AFC CHAMPIONS LEAGUE ELITE™

# FINALS JEDDAH 2026

# AFC RIGHTS PROTECTION GUIDELINES

## AFC CHAMPIONS LEAGUE ELITE FINALS JEDDAH 2025/2026

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# INTRODUCTION

## About the Asian Football Confederation

The Asian Football Confederation (AFC) is the governing body of football in Asia with a membership comprising forty-seven (47) member associations in accordance to FIFA and AFC Statutes.

Based in Kuala Lumpur, the AFC organises various football competitions both on national and club levels and its objectives include, inter alia, promoting, regulating and improving the game of football constantly in the territory of Asia in light of fair play.

Unless otherwise provided for by the AFC, the requirements and definitions provided under this AFC Brand Protection Guidelines ("Guidelines") shall serve to supplement the terms and definitions under the AFC Competition Operations Manual, Competition Regulations, circulars of each AFC Competition and Hosting Agreement, as well as all applicable directives and decisions of the AFC.

## About the AFC Champions League Elite

The AFC Champions League Elite ("ACLE") is an annual continental club football competition organised by the Asian Football Confederation, and contested by Asia's top-division football clubs. Being the most prestigious club competition in Asian football, it is essential for the AFC to protect the intellectual property and brand integrity of the ACLE.

With an ever-expanding global audience and an increasing number of Commercial Affiliates, the ACLE 2025/26 promises to be another milestone in the competition's storied history. With the ACLE 2025/26 final being held in Jeddah, the AFC will work closely with the LOC and relevant authorities to ensure the effective implementation of the AFC Rights Protection Programme.

## AFC's Rights Protection Programme

The AFC owns all rights to its competitions and events including all intellectual property rights and proprietary interests whether created in the past, present or future and reserves all rights in respect to the use and/or exploitation of such rights and is committed to protecting the same as such rights are critical for maintaining the integrity, value and growth of its competitions and events

In recognising the importance and value of its rights, the AFC has established the AFC Rights Protection Programme ("Programme") aimed at ensuring the safeguard and control of its rights and prevention of unauthorised use and exploitation of the same.

The Programme is implemented for the AFC's competitions and events through close collaboration with Host Organisations, Participating Member Associations, local authorities, Commercial Affiliates and provides a comprehensive mechanism and defined processes to safeguard the AFC's rights and assets, ensuring that unauthorised activities such as counterfeiting, ambush marketing, ticket touting and rights infringements are identified and addressed swiftly.

Some of the measures implemented under the Programme include the monitoring of activities both onsite and online to identify and mitigate instances of infringement and unauthorised use of rights. Onsite personnel will actively patrol competition and event venues to prevent and address any unauthorised activities. Specific areas and zones are designated for exclusive use by the AFC and its Commercial Affiliates and unauthorised promotions and activities are strictly prohibited within such areas. Strict ticketing protocols are also implemented to prevent the unauthorised resale of tickets and to ensure authorised access to all competition and event venues.

### ◦ Purpose

As part of the Programme, the AFC Rights Protection Guidelines ("Guidelines') have been developed to:

- outline AFC's policies and procedures for protecting its intellectual property across its competitions and events;
- facilitate the identification of the AFC's rights and assets; and
- provide clear directions on the proper use, protection and enforcements of its rights.

These Guidelines are essential in helping the AFC combat/deter acts of infringement and ambush marketing through the support and coordination from Host Organisations, local authorities, the AFC Commercial Rights Partner, Commercial Affiliates, related stakeholders and the general public.

### ◦ Scope of Application

These Guidelines apply to all individuals, organisations, media entities, Commercial Affiliates and stakeholders involved with or using AFC-associated intellectual property, assets and content.

All parties are required to adhere to these Guidelines to ensure the proper and authorised use of AFC rights and assets and the protection of its exclusive rights.

# POLICIES AND PROCEDURES FOR IP PROTECTION

The AFC is committed to safeguarding its IP, including trademarks, logos, official branding, match footage and other proprietary content. As the exclusive owner of these rights, AFC implements robust policies and procedures to protect its IP from unauthorised use, reproduction or distribution.

