

CBA ARTICLE XXXIV: MARKETING & PROMOTIONAL AGREEMENTS

SECTION 1: WNBA MARKETING & PROMOTIONAL AGREEMENTS

Player Marketing Agreements (PMAs): Offseason Marketing and Promotional Agreement between a Player and the League. Terms negotiable.

Minimum Annual Guaranteed Spend: \$1 million

Per Player Maximum (Per Offseason): \$250,000

Maximum Length: 1 year

The WNBA has a marketing minimum that begins the day after the Finals conclude and runs through the last day of the finals the following season.

If there is money leftover, it gets added to the next Marketing Period

This continues until the end of the Third Marketing Period.



BET ON WOMEN

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If the money isn't spent by the last day of the Third Marketing Period. The WNBA has 60 days to distribute the money to teams

The Players Association has 30 days following the end of the Third Marketing Period to provide the league with a proposed distribution of the money per player

The money gets distributed proportionally to all players on a regular season roster during the Third Marketing Period

SECTION 2: TEAM MARKETING & PROMOTIONAL AGREEMENTS

Team Marketing Agreements (TMAs): Offseason Marketing and Promotional Agreement between a Player and her current Team. Terms negotiable.

General Rule: A Player is eligible to enter into a Team Marketing Agreement beginning on the first day of the Regular Season. However, a player who was already signed to a Standard Player Contract before the start of the new Salary Cap Year may be eligible to enter into a TMA earlier than the start of the Regular Season.



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**Per Team Maximum
(per Offseason):**

Through 2022 Marketing Period:

\$100,000

2023-2027 Marketing Periods:

\$150,000

Weekly Maximum Per Player: \$4,000
per week

TMA Eligibility Criteria:

Who is eligible to sign a Team Marketing Agreement (TMA)?

Any Player who is signed to a Standard Player Contract is eligible to sign a TMA.

When can a Player and Team enter into a TMA?

Any Player under contract may sign a TMA during the period beginning on the first day of the Regular Season and ending on the last day of the same calendar year.

When can a Player NOT enter into a TMA?

Beginning on January 1st, any player who is NOT under contract (e.g. a Free Agent or Reserved Player) with a WNBA Team is not eligible to sign a TMA until the first day of the Regular Season. Players who are not free agents as of January 1st of any salary cap year may enter into a TMA.

Minimum:

\$50,000 minimum spend in 2021-2022 Offseason and each subsequent Season

**What Counts Toward
Team Marketing Minimum?**

any compensation earned by a player..

- under a Player Contract in connection with an **Off-Season Employment opportunity**

- under a **Diversity in Coaching Initiative Employment Arrangement** with a Team Affiliate

**What DOES NOT count Toward
Team Marketing Minimum?**

- **any compensation earned by a player** pursuant to a Team Marketing and Promotional Agreement for a marketing period during which she also receives compensation from a WNBA Marketing and Promotional Agreement
- The value of any housing or workout-facility access received (more details below)

Teams permitted to provide housing (or a housing stipend), as well as gym access (or reimbursement for gym fees) to Players who are signed to a TMA. These amounts would not count towards the per Team limit.



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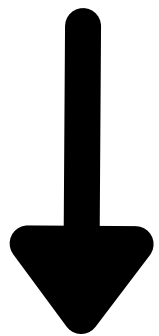
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The Team follows the same Marketing Period as the League (see above).

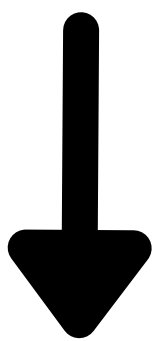
Both the Team and the League follow the same 60 Day Timeline for money distribution.

60 DAY TIMELINE

**DAY AFTER
FINALS**



**30 OR FEWER
DAYS AFTER
FINALS**



**60 OR FEWER
DAYS AFTER
FINALS**

Last day of the Third Marketing Period. League/Team has 60 days to distribute the money. Players Association has 30 days to share proposed per-player distribution with the WNBA

After receiving the proposed distribution from the Players Association, the league/ team has 30 or more days to distribute the money

All leftover money (except for money withheld by any governmental authority) is distributed to the players



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