



MARKETING

The following policy governs the contact and servicing protocol for GO Rowing & Paddling Association's (GO) marketing sponsors"

- ❖ Marketing sponsors are the exclusive "property" of their rowing and paddling constituent – GO.
- ❖ Marketing sponsors are a long-term "asset" of their constituent and with whom contractual obligations exist.
- ❖ In the case of GO, the Director of Marketing is required to be in constant contact with all tiers of sponsorship and has a critical role in ongoing sponsor servicing. The Director of Marketing is also required to ensure that any constituent promotional initiatives are consistent with the marketing objectives and strategies of the marketing sponsor organization. The Director of Marketing is therefore be the primary/key liaison.
- ❖ In addition, each constituent will respect the product category protection expressed or implied in each other's sponsorship agreements. Accordingly, any sponsorship initiative which might result in breaching the expressed or implied category protection of another constituent's sponsor will first be offered to that sponsor on a right-of-first-refusal basis.

This policy ensures a single consistent point of contact for all marketing sponsors – in line with contractual obligations – of the GO.