

HOMEGROWN PARTNER PROGRAM OFFICIAL RULES

1. Applicants must be qualified as a Minority Owned Business to be considered for this program. The qualifications required to be considered a Minority Owned Business are as follows:
 - a. 51% or more of the ownership interest in the company must be by a member of a "Socially Disadvantaged Group", as defined by Section 124.103(b) of Code of Federal Regulations, as enumerated in this document;
 - i. Black Americans (African Descent).
 - ii. Hispanic Americans (persons with origins from Spanish or Portuguese speaking countries).
 - iii. Native Americans (American Indians, Eskimos, Aleuts, or Native Hawaiians).
 - iv. Asian Pacific Americans (persons with origins from Burma, Thailand, Malaysia, Indonesia, Singapore, Brunei, Japan, China (including Hong Kong), Taiwan, Laos, Cambodia (Kampuchea), Vietnam, Korea, The Philippines, U.S. Trust Territory of the Pacific Islands (Republic of Palau), Republic of the Marshall Islands, Federated States of Micronesia, the Commonwealth of the Northern Mariana Islands, Guam, Samoa, Macao, Fiji, Tonga, Kiribati, Tuvalu, or Nauru).
 - v. Subcontinent Asian Americans (persons with origins from India, Pakistan, Bangladesh, Sri Lanka, Bhutan, the Maldives Islands or Nepal).
 - b. Loss of qualification as a Minority Owned Business during the sponsorship term may terminate the sponsorship at the sole discretion of FC Dallas
2. Company must be registered in the State of Texas (visit https://www.sos.state.tx.us/corp/forms_boc.shtml). Loss of state registration during the sponsorship term may terminate the sponsorship at the sole discretion of FC Dallas.
3. Company must have its principal place of business within a seventy-five (75) mile radius from Toyota Stadium, Frisco, Texas (the "Territory").
4. The marketing assets available under the Promotion are illustrated by the following. This list of assets is provided for guidance only and FC Dallas and the Company will work together to tailor these assets to ensure a successful partnership.
 - a. Company will receive the right to use the marks and logos of FC Dallas and North Texas SC (the MLS Next Pro affiliate of FC Dallas) and will have the ability to designate themselves as a sponsor FC Dallas and North Texas SC within the Territory.
 - b. Digital signage rights within Toyota Stadium and Toyota Soccer Center:
 - c. Press release announcing the new relationship with FC Dallas.
 - d. On-site activation rights at four FC Dallas regular season home matches.
 - e. Banner advertisement on the Official website of FC Dallas. Placement will be in equal rotations to that of other partners.
 - f. Inclusion in email blasts to FC Dallas fans.
 - g. Full page advertisement in the FC Dallas Gameday Magazine.

- h. One feature story on FC Dallas' official website telling the story of the business.
 - i. Logo recognition and link to business on the FC Dallas Partners Page of the Official FC Dallas website.
- 5. All partnership agreements resulting from this Promotion are subject to final approval by Major League Soccer ("MLS"), and are subject to the constitution, bylaws, and other rules and regulations of MLS as they presently exist or as they may, from time to time, be amended.
- 6. All partnerships resulting from this Promotion will require the parties to enter into a binding Sponsorship Agreement executed by FC Dallas, the Company, and MLS. The form of this Sponsorship Agreement is that which is used with other sponsors of FC Dallas. Execution of finalized agreement required before announcement of winners. Winners must agree to the terms and conditions as set forth in the Sponsorship Agreement, the terms therein are non-negotiable.
- 7. Potential Homegrown Partners will be chosen after a review of all qualified submissions by the Homegrown Partner Program Committee (as appointed by FC Dallas in its sole discretion).
- 8. Should FC Dallas be unable to reach agreement with any potential Homegrown Partners within a reasonable time (as determined by FC Dallas in its sole and reasonable discretion but in no event less than 14 days) the Homegrown Partner Program Committee may, at its discretion, choose another Homegrown Partner from the eligible applications or may choose to award a smaller number of partnerships.
- 9. FC Dallas reserves the right, in its sole discretion, to cancel or suspend the Homegrown Partnership Program for any reason. Should this occur all applicants will be notified via email as provided for in the application.
- 10. All applicants are required to notify FC Dallas of any material change to its operations that would reasonably impact its qualification as a Minority Owned Business or its ability to operate as a going concern (i.e. sale of the company to a non-Minority Owned Business, filing for bankruptcy, or becoming involved in litigation, etc.).
- 11. By applying for the Homegrown Partner Program, the applicant has the opportunity to consent to receive communications from FC Dallas.