

## CHAPTER I – MEMBERSHIP OPERATING GUIDELINES

### E. MARKETING

#### Section 1 – Marketing

##### 1.1 Resources

- 1.1.1 ACBL 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 have been drafted.

See Appendix 1-E1 *Corporate Sponsorships*.

##### 1.3 Membership benefits

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

##### 1.4 The concept of cooperative advertising is approved.

See Appendix 1-E2 *Cooperative Advertising Program*.