

Section 7 - MARKETING

1.0 General

- 1.1 The Manitoba Lacrosse Association will endeavour to market lacrosse in the Province of Manitoba with the intent of developing and promoting the game.

2.0 Copyright of Material

- 2.1 The Manitoba Lacrosse Association, through its various committees and associations develops technical materials to assist in the coaching and development of Lacrosse in Manitoba. This information is developed on a project by project basis, using the resources of the Association. In addition to coaching and technical materials, other publications are produced by the Manitoba Lacrosse Association to assist in the development of the game. These materials including publications, marks, symbols and logos are the exclusive intellectual property of the Association.
- 2.2 The Manitoba Lacrosse Association is entitled to a copyright of this intellectual property under the Copyright Act (R.S. 1985,c.C-42). As the Association has used its resources to produce the material, it also requires control of the materials so that it may recover the costs of producing the materials through the sale of its products.
- 2.2 All materials produced by the Association shall have the following inscribed on the finished product:

Copyright © _____(year) by the Manitoba Lacrosse Association.

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including but not limited to photocopying, recording or any information in storage or retrieval system, without the expressed written consent of the Manitoba Lacrosse Association

3.0 Manitoba Lacrosse Association Logo

- 3.1 Sectors/associations/members operating under the auspices of the M.L.A. are welcome to use our logo for the purpose of promoting their sector, providing that the following criteria are adhered to:
- 3.1.1 That the logo not be combined with any other commercial logo representing alcohol or tobacco products or contravenes any M.L.A. sponsor.
- 3.1.2 That the logo not be combined with any slogan, saying, or picture of any kind which represents a philosophy not in keeping with our mission statement
- 3.1.3 That the sale or distribution of approved items at any lacrosse event be coordinated with the M.L.A. Board and the sector(s) involved in advance, to avoid duplication of sales and needless competition.
- 3.2 Permission may be granted for the use of the M.L.A. logo upon formal request to the board, and the adherence to the above criteria.

- 3.3 Any reproduction of the Manitoba Lacrosse Association materials by members of the Association, or violation of the use of the Association logo, without the expressed written consent of the Manitoba Lacrosse Association, will be subject to the appropriate action as defined in the Constitution and Bylaws of the Manitoba Lacrosse Association
- 3.4 The Manitoba Lacrosse Association and all its members agree to abide by the provisions outlined in the Canadian Lacrosse Association Operations and Bylaws.
- 3.5 Any reproduction of the Canadian Lacrosse Association materials by members of the Association, without the expressed written consent of both the Manitoba Lacrosse Association and Canadian Lacrosse Association will constitute a violation of the Canadian Lacrosse Association Code of Conduct as outlined in the Operating Policies, Section 16 – Discipline., and will be subject to the appropriate action as defined in the Constitution and Bylaws of the Manitoba Lacrosse Association.