

EXHIBIT I
TO AMENDMENT AND RESTATEMENT OF AGREEMENT FOR 2021-2023

PROHIBITED SPONSORSHIP CATEGORIES

(Applicable to all sponsorships other than Permitted Title and/or Presenting Sponsorships)

Fireworks
Birth control devices
Laxatives
Feminine hygiene products
Women's intimate wearing apparel
Fortune telling
Casino gambling
Gambling
Hotels and Resorts which have casinos and/or otherwise offer gambling on-site
Daily Fantasy Sports
Lotteries or other games of chance (not including State Lotteries)
Sexually-oriented material of any type
Horse or dog racing
Firearms
Speculative stock selling
Pool halls
Cigarettes and other Tobacco Products
Political Organizations
Political Candidates
Any other sponsorship category prohibited by the NCAA or SEC from time-to-time throughout the Term