



—JEUX DU—
CANADA
—GAMES—

Commercialization and Sponsorship Policy



Canada Games Council
November, 2010



Canada Games Council Commercialization/ Sponsorship Policy

1.0 Preamble:

Since 1967, the Canada Games have successfully provided an important and exciting competitive environment for young athletes from every province and territory. Building on the success of the Games, the Canada Games Council has recently broadened its focus from Games only, to Games and between Games initiatives. The new Movement which focuses on resources, programs, activities, tools and events for Canada's youth between the Games, 52 weeks a year, is called *Dreams and Champions*. The Canada Games Council works in partnership with government funding partners, private sector sponsors and the sport community to enrich the lives of young athletes through the Canada Games and Canada Games Movement.

The Canada Games as a major multi-sport event is the product of a partnership of many players from the public sector, the non-profit sport sector, grass-root volunteers, and the private sector. Private sector assistance has come to represent an important component of the funding structure of amateur sport events and programs in Canada. In fact, the relative share of private sector support for the Canada Games has grown to become an integral source of revenue, critical to the successful planning and staging of the Games.

As is the case with individual sport organizations, the Canada Games partners must accept the responsibility for protecting the integrity of the Games and the Dreams and Champions Movement when entering into relationships with corporate sponsors. The underlying principles and values of the Games and those of the Canada Games Movement must be upheld and respected and not be compromised by sponsorship or commercialization goals. On the other hand, Games' partners must acknowledge the legitimate corporate objectives inherent in any sponsorship association. The following rules are intended to assist the Canada Games partners in analyzing, planning and approving sponsorship opportunities.





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2.0 General Rules:

While recognizing the increasing importance of corporate sponsor support (cash and in-kind), the Canada Games partners must also be mindful of the need to remain true to the goals of the Canada Games and the Canada Games Movement as they relate to:

- sport development for prospective high performance athletes in selected sports;
- celebrating sporting excellence and Canadian unity for young athletes;
- promoting excellence and fair play and the positive social and cultural role of sport in Canada.

Commercialization and/or sponsorship relations cannot jeopardize the fundamental principles, values and objectives of the Canada Games or the Canada Games Movement in any way. All advertising/signage must conform to the Canada Games Council rules as outlined in this policy.

The Canada Games Council, as the ultimate authority of the Games, will be responsible for ensuring adherence to, and interpreting these rules in collaboration with Games partners.

3.0 Graphic Standards Manual

The Canada Games are a powerful Canadian sport icon, symbolic of a Movement which makes a difference in people's lives. The Canada Games inspire young athletes to participate in sport and serve as an essential contributor to the achievement of their ultimate goals. As such, we must safeguard the integrity of all graphic elements to ensure the value of Corporate marks remains of the highest degree. A Graphic Standards Manual was established in order to guide the use and protect the brand identity of the Canada Games Council (CGC), the Canada Games and the Canada Games Movement. The manual provides templates, policies and procedures that ensure the use of the Canada





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Games logo, pictograms and wordmark(s) is consistent and maintains the highest possible standards for reproduction. We thank authorized users in advance for the care they will take in applying these standards. If you require additional assistance, or have any questions, please do not hesitate to contact the Canada Games Council:

By mail: 701-2197 Riverside Drive
Ottawa, Ontario
K1H 7X3

By telephone: (613) 526-2320

By email: canada.games@canadagames.ca

4.0 Commercial Marking Rules:

This section of the policy provides rules specific to the use of commercial and non-commercial identification permissible on the Team Walk-out (Ceremonial) uniforms, Warm-up apparel, competition attire and equipment. Uniforms of coaches and team officials will also come under these rules. Canada Games sanctions, as outlined in 5.0, will be used at the Games for all infractions of the Canada Games Commercialization / Sponsorship Policy.

With regard to venue signage, the regulations referred to in Sections 6.1 - 6.3 also apply. In all cases, the Host Society venue signage package must be presented to the Canada Games Council Marketing Committee for review prior to implementation.

