

ALA ADVERTISING AND PROMOTIONS POLICY

Version 5.0

Last Modified: September 13, 2025

Purpose

1. This Policy describes how the ALA will use its email list of members, its social media presence, website and its other marketing tools (collectively referred to as “communication tools”) to bring awareness to various lacrosse related matters.
2. In general, the ALA will use its communication tools for the following reasons and with the following priority:
 - a. To bring attention and awareness to ALA specific events and functions that are of general importance to its members. This includes things such as the Annual General Meeting, the start of various seasons, the start of tryouts and evaluations for programs such as Team Alberta and similar occurrences.
 - b. To highlight the achievements and activities of Team Alberta specific activities. The ALA is responsible for organizing Team Alberta and will place a special emphasis on promoting coaches and athletes that are part of the Team Alberta program, including when Team Alberta is part of multisport games such as Canada Summer Games.
 - c. To promote ALA designated events or ALA and Lacrosse Canada affiliated events such as provincial championships, national championships and, if Alberta athletes are participating or highlighted, World Lacrosse events.
 - d. To promote ALA events or programs that are designed to bring awareness to the sport of lacrosse generally.
 - e. To promote sponsors or partners that have contributed, financially or in other significant ways, to the ALA’s programs.
 - f. To promote member events and happenings that are significant and may be relevant or of interest to other members. This may include things like tournaments or camps.
 - g. To promote events or causes that help to provide opportunities to play lacrosse or bring awareness to lacrosse outside of the ALA’s traditional membership structure.

Policy

3. Without request from any other body, the ALA will use its communication tools to promote events or items that fall into Priorities 2.a, 2.b, 2.c, 2.d or 2.e above.

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4. In general, the ALA will use its email list and social media communication tools for items that fall into Priority 2.a. Social media and website communication tools will be used primarily for items that fall into Priority 2.b, 2.c, 2.d or 2.e, although email may be used at the discretion of the ALA Executive or Staff where it furthers the objectives of this policy.
5. ALA members (as defined in the ALA Bylaws and as admitted by the Board) can request promotion of their event in keeping with Priority 2.f. In making such a request the member should provide the ALA with the following information:
 - a. Name and type of the event, including the specifics of the member that is hosting the event,
 - b. Date and location of the event,
 - c. Details of the participants in the event (age groups, positions, coaches that will be providing instruction),
 - d. Summary of specific notes or items to promote,
 - e. Details of any sponsors,
 - f. Specific channels of promotion the member is requesting (email, social media, website, other),
 - g. Specific graphics or similar items that can be used to promote the event; and
 - h. Any other information that may be relevant.
6. Upon receipt of a request from a member the ALA will use its best efforts to provide the requested promotion, although timing and specific channels may be adjusted by the ALA Staff or Executive at their discretion if the event does not otherwise support the ALA's Code of Conduct, the overall goals and objectives of the ALA or in order to ensure prioritization of the ALA's communication tools in accordance with the Priorities described in paragraph 2 above.
7. There is no fee for the promotion of member events.
8. Non-members of the ALA may request promotion of events or causes that fit within Priority 2.g. The ALA will only promote events or causes that meet the following criteria:
 - a. The requesting organization provides the full legal name and the name and contact information of the President or other similar executive;
 - b. Represent that they have appropriate insurance;
 - c. Does not provide programming that competes against programming offered by ALA members; and
 - d. meets the goals and objectives of the ALA.
9. The ALA will charge a fee of \$150 for non-member promotions, although the requesting organization can request a waiver of that fee and provide a rationale for that waiver.
10. Upon receipt of a request that meets the requirements of paragraph 8 above, the ALA will use its best its best efforts to provide the requested promotion, although timing and

specific channels may be adjusted by the ALA Staff or Executive at their discretion if the event does not otherwise support the ALA's Code of Conduct, the overall goals and objectives of the ALA or in order to ensure prioritization of the ALA's communication tools in accordance with the Priorities described in paragraph 2 above.

11. All communications from the ALA promoting non-ALA member requested items will be noted that they are not ALA members and that ALA member participation is at their own risk. All non-member organizations requesting promotion from the ALA must agree that they will not communicate or promote that they are in any way associated with, approved by or otherwise governed by the ALA.