

LC OPERATIONS MANUAL

24.23 MEDIA RELATIONS

- 24.23.1 LC owns the exclusive rights to all media properties related or generated from LC sanctioned championships or competitions, which originate in Canada. All transactions involving media rights must be exercised through LC and with the expressed written consent of LC Executive Director.
- 24.23.2 The Host Committee of the national championships or competitions will publicize the event and schedule of competition. They will ensure that game results are given to the media with sufficient time to meet deadline requirements.
- 24.23.3 The Host Committee shall publish a program for the event and shall provide LC with the 3 pages for advertising which are necessary to fulfill LC sponsorship agreements. LC will provide print-ready content prior to July 15th.
- 24.23.4 The Host Committee shall invite area media (TV, Print & Radio) to all promotional events surrounding the championship.