4.1 Commercial Marking on Equipment

4.1.1 Principles:

Any kind of commercial mark (name or logos) on all items of equipment shall be in the same form as on products sold to the public, except as described below.





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If not otherwise stated in the Rules, commercial markings shall only be those of the manufacturer of the product (ie. Salomon, Trek, etc).

Technical specifications about the size, the form and the number of commercial markings must meet those described within this guide.

4.1.2 Specifications:

A. Competitor's Equipment

Competitor's equipment may only bear the manufacturer's name or trademark logo of a size that is consistent with those outlined in the NSO Rule Book and commercially available to the general public. If NSO rules do not contain specific sizing specifications for competitor's equipment, the corporate marks should cover no more than 10% of the total surface area.

B. Fixed Venue Equipment

Equipment at specific sport competition venues (ie. hurdles, wrestling mats, etc.) must conform with NSO rules. In general, the venue equipment may only bear the manufacturer's markings.

C. Competitor's Bibs

NSO rules will be used by the Host Society to determine the size, position and background colour of a competitor's number. No more than one (1) corporate sponsor name or trademark logo is allowed above or below a competitor's number.





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4.2 Markings on team clothing & team bags

4.2.1 Principles

Note: As the Canada Games Council continues to build momentum and awareness for the Games and the Canada Games Movement, the Canada Games Council has developed a multi-faceted sponsorship program to help fund initiatives. In an effort to enhance the sponsorship benefits that can be delivered to corporate sponsors during specific Games, the Canada Games Council would like to enter into discussions with Provincial and Territorial partners on additional visibility. The Canada Games Council is interested in:

- *Canada Games Council logo visibility on team clothing, and*
- *providing sponsors with a logo exposure opportunity on all of the athletes' Team Walk-out (Ceremonial) Uniforms in exchange for a financial contribution for Provincial and Territorial partners.*

The Council looks forward to future discussions and the amendment of the following principles.

Provincial/territorial (P/T) teams will be allowed to place non-commercial marks on competitive or ceremonial uniforms, in addition to corporate and/or manufacturer marks as outlined below. Non-commercial marks may take the form of the name of the province or territory complete with their logo, the name of the PSO/TSO complete with their sport emblem or logo and/or a team nickname that is non-commercial in nature. The P/T Chef or their designate will monitor the size and positioning of these non-commercial marks.

In addition, the uniform (competitive or ceremonial) may bear the name or logo of "themed social programs" (ie. Spirit of Sport, PRIDE, etc). The size shall not exceed 60cm².

Programs that could be in any way associated with causes or themes that contravene Section 7 "Sponsorship by tobacco, alcohol/spirits and





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pharmaceuticals" or the spirit of this policy are not permitted. P/T teams must request approval by Council on all themed social programs.

The names or logos of individual sport clubs are not permitted on competitive or ceremonial uniforms.

4.2.2 Specifications:

A. Team Walk-out (Ceremonial) Uniforms

- i) A P/T Team will be allowed to present two (2) corporate sponsor's per Walk-out uniform in addition to the logo, emblem or name of the garment manufacturer. For the purposes of this policy, all representatives (coaches, athletes, managers, mission staff), regardless of sport, are considered members of a P/T Team. Therefore the same two (2) corporate sponsors must be provided uniform marks for all representatives of the Provincial/Territorial Team. (ie. basketball team, track team, etc.)
- ii) The corporate sponsor's name or trademark logos plus the manufacturer's name or trademark logo, will be authorized both on the jacket (top) and on the pants (bottom) of Walk-out uniforms, (ie. the corporate sponsor and/or manufacturer marks may only appear once each on the jacket and pants).
- iii) A maximum of two (2) non-conflicting corporate sponsor's, (those that do not conflict with the Host Society or the Canada Games Council), will be allowed per uniform. The size of a single corporate name or trademark logo shall not exceed 60 cm².
- iv) A provincial/territorial team may present two (2) corporate sponsor's per ceremonial hat or earband in addition to the logo, emblem or name of the garment manufacturer. The combined total of the two (2) corporate name or trademark logo's shall not exceed 60 cm² per hat or earband.
- v) If the corporate name or trademark logo is contained within an area of different colour, the total area of the different colour is to be measured.
- vi) The size of the corporate name or trademark logo is to be measured before placement on the uniform/hat.