AFC continuously monitors both digital and physical platforms for potential infringements of its IP. This includes social media, websites, merchandise, broadcasts and public events. AFC reserves the right to take immediate action against any infringing activities including issuing cease & desist notices, removing unauthorised content and pursuing legal remedies.

The AFC grants licenses for the use of its IP through formal agreements. All licensing arrangements are carefully vetted and any party wishing to use AFC's IP must adhere to AFC's established procedures and guidelines. Unauthorised use of the AFC's IP is strictly prohibited.

The AFC has established clear reporting processes for identifying any potential infringements of its IP. All stakeholders, including partners, broadcasters, licensees and the public are encouraged to report suspected infringements through the designated channels outlined in their respective agreements with the AFC or these Guidelines. The AFC will investigate all reported issues and take necessary actions.

The AFC also collaborates with local and international law enforcement agencies to prevent and address any illegal use of its IP. AFC is dedicated to ensuring that infringers are held accountable and that its IP rights are respected across all territories.

# AFC'S INTELLECTUAL PROPERTY

The AFC owns and retains all intellectual property rights ("IP") related to its competitions and events, including but not limited to trademarks, logos, images, footage, branding and other proprietary content, as set out in Appendix A attached hereto. These rights are protected by applicable intellectual property laws and all use of such IP is subject to the express permission of the AFC.

Any use of the AFC's IP granted under consent, or a rights agreement is strictly limited to the terms of such agreement. The AFC reserves the right to revoke, modify or limit the scope of such authorisation at any time.

The provision of rights to use the AFC's IP does not transfer any ownership or create any right, title or interest in the IP itself. All IP remains the exclusive property of the AFC.

The use of any AFC IP shall not imply endorsement, sponsorship or affiliation to the AFC and/or its competitions and events, unless explicitly stated in writing by the AFC.

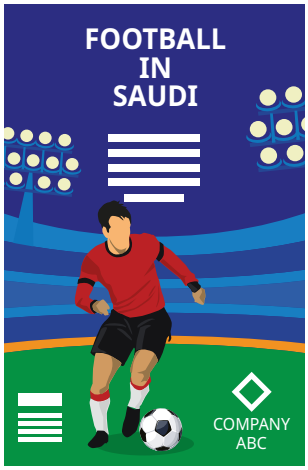
Any unauthorised use of the AFC Marks constitutes an infringement of the AFC's rights and may result in the commencement of appropriate action. The AFC reserves the right to require the immediate cessation of any infringing activity and request the removal of any infringing content.

# EXAMPLES OF PERMITTED AND PROHIBITED ACTIONS

In an attempt to eliminate any form of unauthorised use of the AFC Marks and AFC's rights by third parties, the AFC has compiled the following examples to serve as a guideline to the public in identifying permitted and prohibited actions relating to the AFC competitions.

Please be mindful that the list provided only includes some of the more common examples of actions and is in no way reflective of all the different variations of such action. If you are unsure as to what may constitute an infringement and/or unauthorised use, kindly seek advice from an intellectual property lawyer.

## A Advertisements and Promotions




**Allowed**

Advertisements and promotional materials using general football-related terms and imagery.




**Not Allowed**

(i) Advertisements and promotional materials incorporating the use of any AFC Marks and/or any intellectual property rights relating to the AFC and/or AFC competition;




**Not Allowed**

(ii) Any form of promotion and advertisements relating to the AFC competition and/or AFC including without limitation ticket promotions and/or promotional activities/events which are not organised and/or endorsed by the AFC. For purposes of clarity such an activity is also prohibited within AFC competition and official event venues.




**Not Allowed**

(iii) Any contests, games and/or lotteries which incorporate the use of the AFC Marks or any of the AFC's rights or are organised in connection with the AFC competition without the authorisation of the AFC.

## B Products and Services




### Allowed

Items containing general football-related themes or terms, including without limitation any reference to the host country or national flags.







### Not Allowed

(i) Use of the AFC Marks and/or any intellectual property rights relating to the AFC and/or AFC competition on any products or services.

