

## הליך תחרותי מס' 02/2019

לקבלת זיכיון להפקת אלבום איסוף (מדבקות, קלפים ודיגיטלי) תמונות שחקני הכדורגל המשתתפים בתחרויות ליגת העל, הליגה הלאומית ונבחרות ישראל לגברים ולנשים במדי הנבחרות והקבוצות

מענה לשאלות הבהרה:

Question	Reference
The rights offered by IPFL, cover the Israel Premier League Competitions, the National League and the Israeli National Teams for Men & Women, do the IPFL have the exclusive and total rights of this license category, meaning can any other party approach individual clubs or players and produce similar sticker card & digital collections?	No one can produce similar sticker card and digital collection. The right to use the player's image together with his uniform/color/club logo and fellow team members (the "club context") belongs to the clubs exclusively. Some of the players (especially from smaller clubs where image rights were not referred to in the agreement) might be able sell their image rights if it is differentiated from the club context.
Clause 1.3 to the franchise agreement- when will this be issued for viewing?	We shall consider, subject to the clubs' needs and obligations, to allow the sale of <b>some</b> franchise products; this is however ancillary to the main Agreement and will be based on ad-hoc understanding.
Clause 6.4 to the franchise agreement-  (1) The physical delivery of the bid, this is a must?  (2) The bid and documents should be in Hebrew or can we submit in English.	(1) Bid could be sent by mail provided that an approval of receipt was accepted.  (2) All RFP documents (in Hebrew) must be fulfilled and signed. Additional documentation (such as working methodology) can be submitted in English but not in other languages.
Clause 7.1.4 to the franchise agreement- the annual T/O of the bidder NIS 10 million, is this the general T/O of the company or the T/O in Israel?	General worldwide turnover of the company
Clause 8.10 to the franchise agreement- the price proposal will cover all components as mentioned in question 1 above?	As stipulated in the agreement
Clause 8.10 to the franchise agreement- the price is a net amount for the season?	Yes
Clause 8.10 to the franchise agreement- expected payment terms of this net amount?	As stipulated in the agreement but may be negotiated subject to the IPFL's discretion.
Clause 8.10 to the franchise agreement- the duration of the license is 3 years?	As stipulated in the agreement

יש לצרף מסמך זה בחתימת המציע למסמכי ההליך