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- vii) The manufacturer's names and logo marks may not exceed 60 cm² in size, for a total of 120 cm² per complete uniform (top & bottom).
- viii) Provincial / Territorial Walk-out uniforms must follow the P/T Team Colours as outlined in Appendix D. Changes in the primary uniform colours must be approved by the Canada Games Council no later than 12 months prior to the beginning of the Games.

B. Team Competition Uniforms

- i) Only the uniform manufacturer's name or trademark logo may be worn on team competition uniforms (field of play uniforms).
- ii) The total surface area of all manufacturer markings on the competition uniform shall not exceed 120 cm². The maximum surface area for a single marking shall not exceed 60cm² in size.
- iii) Refer to A (iv) and A (v) for regulations on measurement.

C. Team Warm-Up Apparel (Individual Sport Teams)

- i) Rules for Warm-Up apparel (uniforms) will apply to individual team issued suits (ie. soccer, gymnastics) that include a jacket/pant combination, bib tights or spandex leggings.
- ii) These regulations have been modified to now allow unrestricted manufacturer marks provided the warm-up apparel is commercially available to the general public in the same style as that worn by the team.
- iii) All manufacturer names, logos and designs must be in the same size as those commercially available to the general public.
- iv) Warm-up uniforms should respect the Provincial/Territorial colour guidelines for Ceremonial Uniforms, (see Appendix D).
- v) Under no circumstances are corporate sponsor marks allowed on warm-up apparel that are used in the Field of Play as defined for the Games' Host Societies, (see Appendix C for Field of Play definitions).
- vi) Personal t-shirts, sweat shirts or tights are governed by rules for competitor





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uniforms (art. 4.2.2) which limits the size of manufacturer marks to 60 cm².

Note: If the Host Society secures an exclusive clothing sponsor, rules for Team Warm-up apparel shall revert to those governing Team Competition uniforms, as outlined in 4.2.2B.

D. I. Sport Bags - Provincial/Territorial Team at Official Ceremonies

- i) Provincial / Territorial Teams may negotiate sponsorship programs with up to two (2) different non-conflicting corporate sponsor's for team sport bags.
- ii) The total size of all corporate sponsor logo's may not exceed 400 cm² on each team bag. Each corporate name or trademark logo may not exceed 200 cm².
- iii) If the corporate name or trademark logo is contained within an area of different colour, the total area of the different colour is to be measured.
- iv) Each bag may contain one (1) name or trademark logo of the manufacturer. The size may not to exceed 60 cm².

D. II. Sport Bags - Field of Play Equipment & Sport Team Bags

- i) Individual sport team and equipment bags may bear the name or trademark logos of the bags manufacturer or of the manufacturer of equipment for the sport, (ie. Rawlings bat bags, Fischer ski bags, Bauer hockey bags, Head tennis bags, Umbro sport bags, etc.)
- ii) Manufacturer marks on bags may not be altered and must be similar in size and number as marks which would appear on those commercially available to the general public.
- iii) No corporate sponsor marks are allowed on individual sport team and equipment bags used in the competition area.

E. Competition Head Gear

- i) Competition helmets and headgear may only carry trademark logo's or names of the manufacturer.





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- ii) A provincial/territorial team may also place the emblem of the provincial/territorial team on the headgear.