(ii) Any form of products, services and/or branding containing marks of third parties and/or implies a reference to a third party are also prohibited within the AFC competition and AFC official event venues.

(iii) sale of goods not approved by the AFC.

## C In Store Decoration




**Allowed**

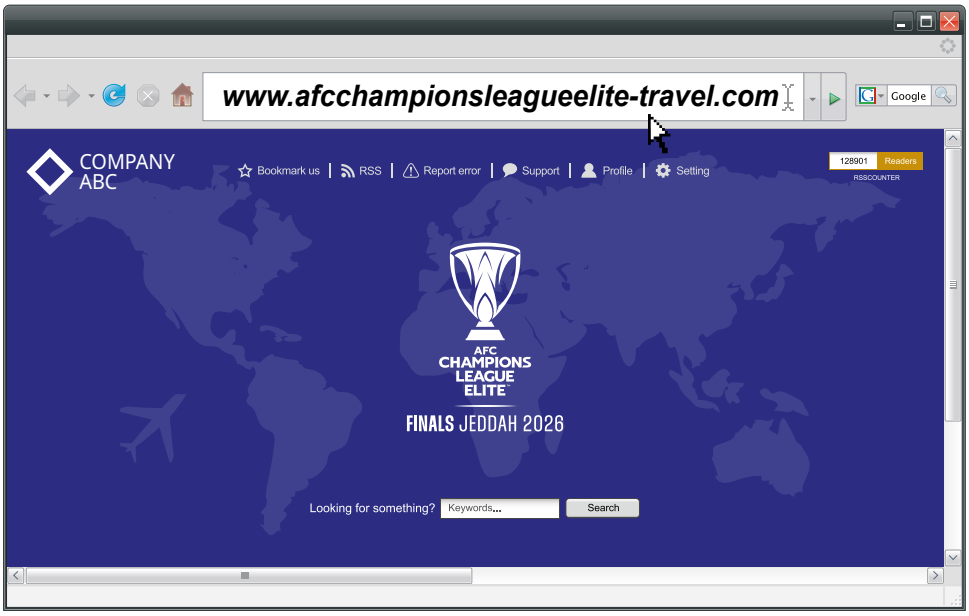
General football-related themed designs and/or decorations.

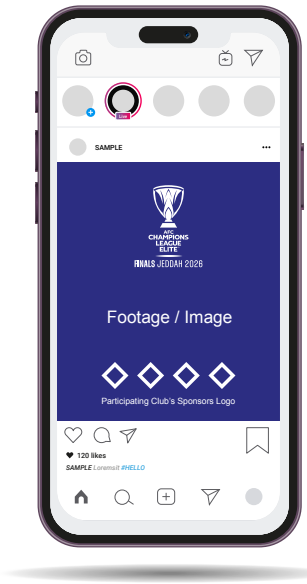



**Not Allowed**

Use of the AFC Marks and/or any intellectual property rights relating to the AFC or competition used for store designs and/or decorations.

## D Domain Names / Social Media




### Not Allowed

(i) Use of the AFC Marks including without limitation any derivations closely associated to the AFC Marks cannot be incorporated and used in domain names for websites. E.g. ***www.afcasiancup-travel.com;***

(ii) The AFC Marks and/or any intellectual property rights relating to the AFC competition may not be used on any social media platform to create an official association to the AFC competition.

## E Internet / Mobile Applications




### Allowed

Use of the AFC Marks for non-commercial purposes including without limitation for the provision of news and editorial purposes.



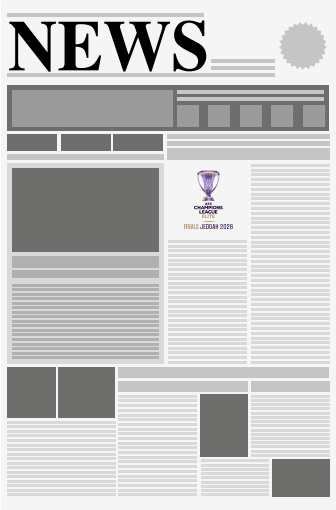

### Not Allowed

(i) The AFC Marks may not be used as hyperlinks or shortcuts on the Internet.

