

# APPLICATION FOR TENDER FOR SELECTED MEDIA RIGHTS FOR THE HIGHEST MEN'S ICE HOCKEY LEAGUE IN THE CZECH REPUBLIC FOR THE SEASONS 2023/24 – 2027/28

**Principal:** **BPA sport marketing a.s.**  
with its registered office at Českomoravská 2420/15, Libeň, 190 00 Praha 9  
ID No.: 045 97 605  
registered in the Commercial Register maintained  
by the Municipal Court in Praha, File No. B 21139  
data box ID: 3skctrj

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**Bidder:** name:  
with its registered  
office at:  
  
ID No.:  
registered in:

**Contact person:** name:  
tel.:  
e-mail:

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In accordance with the Invitation to tender for selected media rights for the highest men's ice hockey league in the Czech Republic – the Extraliga ledního hokeje (ELH) for the seasons 2023/24 – 2027/28 published on 20 February 2023 (the Invitation) and the terms and conditions set out therein, please indicate which ELH media rights package you are seriously interested in and for how many seasons you are bidding for.

Packages in categories I., II. and III. can only be acquired on an exclusive basis and only for a whole period of five seasons (for all the seasons from 2023/24 to 2027/28).

| <b>CATEGORY</b> | <b>PACKAGE</b>                                       | <b>SEASONS</b>    | <b>IF INTERESTED,<br/>PLEASE MARK</b> |
|-----------------|--|-------------------|---------------------------------------|
| <b>I.</b>       | <b>A. FTA TV for the<br/>Czech Republic</b>          | 2023/24 - 2027/28 |                                       |
|                 | <b>B. Pay-TV for the<br/>Czech Republic</b>          | 2023/24 - 2027/28 |                                       |
|                 | <b>C. TV stream for the<br/>Czech Republic</b>       | 2023/24 - 2027/28 |                                       |
| <b>II.</b>      | <b>D. TV broadcast for the<br/>Slovak Republic</b>   | 2023/24 - 2027/28 |                                       |
|                 | <b>E. TV stream for the<br/>Slovak Republic</b>      | 2023/24 - 2027/28 |                                       |
| <b>III.</b>     | <b>F. Betting rights for the<br/>Czech Republic</b>  | 2023/24 - 2027/28 |                                       |
|                 | <b>G. Betting rights for the<br/>Slovak Republic</b> | 2023/24 - 2027/28 |                                       |

Acquiring individual packages in categories IV. and V. can be conditional on exclusivity. In such a case, please indicate for each season for which you are bidding whether you are interested in acquiring an exclusive or non-exclusive package. Packages in these categories can be acquired for any length of time from one to five seasons.

| CAT. | PACKAGE   | SEASONS | PLEASE MARK |               |
|------|---|---------|-------------|---------------|
|      |   |         | EXCLUSIVE   | NON-EXCLUSIVE |
| IV.  | <b>H. Goal situations and relevant data rights for the Czech Republic</b>   | 2023/24 |             |               |
|      |   | 2024/25 |             |               |
|      |   | 2025/26 |             |               |
|      |   | 2026/27 |             |               |
|      |   | 2027/28 |             |               |
|      | <b>I. Goal situations and relevant data rights for the Slovak Republic</b>  | 2023/24 |             |               |
|      |   | 2024/25 |             |               |
|      |   | 2025/26 |             |               |
|      |   | 2026/27 |             |               |
|      |   | 2027/28 |             |               |
| V.   | <b>J. TV broadcasting rights for foreign countries</b>  | 2023/24 |             |               |
|      |   | 2024/25 |             |               |
|      |   | 2025/26 |             |               |
|      |   | 2026/27 |             |               |
|      |   | 2027/28 |             |               |
|      | <b>K. TV excerpts and relevant data rights for foreign countries</b>  | 2023/24 |             |               |
|      |   | 2024/25 |             |               |
|      |   | 2025/26 |             |               |
|      |   | 2026/27 |             |               |
|      |   | 2027/28 |             |               |
|      | <b>L. Betting rights for foreign countries (with the exception of the territory of the Slovak Republic)</b>                           | 2023/24 |             |               |
|      |   | 2024/25 |             |               |
|      |   | 2025/26 |             |               |
|      |   | 2026/27 |             |               |
|      |   | 2027/28 |             |               |
|      | <b>M. Goal situations and relevant data rights for foreign countries (with the exception of the territory of the Slovak Republic)</b> | 2023/24 |             |               |
|      |   | 2024/25 |             |               |
|      |   | 2025/26 |             |               |
|      |   | 2026/27 |             |               |
|      |   | 2027/28 |             |               |

The following documents proving that the general qualification criteria set out in the Invitation to tender are attached to this application form:

- a) a promise to provide a financial guarantee or an affidavit that the Bidder is able to perform its financial and other obligations to the Principal arising from its participation in the tender;
- b) an affidavit that the Bidder is not bankrupt, is not subject to any insolvency or enforcement proceedings and is not in liquidation as at the date of submission of the application; and
- c) an affidavit that the Bidder is not, as at the date of submission of the application, subject to any litigation or other similar proceedings which might result in impairing its ability to perform its obligations to the Principal.

Please also provide evidence that you meet the special qualification criteria set out in the Invitation to apply for specific packages in each category.

If the information in the application form and the attached documents proves to be false, the Principal shall be entitled to exclude the Bidder from the tender.

The Bidder may express interest in several ELH media rights packages at the same time but must then submit a separate bid for each package.

The application form delivered to the Principal is irrevocable, the Bidder may only modify or complete it at the Principal's request.

The Bidder acknowledges that by completing and submitting this application form, the Principal shall not be obliged to enter into a contract for the assignment of the selected media rights with the Bidder, even if the Bidder's bid is successful.

The Bidder declares that the Bidder has read and understands the entire Invitation and by completing and delivering this application form to the Principal, expressly accepts the terms and conditions thereof.

The application form must be delivered to the Principal by the methods specified in the Invitation no later than 3 March 2023, specifically by 5:00 PM.

If the Bidder submits a timely and perfect application form, the Principal shall send the documents for the specific packages for which the Bidder is bidding on 6 March 2023.

Date of completion of the application form

If the Bidder intends to deliver the application in paper form, it must be signed by the representative authorised to act on behalf of the Bidder