5.0 Rules Governing Rights & Conflict:

- 5.1 The Canada Games Council will be the final authority in approving corporate sponsor name or logo's on equipment, team uniforms, hats and bags.
The Canada Games Council Graphic Standard Manual is the overriding guide for Canada Games Council marks including the Canada Games Council (CGC), the Canada Games and the Canada Games Movement.
- 5.2 Provincial / Territorial Teams must request approval of all corporate sponsors, in writing from the Canada Games Council, prior to finalizing any corporate sponsorship program.
- 5.3 The Canada Games Council will not unduly withhold such approval, and will grant written approval within 2 weeks of receipt of the written request, provided no conflict exists between a corporate sponsor of the Host Society or Canada Games Council.
At no time shall a P/T team sponsor be offered opportunities to gain exposure within the field of play unless already referenced in this document, or approved by the Canada Games Council.
- 5.4 A "dispute committee" of the Board composed of the Chairman, President/CEO, Director of Marketing and one (1) non-biased Provincial / Territorial Government Representative will review the interpretation of the policy and issues relating to sponsor conflicts.

6.0 Sanctions:

- 6.1 Penalties for violations of Canada Games Commercialization/Sponsorship Policy will be in accordance with the Goals of the Canada Games as stated under the General Guidelines (Section 2 of the Policy).

The procedures below will be followed at the Games if violations are noted pertaining to the Canada Games Commercialization / Sponsorship Policy:





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- i) It is the responsibility of the sports technical officials to enforce the Canada Games Commercialization Policy within the sport venues. Technical officials must notify the Canada Games Marketing Director of all sanctions (1st or 2nd occurrence) against an individual the day an infraction takes place. Chefs will be notified prior to the beginning of the next competition.
- ii) If an infraction is noticed by a technical official prior to the beginning of a competition the athlete will be warned that he/she is not in compliance with the Canada Games Commercialization policy and will be given the opportunity of complying prior to the beginning of competition.
- iii) First time violations of the rules after the beginning of a competition will result in the offending individual being warned by a technical official that he/she is in contravention of the Canada Games Commercialization Policy. The individual will be provided the opportunity to comply with the rules at the first natural break in the competition. The technical official will make a note of the violation in the final results of the event.
- iv) If a second violation of the policy occurs by the same individual, the incident will be brought forward to the competition jury by the technical official. The individual may be disqualified from the event for a second infraction. The Jury will solicit input from the Canada Games Council Director of Marketing prior to disqualification to ensure consistency in the application of the rules.
- v) The Canada Games Director of Marketing should be notified if a technical official does not enforce the Canada Games Commercialization Policy. Repeated failure by this official to enforce the policy could result in the official being replaced.
- vi) An athlete or official may appeal a CGC decision through the Council's dispute resolution policy.





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7.0 Sponsorship by Tobacco, Alcohol/Spirits, and Pharmaceutical Companies

7.1 Tobacco Sponsorship:

- i) The Canada Games Council believes tobacco use is inconsistent with the positive, healthy values of participation in sport. The Canada Games Council thus prohibits the sponsorship of any and all aspects of the Canada Games by manufacturers of tobacco products.

7.2 Alcohol and Spirits:

- i) In terms of the sponsorship of the Canada Games by brewers and distillers, the Canada Games Council will allow sponsorship relations but will restrict the venues and activities where corporate visibility will be permitted. The following general advertising guidelines should apply where athletes under the legal drinking age will be impacted:

Advertising must not appeal, either directly or indirectly to persons under the legal drinking age, or be placed in media targeting individuals under the legal drinking age.

- ii) Venues to which this guideline should be applied include:
 - no signage in athletes village (including dining areas, sleeping quarters, etc.);
 - no signage in athlete training areas or competition venues**
 - no name or logo identification on athlete bibs;
 - no signage in ceremonial areas (opening & closing, awards)
 - no signage at cultural venues which associate youth and sport

*** Note: Existing sport venues with liquor advertising will be reviewed by the Canada Games Council. In all cases, extreme care will be taken in review of the application.*
- iii) Signage will be permitted in areas where the predominant traffic flow is from those who have reached the age of majority (ie. 19 years of age) such as:
 - VIP lounges





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- Media Centre other than athlete interview area
- Sponsor Hosting areas
- Cultural venues hosting adults.