(ii) The AFC Marks and/or any intellectual property rights relating to the AFC competition may not be used for any SMS, MMS and/or Mobile Application services.

(iii) Use of the official get-up and/or look and feel of the AFC competition as part of the design and/or overall look of a website and/or mobile application.

## F Social Media and Hashtags




**Allowed**

Posting of editorial comments, retweets or sharing of official content relating to the AFC competition so long as there is no commercial association inferred from such postings.




**Not Allowed**

Editorial comments, using any hashtags relating to the competition and/or the AFC for e.g., #afcchampionsleagueelite, #championsleagueelite and #championsleaguesaudiarabia, retweets and/or sharing of official content by third party businesses

## G Public Viewings




### Not Allowed

As public viewings are subject to license by the AFC, no party shall be permitted to air any of the matches of the AFC competition whether in audio or visual form without the prior written authorisation of the AFC.

## H Items of Clothing

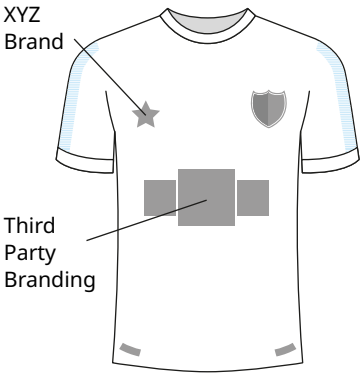



### Allowed

(i) National Team Jerseys

(ii) Club Team Jerseys (with original sponsor branding)

(iii) Regular branded apparel




### Not Allowed

(i) Branded costumes;

(ii) Identical branded apparel used by a group of people (inferring a potential ambush marketing activity)

## I Fan Items



### Allowed

(i) Country and team flags.

(ii) Hats, Clappers and any other fan items without branding.





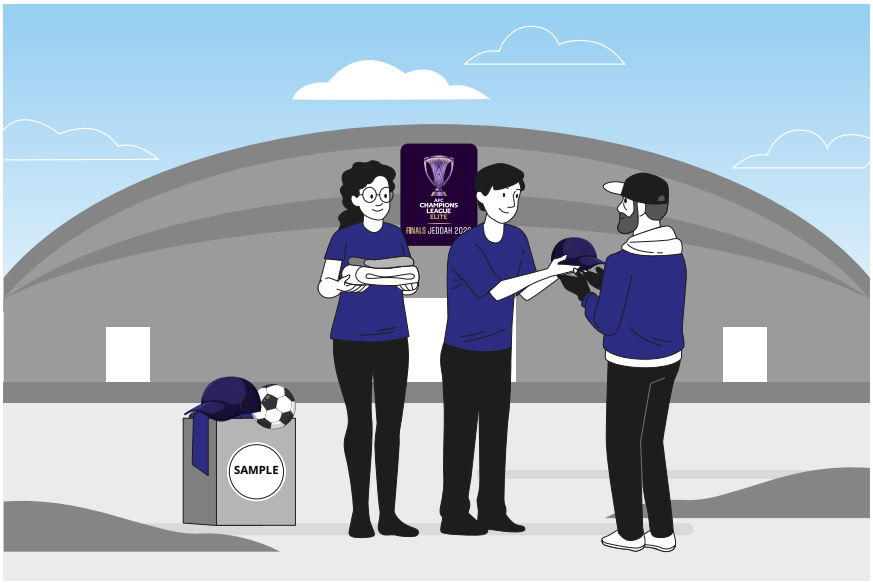


### Not Allowed

(i) Flags and Banners with branding.

(ii) Hats and Clappers or any other fan items with branding.

## J Distribution of branded items




**Not Allowed**

Distribution of branded items on matchdays in the area surrounding the stadium without the necessary approval is not permitted as it creates an unauthorised association of the respective brand with the AFC IP, suggesting that the brand is a sponsor hereof.

