

1. Emmy Show Tickets: The Television Academy gets numerous requests to buy tickets to the Emmy Awards shows. We allow contests, auctions and raffles for these tickets only as follows:

- (a) Television Academy sponsorship partners which get tickets for the shows/dinners may use them for employees and clients, but may not offer to re-sell them or make them available for any contest, auction, raffle or lottery (in the case of any contest or lottery, the party conducting the contest or lottery must conform with all applicable laws and hold the Television Academy harmless from any claim of illegality)
- (b) Broadcasters of the shows or their affiliates and sponsor clients, which get tickets for the show/dinner may use them for employees and clients, but may not offer to re-sell them or make them available for any contest, auction, lottery or raffle; except that with prior approval from the Chief Operating Officer (in consultation with our marketing department) broadcast affiliates (but not sponsors) may make tickets for the shows (in the lowest price range) available for contests or lotteries for local listeners;
- (c) Certain trade organizations (e.g. Young Presidents Organization) cleared by the Chief Operating Officer may purchase tickets to the shows (in the lowest price range) for resale to their members (only).
- (d) Members of the Academy may purchase tickets to the shows (in the lowest price range) which the members in turn may contribute to a non-profit charity which then auctions or otherwise makes the tickets available in return for charitable contributions.
- (e) Certain non-profit charities (cleared by the Chief Operating Officer) may purchase tickets that the organization then auctions off in return for charitable contributions.
- (f) The Television Academy Foundation to conduct its online auction of tickets in return for contributions; no other online campaigns are approved.
- (g) Tickets in the lowest price range will be made available, on a case-by-case basis for use in raffles conducted by Peer Groups or committees of the Television Academy, on a first come/as available basis when approved.

2. Other Items:

- (a) There have been other contests that do not involve Emmy Show tickets, e.g. contests for Red Carpet bleacher seats, a suggested contest for seat-filler jobs, and the like, that are not direct uses of the tickets and these may be allowed on a case-by-case basis.

- (b) There have been contests that have been or might be conducted within the shows, either by the network or by the Television Academy, wherein the prize is something other than Emmy tickets. These are to be approved or disapproved on a case-by-case basis.
- (c) Corporate partners of the Television Academy do give gifts, such as the chocolates at the Governors' Balls, but these are cleared with the Corporate Relations Department as to value and suitability.

NOTE: This memo also does not address contests run by publications and online which invite viewers to "choose the winners of the Emmys [Oscars]." Although the award shows are, obviously, named, the mere reference to the name of the awards ceremony is probably a fair use of the trade name and is not actionable. On the other hand, if a publisher or Internet advertiser were to use the Emmy logo in the presentation of the contest, then we would treat that as a violation of the trademark and attempt to prevent such usage.

3. Raffles:

- (a) Peer Groups and committees of the Television Academy shall not solicit outside suppliers for products to be used for raffles or give-aways. If a supplier contacts a Peer Group, it should be referred to the Corporate Relations Department
- (b) If a Peer Group or committee proposes to conduct a raffle, it shall contact the Marketing Department to ascertain whether any items might be available for raffle, e.g. Disney Land tickets or other product having a nominal value (of under \$100.00) or whether the Corporate Relations Department could obtain some of the same. If such item or product is available or secured the Corporate Relations Department shall make the same available on a first come/as available basis when requested; it is acknowledged that supplies of such items or products may be limited and may not always be available.

The Television Academy shall also make Emmy show tickets (in the lowest price range) available on a first come/as available basis when requested.

4. Sponsorship of Events: From time to time the Television Academy or Peer Groups seek and obtain sponsorship for specific events; this does not present any of the problems that might come up in the case of gifts or other activities benefiting individuals, but in order to avoid conflicts with existing sponsorship arrangements, any requests for sponsorship should be cleared with the Corporate Relations Department (with notice of the same to the Chief Operating Officer as well).