7.3 Pharmaceutical Companies:

- (i) Drug manufacturers are not permitted to engage in brand advertising of substances or drugs that are on the list of banned substances (IOC list).

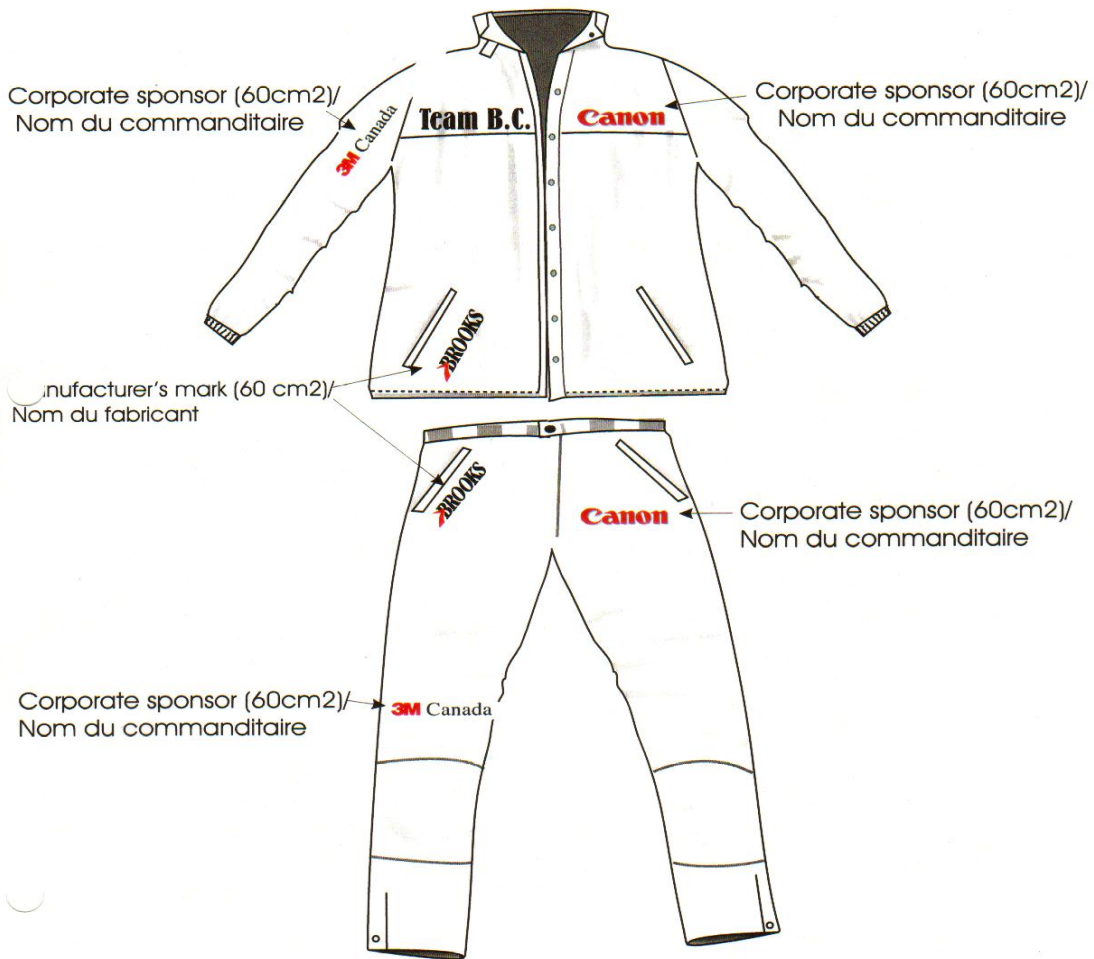




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APPENDIX A

TEAM WALK-OUT (Ceremonial) UNIFORMS/ UNIFORMES DE PARADE (cérémonie)

