

ALA ADVERTISING AND PROMOTIONS POLICY

Version 4.0

Last Modified: 15-March-2022

Purpose

1. This Policy describes how the ALA will advertise sanctioned events, competitions and tournaments for the ALA and for its Member Organizations.

Policy

2. Member Organizations are the organizations that are members in good standing with the ALA. Member Organizations can include leagues, districts, clubs, and the Alberta Lacrosse Referees Association.
3. At the request of a Member Organization, the ALA will advertise events, competitions and tournaments hosted and/or sanctioned by the Member Organization at no cost to the Member Organization.

Submitting Requests

4. A Member Organization may request assistance advertising their event, competition or tournament by submitting the following information to the ALA:
 - a) Name and type of the event
 - b) Date of the event
 - c) Details of the participants in the event
 - d) Summary of specific notes or items to promote
 - e) Details of any sponsors
 - f) Any other information that may be relevant
5. The ALA, at its discretion, may deny the request of the Member Organization with or without giving reasons. The ALA may cease promotion of the event, competition, or tournament at any time and with no notice to the Member Organization.

Promotion

6. After accepting a request, the ALA will promote and advertise the event, competition, or tournament, at its discretion, via the following:
 - a) Newsletter or email communication
 - b) Website posting
 - c) Social media communication (e.g., twitter, Instagram, Facebook)

Limitation

7. The ALA will not advertise events, competitions or tournaments for Member Organizations who are not in good standing or for organizations or individuals who are not affiliated with the ALA (other than the Canadian Lacrosse Association).