



SSC-MDA SPORTS MEDIA FUND

RULES OF PARTICIPATION

NOVEMBER 2008

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SSC-MDA SPORTS MEDIA FUNDING SCHEME

The following rules shall apply to participants submitting proposals to the SSC-MDA Sports Media Fund Secretariat.

1 INTERPRETATION

“SSC” means the Singapore Sports Council.

“MDA” means the Media Development Authority of Singapore.

“Secretariat” means the secretariat set up jointly by SSC and MDA to administer the Sports Media Funding Scheme and to evaluate proposals submitted by participants.

“Project” means the project described in a proposal submitted by a participant.

2 ELIGIBILITY TO PARTICIPATE

To be eligible for co-funding under this scheme, the participant must satisfy the following criteria:

- It is an entity incorporated or registered in Singapore, with at least 30% ownership by Singaporeans / Singapore Permanent Residents and central management and control in Singapore.
 - It has been in active operation for more than 1 year.
 - The Project to be developed under this scheme should include a meaningful level of activities that will be undertaken in Singapore.
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3 VALIDITY OF PROPOSAL

The participant shall use its best effort to ensure that the information as represented in its proposal is true, accurate and complete at the time of its submission.

4 RETENTION OF DOCUMENTATION

The Secretariat shall have no obligation to return the proposal submitted by the participant, and may retain the proposal notwithstanding that it is not accepted at the end of the evaluation.

5 ADDITIONAL INFORMATION

The participant may, from time to time, be required to furnish additional information with respect to the Project. The participant shall use its best effort to supply the information in a timely manner.

6 NO CANVASSING

The participant shall not engage in any form of canvassing. In the event that canvassing is discovered after the proposal has been accepted, the Secretariat shall be entitled to rescind the acceptance.

7 DEMONSTRATION OF CLAIMED CAPABILITIES

The participants shall, at the request of the Secretariat, conduct such demonstrations and presentations to substantiate the claims in its proposal to the Secretariat's reasonable satisfaction. The costs and expenses arising from any such demonstrations and presentations shall be borne solely by the participant.

8 SUBJECT TO AGREEMENT

In the event the proposal is selected, the successful participant shall be required to enter into a legally binding agreement with SSC and MDA, in a form and upon such terms and conditions determined by SSC and MDA.

9 OWNERSHIP OF INTELLECTUAL PROPERTY

Any intellectual property developed pursuant to the Project shall be co-owned by the participant on one part and SSC and MDA on the other part, in proportions to the percentages of co-funding.

The terms for the joint commercial exploitation of intellectual property will be set out in subsequent agreement between the parties.

10 WAIVER

Participation and submission of proposal is voluntary. The Secretariat will use its best endeavour to safeguard all proposals. However, SSC and MDA shall not have any liability to the participant for any loss or damage of any kind.

11 CONTINUATION OF THE SPORTS MEDIA FUND

SSC and MDA reserve the sole right to continue, expand or discontinue the Sports Media Fund at any time, in their absolute discretion, without assigning any reason whatsoever.