

MEMORANDUM OF UNDERSTANDING

BETWEEN



LIGA NACIONAL DE FUTBOL PROFESSIONAL
(LaLiga)

AND



LEAGUE MANAGEMENT COMPANY LTD (LMC)
(NPFL)

THIS MEMORANDUM OF UNDERSTANDING (MOU) is made this...day of2016

BETWEEN

LIGA NACIONAL DE FUTBOL PROFESIONAL (LaLiga), operator and manager of LaLiga, an Association Football league in Spain.

AND

LEAGUE MANAGEMENT COMPANY LIMITED (LMC), operator and manager of the Nigeria Professional Football League (NPFL), an Association Football league in Nigeria.

WHEREAS:

- A) The parties, sequel to their bi-lateral meetings at the World League Forum in London in May 2015 and subsequently in Paris in December 2015, decided to pursue mutual collaboration for the development and benefits of their leagues.
- B) LaLiga invited LMC-NPFL to a meeting in Madrid on 29th February 2014, where the parties met at LaLiga office in Madrid and firmly agreed to enter into this collaboration.
- C) The parties further agreed for LaLiga to visit Nigeria on 25-26th April 2016 to conclude and execute this MOU.

1. Declared Intent

It is the declared intent of both LaLiga and LMC to enter into a working relationship for the purposes of collaborating in clearly identified areas of mutual interest and benefit. The partnership will also seek to enhance the technical, commercial and promotional opportunities of NPFL.

2. Initiation of Collaboration

The parties have thus agreed to initiate the collaboration in the following specified areas:

- (1) LaLiga will share with LMC its experience and expertise in developing Digital Platforms and Apps for the marketing and commercial operations of NPFL.

- (2) LaLiga will deploy its experience and expertise to assist LMC for the maximal commercial exploitation of NPFL data and other intellectual property.
- (3) Joint promotion, Marketing, and Commercial activities within Nigeria territory.
- (4) LaLiga shall assist LMC for the NPFL commercial development and the exploitation of merchandising and other promotional rights.
- (5) Forging of relationships between Clubs of LaLiga and NPFL.
- (6) Training of players, coaches and managers of NPFL Clubs both in Spain and Nigeria.
- (7) LaLiga will deploy its experience and expertise to assist LMC in relation to NPFL Players Welfare and professionalism
- (8) LaLiga will employ its best effort to facilitate, in conjunction with LMC, the sending of NPFL best professional players to Spain for testing and possible transfer to LaLiga.
- (9) World Challenge: Friendly matches in pre-season and post-season.
- (10) Youth development programmes and tournaments, including development of Academies of football excellence and training.
- (11) Setting up of a permanent area/office of LaLiga in LMC premises.
- (12) LaLiga will assist LMC, as possible, in the overall improvements in the organisation, technical and commercial developments of NPFL.
- (13) LaLiga and LMC will give maximum publicity to their relationship through mention in their websites, stationeries official communications.

3. Expansion of Areas of Collaboration

Irrespective of the areas and scope agreed here for collaboration, the parties are at liberty always to expand the areas of collaboration, as they shall deem fit to cover other areas of mutual interest.

4. Implementation of MOU

Each party shall nominate in writing its representative to act and serve as liaison and contact person for the implementation of this MOU. The parties reserve the right to change such nominated liaison at any time, and notify the other party accordingly in writing.

5. Tenure of MOU

This MOU shall last till 30th June 2021, except if extended six months before this date by mutual agreement of the parties.

6. Good Faith

The parties declare that they shall exercise utmost good faith in the implementation of this MOU. Accordingly, the parties agree that no party shall sue or liable to be sued in respect of this MOU.

Signed, duly authorised for and on behalf of LaLiga:

Signature.....

Name: Javier Tebas Medrano

Position: PRESIDENT, LaLiga

Date.....

Signature.....

Name: His Excellency, Alfonso Barnuevo Sebastian de Erice

Position: Ambassador of Spain to Nigeria
(WITNESS)

Signed, duly authorised for and on behalf of LMC:

Signature.....

Name: Mallam Shehu Dikko

Position: Chairman, LMC

Date.....

Signature.....

Name: Barrister Solomon Selkap Dalung

Position: Hon. Minister of Youth and Sport, Federal Republic of Nigeria
(WITNESS)