



CAF DISCIPLINARY BOARD
DECISION 007 – CAI – 28.11.2022

Executive Director
COCAFA

Cairo, 12th December 2022

Re: Decision CAF Disciplinary Board on the COSAFA Women Champions League Ambush Marketing

Dear Sir,

Arising out of the Disciplinary Board's meeting held on 28th November 2022, the Board was comprised of:

Mr. Raymond Hack (South Africa)	Chairman
Mr. Issa Sama (Burkina Faso)	Member
Mr. Youssouf Ali Djae (Comores)	Member
Mr. Samugabo Mustapha (Burundi)	Member

At its meeting held on 28th November 2022, the Board examined all the documents relevant to the above-mentioned case.

FACTS:

It has been noted that COSAFA has used the CAF logo of the Women Champions League WCL 2022 associated with a sponsor logo during the COSAFA Women Champions League qualifiers tournament.

CAF sent the photo of the said logos as well as a correspondence to COSAFA who have responded to CAF by indicating that the marketing and television rights to these Zonal Qualifier competitions were given by CAF to the Zonal Unions.

Furthermore, it was noted that COSAFA did not give the correct naming rights to this qualifying tournament. It was named "Hollywoodbets Cosafa Champions League".

COSAFA however acknowledges that in concluding the agreement with one of their sponsors it was an oversight in that COSAFA could not give naming rights to this CAF Qualifier tournament.

II. CAF'S COMPETENCE TO THE CASE:

Pursuant to articles 40, 42 and 57 of the CAF Statutes, as well as article 3 and 87 of the CAF Disciplinary Code, the CAF Statutes, Disciplinary Code and Regulations are applicable to this procedure.

The competence of the CAF Disciplinary Board results from the following articles:

- Pursuant to article 10 of CAF disciplinary code *“the disciplinary Board is authorized to sanction any breach of CAF Regulations which does not come under the jurisdiction of another body of the Confederation”*.

- Article 3 of the CAF Disciplinary Code provides that *“By participation in the various CAF competitions, all the persons referred to in article 2 para 2 above acknowledge and accept that they are bound by this code inclusive of any regulations relating to any specific CAF competitions as well as any directives issued by the CAF Secretariat on behalf of the CAF Executive Committee, inclusive of the Laws of the Game as issued by the International Football Association Board.*

In the present case, and in accordance with the aforementioned articles of CAF Disciplinary Code, the CAF Disciplinary Board is competent to deal with the case.

III. Relevant provisions to the Case

1. The following relevant provisions apply to the case at hand:
2. Pursuant to Article 1.2 of Chapter 1 of the WCL Regulations *“CAF reserves the right to add to this denomination the name of a sponsor partner”*
3. According to Article 10 of the Disciplinary Board *“The Disciplinary Board is authorised to sanction any breach of CAF Regulations which does not come under the jurisdiction of another body of the Confederation”*.

IV. Legal Considerations

4. On a preliminary basis, the Disciplinary Board would like to recall that, according to the constant practice of the disciplinary bodies of CAF and the regulations, the Disciplinary Board is authorised to sanction any breach of CAF Regulations which does not come under the jurisdiction of another body of the Confederation.
5. The Disciplinary Board recalls that article 1.2 of chapter 1 of the WCL regulations reserves to CAF the right to add to this denomination the name of a sponsor partner. Any modification of the name of the competition must obtain the prior approval of CAF, which reserves the right to name the competition.
6. In the present case, it was reported that the naming right of the CAF qualifiers tournament was violated. In this respect, the Disciplinary Board recalls the photographic evidence available in the case, which clearly shows that the tournament was named *“Hollywoodbets Cosafa Champions League”* as reported.
7. Furthermore, the Disciplinary Board notes Cosafa acknowledges that in concluding the agreement with one of their sponsors it was an oversight in that Cosafa could not give naming rights to this CAF Qualifier tournament. However, the Cosafa Administration immediately rectified all infractions.



8. The Disciplinary Board recalls that the non-respect of the naming right of the TotalEnergies CAF Women's Champions League, COSAFA Qualifier is clearly a violation of CAF regulations and agreements. The disciplinary Board therefore underlined the fact that such violations damage the image and rights of CAF and its partners, and CAF cannot tolerate such acts.

DECISION:

CAF Disciplinary Board decided:

1.to impose upon your zonal union a financial sanction of 10.000 USD (Ten Thousand US Dollars) for the violation committed during the WCL qualifiers.

Payment of 10.000 US Dollars must be made within 60 days of the date hereof, in American Dollars to:
Bank CIB - Swift Code: CIBEEGXXX - Account No: 100044333389 -
IBAN: EG970010008000000100044333389 OR by Cheque in the name of CONFEDERATION AFRICAINE DE FOOTBALL.

LEGAL ACTION:

This decision can be contested before CAF Appeal Board. The party intending to appeal shall announce his intention in writing within three (3) days of notification of the decision. If the last day of the time limit coincides with a public holiday in the country of residence, the time limit will expire the next day which is not a public holiday.

Reasons for the appeal shall be given in writing within a further time limit of seven (7) days, commencing upon the expiry of the first time limit of three (3) days. The deposit mentioned in article 58 of the CDC must be paid to CAF's account. The appeal is invalid without the relevant deposit within the relevant time limit.

The decision becomes final at the expiration of the appeal deadline.

Best Regards,

**CONFEDERATION AFRICAINE
DE FOOTBALL**

Raymond Hack
Chairman of CAF Disciplinary Board