

CHAPTER I - MEMBERSHIP

E. MARKETING

Section 1 - Marketing

1.1 Resources

- 1.1.1 Management shall develop and maintain appropriate marketing materials to assist clubs, units, districts and teachers in their member recruitment and member service efforts. A listing of available materials shall be published on the ACBL website.

1.2 Sponsorship

- 1.2.1 Commercial sponsorship of ACBL sanctioned tournaments is approved
- 1.2.2 Guidelines for Soliciting and/or accepting Sponsorships. (*See Appendix 1E*)

1.3 Membership benefits

- 1.3.1 Management is authorized to negotiate membership benefit programs (bank credit cards, wholesale warehouse clubs, car rentals, etc.)
- 1.3.2 Management is empowered to negotiate and enter into a royalty agreement relating to group insurance for members, which agreement shall include a provision for a proper disclaimer.

1.4 The concept of cooperative advertising is approved.

(See Appendix 1E-2 Cooperative Advertising Program)