

## KLF POLICY 2

### MARKETING OF KLF PROGRAMMES, PRODUCTS & SERVICES

#### PURPOSE

The aims and objectives of the Kenya Lifesaving Federation include efforts to find the best methods and means of aquatic life saving, resuscitation of the apparently drowned and emergency care, and to encourage the conducting of training schools available to the whole of the aquatic life saving world. The role of KLF in relation to its member branches is to support the existing activities of the branches, including fund raising activities, which further KLF aims and objectives. It is not the intention of KLF to compete or conflict with the programs of member branches.

The purpose of this policy is to set out respective roles of KLF and member branches in regard to the provision of certain programs, products, and services.

#### POSITION

1. With the exception of KLF branded souvenirs (clothing, buttons, etc.) and individual KLF memberships, KLF will not market any programs, product, or service in any county with a member branch or branches without agreement of the Full member(s) of that country. It is strongly recommended that the Full member(s) consult with any Associate or Corresponding Members of the county in this regard.

2. KLF may offer incentives to branches to encourage marketing arrangements, but any such incentives must be offered equally to all member branches.

3. Subject to Paragraph 1 and 2 above KLF owns the rights to the properties listed below and may market these properties as sponsorships.

a. KLF National Championships and all activities, events and associated intellectual property including but not limited to, naming rights, television/broadcast rights and product licensing.

b. All KLF meetings called by the KLF Headquarters. These are:

KLF General Assembly.

KLF National congress

KLF NEC, Commission and Committee Meetings.

KLF National training courses, clinics.

Any KLF Meeting, forum or Conferencing activity so authorized by the KLF Board of Directors.

b. Any KLF activity other than meetings so authorized by the NEC.

POLICY APPROVED BY KLF G.A 9 JANUARY 2012

REVIEWED ON MAY 2015

BY JOB KANIA

PRESIDENT

KENYA LIFESAVING FEDERATION.