



# APPLICATION

## Recognized LEGO User Group

### Purpose

To become recognized by the LEGO Group as an organized group of Adult Fan of LEGO (AFOL)

### Information

1. Name of LEGO User Group: \_\_\_\_\_
2. Type of LEGO User Group: (Select one) *Please see definitions below*
  - a.  Physical LEGO User Group
  - b.  Online LEGO User Group
3. Location of LEGO User Group: \_\_\_\_\_
4. Founding Year: \_\_\_\_\_
5. Current registered membership of the LEGO User Group: \_\_\_\_\_
6. Website Address: \_\_\_\_\_
7. List 3 AFOL events that the LEGO User Group has participated or hosted within the last year's period: (not applicable for "Online LEGO User Group")
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_



**Additional Information required for Online LEGO User Group**

1. How many unique visitors per month visit the site? \_\_\_\_\_
2. How many members are on the site? \_\_\_\_\_
3. What is the primary language used on the site? \_\_\_\_\_

**LEGO User Group (LUG) Ambassador**

1. Name: \_\_\_\_\_
2. Current Position within LEGO User Group: \_\_\_\_\_
3. Email Address: \_\_\_\_\_
4. LEGO ID Username: \_\_\_\_\_  
(If an account does not exist please go to [www.LEGO.com](http://www.LEGO.com) to sign up)
5. Telephone Number: \_\_\_\_\_
6. Home Address: \_\_\_\_\_

**Secondary Contact Person**

1. Name: \_\_\_\_\_
2. Current Position within LEGO User Group: \_\_\_\_\_
3. Email address: \_\_\_\_\_
4. Telephone Number: \_\_\_\_\_

**Please Include the LEGO Group "Release Form" for the LUG Ambassador**



## Definitions

1. Recognized LEGO User Group
  - a. A group of individuals who are passionate about the LEGO experience and have formed a group. These groups are divided into two subgroups, “Physical LEGO User Group” and “Online LEGO User Group”.
  - b. Becoming a Recognized LEGO User Group qualifies the group to gain access to various community support programs
  
2. Physical LEGO User Group
  - a. Requirements
    - i. Have been organized for a minimum of one year
    - ii. Minimum of 20 members
    - iii. Participate in, or host, three “AFOL events”
    - iv. Host a website (An Online site which is searchable for interested AFOL's to learn more about the LEGO User Group)
    - v. TLG reserves the right to accept or reject a LUG based on extraordinary criteria
  
3. Online LEGO User Group
  - a. Requirements
    - i. Currently there are no finite metrics to qualify for an online AFOL community.
  - b. Recognition will be given based on an assessment by the CEE staff of to which degree the group contributes to expanding the reach, diversity and uniqueness of the LEGO® Hobby in the online social space.
  
4. AFOL Event
  - a. AFOL Exhibition:
    - i. Is an event where the public audience can interact with AFOLs while browsing the MOC exhibition and various activities driven by the event responsible LUG. The event is temporary and most often set to last a couple of days with a public exhibition, after-hours workshops and social interaction for the AFOLs.



- b. AFOL Display:
  - i. Is a showcase, where a display, built by the LUG, is shown to the public with no interaction between the AFOLs and public audience. It is most often a model displayed in a window or behind a fence with the public passing by.
- c. AFOL Convention:
  - i. Is a formal assembly of AFOLs and TFOLs that spans across multiple days to allow discussion about, and action on, promoting the LEGO® hobby. In addition to offering various activities to registered attendees (such as presentations, workshops, and seminars) time is allocated to promote the LEGO® hobby to a public audience. An AFOL Convention is expected to host a minimum of one full day for the registered attendees and one full day for the public audience.