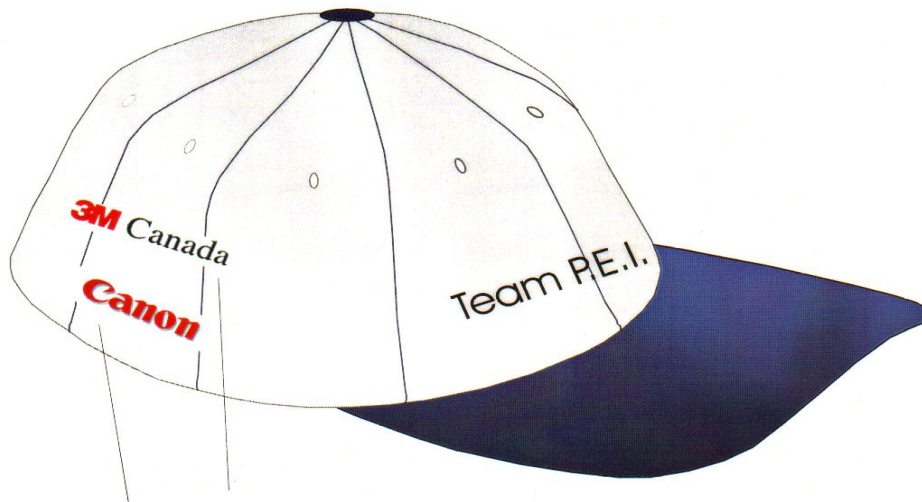




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APPENDIX A

P/T TEAM WALK-OUT (ceremonial) HATS/ CHAPEAU DE PARADE



2 Corporate sponsors max. (60cm² combined)/
2 commanditaires





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APPENDIX A

P/T TEAM SPORT BAGS (ceremonies)/
SACS DE SPORT

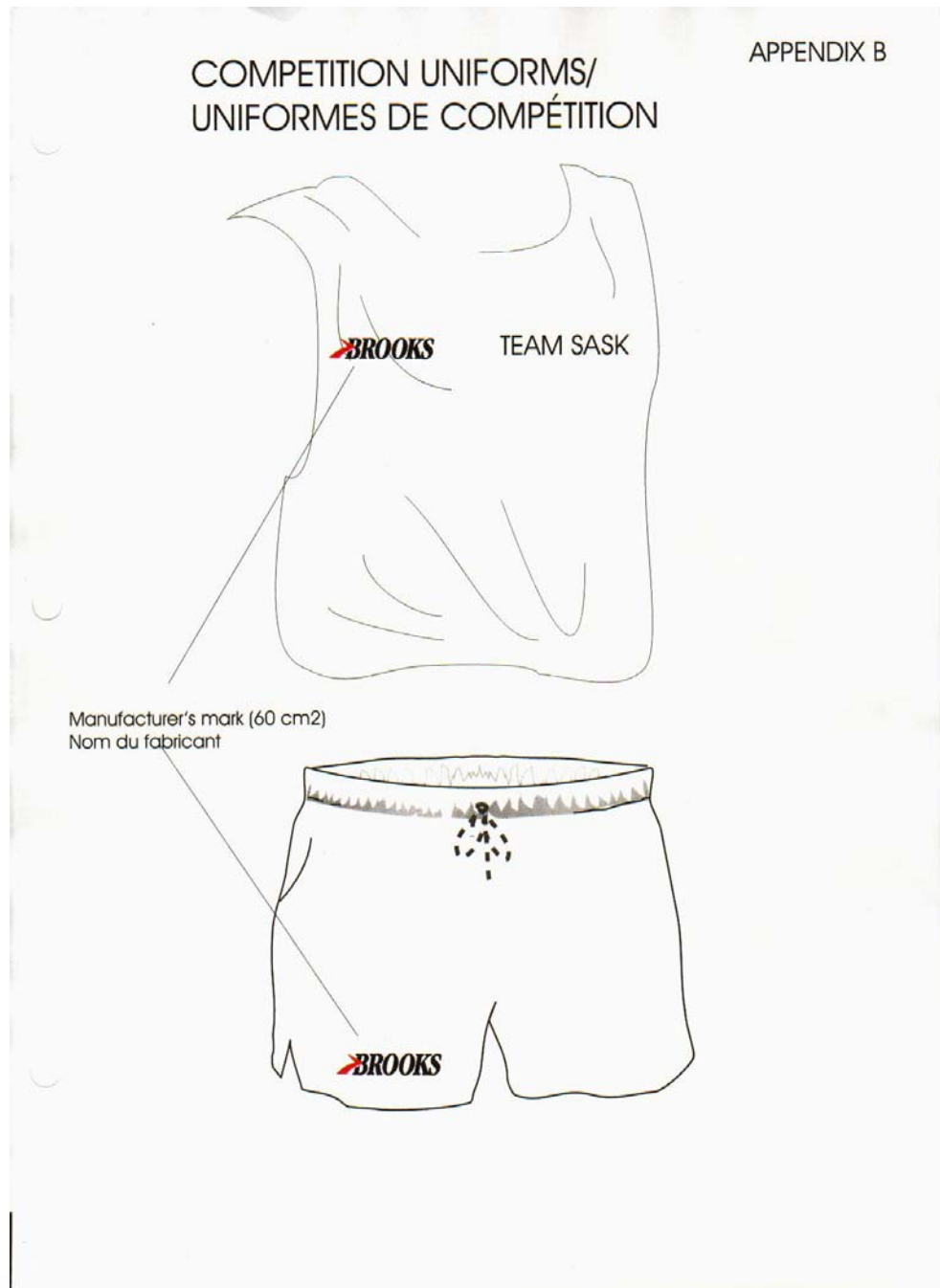


Corporate sponsor (200cm² each)
Nom du commanditaire





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APPENDIX C

Field of Play

Field of Play shall be defined in general terms as the competition surface including the start/finish areas, players benches and warm-up areas. See below for specific sports.

i) Field of Play - Definition by Sport for 2011 Canada Winter Games

(Commercial Marking Regulations for Warm-up and Competition Attire Apply)

Outdoor Sports:

Alpine, Freestyle, Cross Country and Biathlon - once competitor passes through "Ski Marking"

Speed Skating (LT) - during the time competitor "is on the competition ice surface"

Indoor Ice Sports:

Curling - when competitor enters the "ice surface"

Figure Skating - when competitor enters the "warm-up area, ice surface or kiss & cry area"

Hockey, Ringette - "ice surface and bench area"

Speed Skating (ST) - "ice surface and marshalling area"

Indoor Arena/Gymnasium Sports:

Artistic Gymnastics, Badminton, Fencing, Judo and Table Tennis - upon entering "competition gymnasium"

Boxing - upon entering "ring"

Shooting and Archery- when competitor "enters shooting range"

Synchronized Swimming: when competitor enters pool area

Squash - when competitor enters "the court"

Wheelchair Basketball: once competitors enters "competition floor"





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ii) Field of Play - Definition by Sport for 2013 Canada Summer Games

(Commercial Marking Regulations for Warm-up and Competition Attire Apply)

Gymnasium Sports:

Basketball, Volleyball - upon entry onto the competition floor including the bench area. Regulations would come into effect 5 minutes prior to the beginning of play.
Wrestling, Fencing - upon entry onto the competition surface

Field Sports:

Triathlon, Athletics - after the athletes' event has been called, eg. 200 metre heats, long jump
Golf, Soccer, Field Hockey, Baseball, Softball - at the completion of warm-up, generally immediately after equipment checks or exchange of player rosters
Tennis - as athletes complete their warm-up period
Triathlon, Cycling - immediately prior to calling racers to the start line until racers exit the finish area

