

LC OPERATIONS MANUAL

24.22 MARKETING AGREEMENTS

- 24.22.1 LC is the owner of certain official marks, copyrights and other properties, such as but not limited to; name of event, logos, signage, merchandise, television rights, and is interested in organizing and implementing marketing programs for the purpose of promoting its objectives and supporting the operation of its National Championships and Competitions. LC shall work in conjunction with the Host Committee to ensure maximum exposure and return for this promotion.
- 24.22.2 LC shall have the right to enter into Official Supplier, Licensing or Sponsorship agreements in connection with certain products or services utilized at the National Championships or Competitions.
- 24.22.3 LC shall have the right to pre-approve the form, content and quality of all such advertising, promotion or other use of LC products.
- 24.22.4 The proceeds from any marketing agreement, including contra, will be distributed as per the terms and conditions of the agreement and the Hosting Agreement.
- 24.22.5 The Host Committee(s) shall be obligated to use, display and actively promote the products or services, which are provided as per the terms and conditions of any agreement. This condition applies to a variety of circumstances when the Host Committee(s) is involved or connected with any project, activity or event sanctioned or operated in conjunction with National Championships or Competitions.
- 24.22.6 LC Executive Director will provide a list to Host Committee(s) by outlining National Championship or Competition sponsorship agreements.
- 24.22.7 LC official sponsor's logos to be given to Host Committee by LC Head Office to be displayed on the cover sheet of all print material pertaining to the Championship or Competition.
- 24.22.8 The Host Committee has the option of creating an event specific logo for the championship they are hosting. The logo shall incorporate LC logomark and clearly identify the official title of the championship. LC has right to request edits and shall give final approval.