

# LC Operations Manual

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## **14 SECTION 14: MARKETING, PROMOTION, COMMUNICATION AND AWARDS**

### **14.1 GENERAL**

14.1.1 The Director Marketing and Communications shall work with LC Executive Director to coordinate the marketing and communication initiatives of the Association.

### **14.2 MARKETING**

14.2.1 The Association shall engage in efforts to market the sport of lacrosse in terms of:

14.2.1.1 Promotion;

14.2.1.2 Sponsorship, Advertising and Fundraising.

14.2.2 The marketing program shall include all Sectors and other general initiatives.

### **14.3 PROMOTION**

14.3.1 LC shall work to promote the sport of lacrosse through all possible avenues. This includes the publishing of a bulletin, posters, brochures and production of audio-visual resources.

14.3.1.1 Lacrosse Week

14.3.1.1.1 The week which begins on the second Monday in June of