# FREQUENTLY ASKED QUESTIONS

## AM I ALLOWED TO USE THE AFC MARKS ?

The AFC Marks may only be used for commercial and/or promotional purposes by the AFC, Host Organisation, AFC's Commercial Rights Partner, Commercial Affiliates, and entities which have been granted exclusive rights by the AFC.

Individuals who intend to use the AFC Marks for non-commercial purposes e.g. for the provision of news, information and editorial purposes may proceed to do so in accordance to the provisions of these guidelines as well as the AFC's Competition Brand Guidelines, which are provided by the AFC, whereas the AFC Brand Identity Guidelines are available on **www.the-afc.com**.

## CAN I PRODUCE AND DISTRIBUTE MERCHANDISE AND PRODUCTS BEARING THE AFC MARKS?

No,only the AFC, AFC Commercial Rights Partners and approved licensees may produce, sell and/or distribute products and merchandise bearing the AFC Marks. Individuals who intend to use the AFC Marks for commercial purposes, please reach out to afc.commercial@the-afc.com

## CAN I ORGANISE AND RUN PROMOTIONS IN CONJUNCTION WITH THE COMPETITION?

No, the AFC has reserved the promotional and/or advertising exclusively for its Commercial Affiliates.

## CAN COMPETITION TICKETS BE USED AS A PROMOTIONAL PRIZE OR GIFT?

No, only the AFC, AFC Commercial Rights Partner, Commercial Affiliates and the Host Organisation may use tickets for promotional purposes. According to ticketing terms and conditions, tickets are for non-commercial use and may not be transferred for a premium or used for promotional and/or advertising purposes including without limitation as a prize for a competition without the approval of the AFC or the Host Organisation.

## CAN THE AFC MARKS BE USED ON A WEBSITE OR MOBILE APPLICATION?

Yes, it may be used on a website or mobile application provided that any such use shall be non-commercial in nature and solely for news, information and editorial purposes only, e.g. for the purpose of identifying articles and/or news coverage of the competition. Such use must not appear in such a way as to suggest, endorse and/or infer an association to any third party, trade name and/or goods or services.

# CONTACT INFORMATION

All enquiries relating to these Guidelines, use of the AFC IP or any infringements can be directed to **rightsprotection@the-afc.com**

# APPENDIX A

## AFC MARKS

### Official Competition Title

AFC CHAMPIONS LEAGUE ELITE™

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### Official Logo

AFC CHAMPIONS LEAGUE ELITE™

FINALS JEDDAH 2026

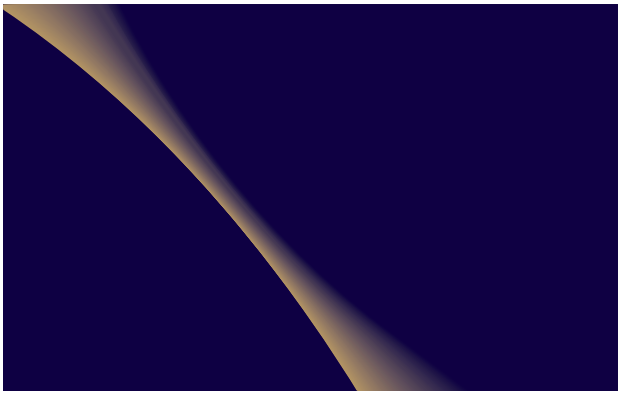
### Official Trophy



## Official Competition Look & Feel



Digital



Print

## Official Typeface

Primary font family

# AFC CLUBS

AFC Clubs: Elite headline weights

AFC CLUBS LC LIGHT ITALIC
AFC CLUBS LC ITALIC

AFC Clubs: Elite support weights

AFC CLUBS LC LIGHT
AFC CLUBS LC

Noto Sans: Used for support weights

**Noto Sans Black**
Noto sans

In addition to the above, the following list of assets are also owned and protected by the AFC for its reserved use.

## AFC Corporate Logo

* Kindly note that the above serves as a non-exhaustive list of intellectual property rights owned by the AFC in relation to the competition. For a complete list of trade mark(s), copyrights, designs and protected images and indicia relating to the AFC, kindly contact the AFC at **rightsprotections@the-afc.com**




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