

# LC Operations Manual

---

## 14.4 SPONSORSHIP, ADVERTISING AND FUNDRAISING

- 14.4.1 The aim of this program is to offset operation costs of various programs, bring in additional revenue to the Association, increase the ability of the Association to promote lacrosse, ensure that the Association can fulfill its obligations to the lacrosse community, assist the MAs where possible, etc.
- 14.4.2 There are basically five general areas of concentration of these efforts:
- 14.4.2.1 general sponsorship and fundraising;
  - 14.4.2.2 program and Sector specific projects;
  - 14.4.2.3 event specific projects such as but not limited to National Championships;
  - 14.4.2.4 publication sponsorship and advertising;
  - 14.4.2.5 special events.
- 14.4.3 This area encompasses both private and government support.
- 14.4.4 See the National Championships section of this manual for additional regulations surrounding marketing agreements related to National Championships.