

GO Advisory Council Membership

Rights & Benefits

	Premium	Standard
1. EXCLUSIVITY	Not applicable	Not applicable
2. BRAND ASSOCIATION		
2.1 Naming Association		
2.1.1 By using "GO Advisory Council Member" label	✓	✓
2.1.2 By using "Member of GO Advisory Council"	✓	✓
2.1.3 Combined logo "GO Advisory Council and Member name"	No	No
2.2 Official Recognition		
2.2.1 Official Certificate	✓	✓
2.2.3 Official Tag at events	Yes, as Premium Member	Yes, as Member
2.3 Co-Branding		
2.3.1 For specific Programs or Initiatives	Yes, subject to GO selection	No
3. BRAND VISIBILITY ON GO WEBSITE		
3.1 Company Logo and link to official Organisation's website	✓	✓
3.2 Member Profile section	✓	✓
4. NETWORKING BENEFITS		
4.1 Community Access - Sports		
4.1.1 Targeted research of contacts within and beyond the GO Sport community	✓	✓
4.1.2 Invitation to exclusive and engaging meet-ups	Upon request, subject to availability	Upon request, subject to availability
4.2 Community Access - Academia		
4.2.1 Targeted research of contacts within GO Academic Partners and Experts community	✓	✓
4.3 Community Access - GO Events		
4.3.1 GO Advisory Council Meetings	✓	✓
4.3.2 Invitation to Workshops (live or online)	✓	✓
4.3.3 Invitation to GO Annual Conference	Yes, up to two invitees	Yes, up to one invitee
4.4 GO Expertise		
4.4.1 Thought Leadership Opportunities	Upon request, subject to availability	No
5. ADVOCACY & PROMOTION		
5.1 Official announcement of membership	✓	✓
5.2 Promotion of member's success stories/ use cases	Yes, subject to GO selection	Yes, subject to GO selection
6. KNOWLEDGE SHARING & DATABASE ACCESS		
6.1 Knowledge Sharing - digital platform		
6.1.1 Access to GO "Knowledge Hub" including:	✓	✓
6.1.1.1 Research papers reports	✓	✓
6.1.1.2 Latest Studies and Best Practices	✓	✓
6.1.1.3 Sport Industry reports	Upon request, subject to availability	Upon request, subject to availability
6.1.1.4 Inspiring Success Stories on Gender Equality and Sport	✓	✓
6.1.1.5 Possibility to promote reports, studies, whitepapers	Yes, if applicable & subject to GO selection	Yes, if applicable & subject to GO selection
6.2 Database Access		
6.2.1 Access to the "Members only" area on the website	Yes, if applicable	Yes, if applicable
6.2.2 Who's who directory access	Yes, if applicable	Yes, if applicable
6.2.3 Access to curated contacts of Experts from GO Network on project basis	Yes, upon request	No
6.2.4 Member's profile in Directory	Yes, as Premium Member (logo & link to website)	Yes, as Member (logo & link to website)
7. OTHER BENEFITS		
7.1 Customised Benefits	✓	✓
7.2 Priority Support	✓	✓
8. MEMBERSHIP FEES		
8.1 Annual Fees / In kind contribution	CHF 5'000	CHF 1'500

For Governments : Rights & Benefits available upon request