Outdoor Water Sports:

Triathlon, Canoeing, Rowing. Open water swim - immediately prior to the start of an athletes' event, after warm-ups
Sailing - as athletes commence their competition run

Indoor Water Sports:

Swimming, Diving - when competitor enters the pool deck





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APPENDIX D

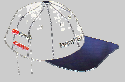
PROVINCIAL/TERRITORIAL TEAM COLOURS

Yukon	Black and White with purple and red trim/ <i>Noir et blanc avec bordure rouge et violette</i>
N.W.T./T.-N.-O.	Navy Blue with white or sky blue trim/ <i>Bleu marine avec bordure blanche ou bleu ciel</i>
B.C./C.-B.	Blue and Red with white trim/ <i>Bleu et rouge avec bordure blanche</i>
Alberta	White and Royal Blue with grey trim/ <i>Blanc et bleu roi avec bordure grise</i>
Saskatchewan	White with green trim/ <i>Blanc avec bordure verte</i>
Manitoba	Gold and White, with black or grey trim/ <i>Or et blanc avec bordure noire ou grise</i>
Ontario	Red with White trim/ <i>Rouge avec bordure blanche</i>
Québec	Blue, beige and white / <i>Bleu, sable et blanc</i>
N.B./N.-B.	Forest Green with maroon trim/ <i>Vert forêt avec bordure marron-roux</i>
P.E.I./Î.-P.-É.	Green with white and black trim/ <i>Vert et blanc avec bordure noir</i>
N.S./N.-É.	Royal Blue with white trim/ <i>Bleu roi avec bordure blanche</i>
Nfld./T.-N.	Maroon with white and grey trim/ <i>Marron-roux avec bordure blanche et grise</i>
Nunavut	Red and Yellow with royal blue and white trim/ <i>Rouge et jaune avec bordure blanche et bleu roi</i>



Commercialization Policy Chart

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		Competitors Equipment	Fixed Venue Equipment	Competitor's Bibs	Ceremonial Team Uniforms (Team colours) 	Ceremonial Hat or Earband (Team colours) 
Manufacturer's name or trademark logo		Size consistent with NSO Rulebook or No more than 10% of the total surface area	Size consistent with NSO Rulebook	N/A	One (1) name or trademark logo May not exceed 60 cm ² in size 120 cm ² per complete uniform Manufacturer marks may only appear once each on the jacket and pants	One (1) name or trademark logo
Corporate sponsor's name or trademark logo		X	X	Max one (1)	Max two (2) Non-conflicting Logo shall not exceed 60 cm ² On the jacket (top) and on the pants (bottom) of Walk-out uniforms	Max two (2) Non-conflicting Combined total size shall not exceed 60 cm ²
Tobacco, alcohol/spirits and pharma.		X	X	X	X	X
Canada Games Logo		N/A	N/A			

Non-commercial marks	Provincial Mark	N/A	N/A	N/A	Max 60cm ²	Max 60cm ²
	PSO/TSO					
	Themed Social Programs					
Individual sport clubs		X	X	X	X	X

		Ceremonial Sport Bags 	Competition Uniforms 	Warm-up Apparel	Coaching Uniforms	Field of play sport bags 	Head Gear
Manufacturer's name or trademark logo		One (1) name or trademark logo Size may not to exceed 60 cm²	One (1) name or trademark logo Shall not exceed 60cm² in size	Unrestricted General public size	Size may not exceed 60cm² in size.	General public size	General public size
Corporate sponsor's name or trademark logo		Max two (2) Non-conflicting May not exceed 400 cm². (200 cm² each)	X	X	X	X	X
Tobacco, alcohol/spirits and pharma.		X	X	X	X	X	X
Canada Games Logo							N/A
Non-commercial marks	Provincial Mark		60cm²	60cm²	60cm²	60cm²	
	PSO/TSO						
	Themed Social Programs						X
Individual sport clubs		X	X	X	X	X	X