



MARKETING

SOUTHERN ARTISTIC GYMNASTICS ACADEMY IS COMMITTED TO PROMOTING THE ACADEMY IN A PROFESSIONAL, SAFE, ACCURATE, AND POSITIVE MANNER THAT REFLECTS THE VALUES AND STANDARDS OF THE ORGANISATION.

MARKETING AND PROMOTION

THE ACADEMY MAY USE WEBSITES, SOCIAL MEDIA PLATFORMS, PRINTED MATERIALS, DIGITAL ADVERTISING, EVENTS, PHOTOGRAPHY, AND VIDEOGRAPHY TO PROMOTE ACADEMY ACTIVITIES, PROGRAMMES, COMPETITIONS, EVENTS, AND ACHIEVEMENTS. ALL MARKETING CONTENT MUST PRESENT THE ACADEMY, ITS MEMBERS, AND ITS ACTIVITIES APPROPRIATELY AND PROFESSIONALLY.

CONSENT AND MEDIA USE

THE USE OF PHOTOGRAPHS, VIDEOS, OR OTHER MEDIA INVOLVING GYMNASTS WILL BE MANAGED IN ACCORDANCE WITH THE ACADEMY'S PHOTOGRAPHY, VIDEOGRAPHY, AND PRIVACY POLICIES. APPROPRIATE PERMISSIONS AND CONSENT MUST BE OBTAINED PRIOR TO THE USE OF IDENTIFIABLE IMAGES OR CONTENT WHERE REQUIRED.

SOCIAL MEDIA

OFFICIAL ACADEMY SOCIAL MEDIA ACCOUNTS AND COMMUNICATION PLATFORMS MUST BE USED RESPONSIBLY AND IN A MANNER THAT SUPPORTS THE POSITIVE REPUTATION OF THE ACADEMY.

BRANDING

THE ACADEMY NAME, LOGOS, BRANDING, AND AFFILIATED MATERIALS MAY NOT BE USED BY MEMBERS, PARENTS, CARERS, OR EXTERNAL ORGANISATIONS WITHOUT PRIOR PERMISSION FROM THE ACADEMY.

EXTERNAL PARTNERSHIPS AND SPONSORSHIP

ANY SPONSORSHIPS, PARTNERSHIPS, COLLABORATIONS, OR PROMOTIONAL ACTIVITIES INVOLVING EXTERNAL ORGANISATIONS MUST BE APPROVED BY THE ACADEMY DIRECTOR AND ALIGN WITH THE VALUES AND REPUTATION OF THE ACADEMY.

ACCURACY AND REPRESENTATION

THE ACADEMY WILL AIM TO ENSURE THAT ALL PUBLISHED INFORMATION RELATING TO PROGRAMMES, MEMBERSHIPS, EVENTS, COMPETITIONS, FEES, AND OPPORTUNITIES IS ACCURATE AND REGULARLY REVIEWED.