SUBMISSION OF PROPOSED MOTION

Motion number: 10.2025.7
Subject: WCA Marketing Team
Intent: Rights and duties of the WCA Marketing Team
Submitted by: WCA Board
Date: March 1, 2025

Motion

The WCA Marketing Team is an Advisory Committee of the WCA.

1. The WCA Marketing Team is responsible for developing and managing the WCA Brand, seeking sponsorships, and marketing WCA Merchandise.
2. The WCA Marketing Team has the following rights and duties:
    - 2.1 Developing and managing the WCA Brand:
        - 2.1.1 Registering and maintaining “World Cube Association” as an international trademark.
        - 2.1.2 Developing, supervising, and improving the WCA Brand visibility and image in WCA Competitions, media, internet, social networks, and any other available communication channels.
        - 2.1.3 Designing and providing the WCA representatives with WCA Apparel.
            - 2.1.3.1 Developing and maintaining guidelines on who can wear the WCA Apparel, when, and under which conditions.
    - 2.2 Seeking sponsorships:
        - 2.2.1 Seeking long term, global sponsorships with Corporate Sponsors.
        - 2.2.2 Providing guidelines and best practices to WCA representatives for seeking local sponsorships.
    - 2.3 Marketing WCA Merchandise:
        - 2.3.1 Advertising and selling WCA Merchandise to the WCA Community worldwide.
    - 2.4 Additional duties as directed by the WCA Board.