not related in any way to the America's Cup, such as content from or related to other, non-America's Cup events in which a Competitor and/or its Team Members may be participating in accordance with the Rules.

Websites & Apps

Competitors shall comply with the Protocol, Title Sponsor Contract and Brand Manual as it relates to their web presence and apps, as well as the following the Guidelines.

A - Competitor Website & App Guidelines

Positioning - Official Competitor Websites and Apps created pursuant to Article 42 shall be positioned and presented as the official website and digital application of the Competitor of the 36th America's Cup and not of AC36 and/or any Event and relate only to the activities of the Competitor and its participation in the Events.

Content

- In accordance with the Protocol, Competitors must create their team website and populate their team content, within the Event website, using the content management system (CMS) provided by COR/D, by 30 September 2018, (or within such further time reasonably required by COR/D in respect of late entries), this shall include, but not be limited to the following: team background,

skipper (if publicly announced), sailing team & principal bios; press releases/news; video and photo gallery.

- Competitors are obligated to keep content updated and to regularly post team news and information
- It is suggested that Competitors shall have a dedicated resource/web manager who will be trained to use the CMS by the COR/D website developer and deemed the designated point of contact for communications related to the website
- Competitors shall have a section within their website and apps with content about the ACWS, Prada Cup and 36th America's Cup Match Presented by Prada that links to www.americascup.com (design and content to be approved by COR/D prior to going live). There is also a requirement to have a 'box/banner' provided by COR/D (size TBD) on the home page of their site and app which links back to the Event website.
- Audio, visual, virtual and data driven content (live) related to the Events shall not be available on Competitor websites, applications, or social media other than is expressly permitted pursuant to the terms of the Protocol
- Content posted on Competitor websites and apps may be requested at times to be used, reformatted and shared by COR/D for use on Event social media channels, the website and app
- **Reference** - Competitors may not make any direct or indirect reference to the America's Cup, AC 36 and/or any Event (including any use of abbreviations, marks and/or other branding related thereto) within:
 - The title of the Official Competitor App or Website, and/or any related keywords tags and search terms with the exception of the Competitor's reference to their participating in AC36
 - In connection with the foregoing, the Competitor shall not do or permit anything to be done that undermines or otherwise impinges upon the sole and exclusive nature of the Official America's Cup App as the official digital application of AC36
 - Competitors shall always comply with the "Contract" (eg. pre-approval by Prada on anything referring to the use of Official Title/Official logos/AC36 Silhouette)
- **Promotion** - Competitors shall promote the Official America's Cup website and app as the official digital presence of AC36 and the Events
- **Reputation** - Competitors shall be complementary and supportive of AC36 on the Official America's Cup website and app as well as Team websites and not conflict or compete with or otherwise undermine either, the Event and related activities
- **Presence** - Competitors may not create multi-Challenger websites, e-games or digital applications
- **Logo Usage** - It is understood that the use of any Official Logo(s) shall always be pre-approved by Prada and as per the Title Sponsor Contract, Challengers shall use the Official Title(s) and the Official

Logo(s) (including the AC36 silhouette) exclusively to identify the AC36 Events and for all announcements

- **Interpretations** - For the avoidance of doubt, the Protocol and Title Sponsor Contract shall prevail over these guidelines

B - Event Website

- **Content**
 - COR/D retains the right to delete or modify any competitor content within the Event website IF in the sole discretion of COR/D it is considered that it in any way is capable of harming the reputation or image of the America's Cup or the title sponsor
 - COR/D and Competitors shall ensure that all Prada related site content in the official websites and other Platforms is always previously approved by Prada
- **Merchandise** - Competitors are obliged to make available their full range of merchandise to the Event website e-store and COR/D shall reserve the right to select which items will be included in the e-store, notably the retail pricing of Competitor merchandise within the Competitor e-stores must be the same as the pricing on the Event website
- **Social Media** - Competitors shall include links to their social media channels within their section of the Event site
- **Analytics** - COR/D shall share analytics and relevant visitor/user data for each Competitor page with that Competitor (but not with any other Competitor)

C- Approach

- COR/D anticipates a collaborative and mutually beneficial approach to all digital content including Team & Event websites and social media channels across all teams for the collective benefit and ongoing growth of 'The America's Cup'.