



Canada Games Council Games Policy and Procedures

NAME:	P/T Team Uniform and Sponsorship Policy
FUNCTIONAL UNIT:	78 Corporate and Community Fundraising, 76 Marketing
APPROVED BY:	President & CEO
ORIGINAL APPROVAL DATE:	2005.08.02
REVISION APPROVAL DATES:	2016.06.02, 2018.04.10, 2020.02.10, 2021.10.13
RELATED POLICIES:	Opening and Closing Ceremonies Policies, Medal Ceremony Policy, Funding Party Recognition Policy

PREAMBLE

Since 1967, the Canada Games have been the catalyst for the growth of sport across Canada. Held every two years, alternating between summer and winter, the Games are Canada's largest multi-sport event and represent the pinnacle of interprovincial/territorial sport competition. Since 1967, nearly 100,000 athletes have participated in the Games. Add to that the over 100,000 coaches, officials and volunteers that have been directly involved in the planning and staging of the Games and you have some idea of the enormous reach of the Canada Games.

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, grassroots 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 Canada

Games 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.

POLICY STATEMENT

The P/T Team Uniform and Sponsorship Policy serves to protect the rights-holders or sponsors who have contributed financially to the operations of the Games. The Canada Games Council (CGC) and all other parties are required to work cooperatively in partnership in order to execute the stipulations outlined within this policy.

DEFINITIONS

National Sport Organization (NSO) - The recognized association responsible for the overall governance and development of a particular sport in Canada. NSOs, through a Technical Representative and Major Technical Officials, run the sport competition at the Canada Games.

Field of Play (FOP) - Restricted zone where only athletes, coaches, managers, technical support staff, technical officials, and specifically accredited personnel have access. FOP consists of any area of a venue that is specifically dedicated to the competition at the venue.

COUNCIL'S ROLE IN IMPLEMENTATION OF POLICY REQUIREMENTS AND PROCEDURES

The CGC will work closely with the Host Society and the respective Provincial and Territorial (P/T) Mission Staff to ensure all regulations outlined within this policy are followed and that any concerns regarding marking/embroidering are dealt with in order to protect sponsorship exclusivity and P/T recognition opportunities.

STAKEHOLDER ROLES IN IMPLEMENTATION OF POLICY REQUIREMENTS AND PROCEDURES

Provincial/Territorial Teams - Must submit any article of clothing that contains the Host Society logo to the CGC for approval prior to production.

REQUIREMENTS AND PROCEDURES

1.0 GENERAL RULES:

While recognizing the importance of corporate sponsor support, 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 CGC rules as outlined in this policy.

The CGC, as the ultimate authority of the Games, will be responsible for ensuring adherence to, and interpreting these rules.

2.0 GRAPHIC STANDARDS MANUAL:

CGC must safeguard the integrity of all graphic elements to ensure the value of corporate marks remains high. [CGC Brand Guidelines were](#) established in order to guide the use and protect the brand identity of the CGC, the Canada Games and the Canada Games Movement. The manual provides templates, policies and procedures that ensure the use of the Canada 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 stakeholders require additional assistance, or have any questions, they should contact the CGC.

The CGC Logo package can be [found here](#), and the horizontal full colour logo is the preferred version to use. All uses of the Canada Games logo must be submitted to and approved by the CGC prior to production.

3.0 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 CGC Commercialization and Sponsorship Policy.

3.1 Commercial Marking on Equipment

3.1.1 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.

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.

3.1.2 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. If NSO rules do not contain specific sizing specifications for competitor's equipment, then the manufacturer's name or trademark logo can be the size that is commercially available to the general public.

B. Fixed Venue Equipment

Equipment at specific sport competition venues (ie. hurdles, wrestling mats, etc.) must conform with NSO rules. If NSO rules do not contain specific specifications for fixed venue equipment, the manufacturer's name or trademark logo can be the size that is commercially available to the general public.

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 corporate marks shall be allowed.

3.2 Markings on Team Clothing & Team Bags

3.2.1 Principles

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 Provincial/Territorial Sport Organization (P/TSO) complete with their sport emblem or logo and/or a team nickname that is non-commercial in nature. The P/T Chef de Mission 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, cannabis and pharmaceuticals" or the spirit of this policy are not permitted. P/T Teams must request approval by CGC on all themed social programs.

The names or logos of individual sport clubs are permitted on competitive uniforms as long as they have been approved by the CGC, NSO and the Province/Territory of the athlete.

The CGC requests that every P/T Team clothing item (ceremony walk-out uniforms, competition uniforms, bags, hats, etc.) that will display corporate sponsors and either the Host Society or Canada Games Council logo be submitted to CGC for approval prior to production. All submissions are to be sent to the Canada Games Council Approvals account at approvals@canadagames.ca.

3.2.2 Specifications:

A. Team Walk-Out (Ceremonial) Uniforms

- i. A P/T Team will be allowed to present two (2) corporate sponsors per walk-out uniform in addition to the logo, emblem or name of the garment manufacturer. These corporations must not conflict with the Host Society or CGC, and may not exceed 60cm². For the purpose 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 P/T Team.

- 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. With regards to hats and headgear for the walk-out uniform, only the manufacturer mark may be displayed. No corporate marks will be allowed.
- iv. The manufacturer's names and logo must follow NSO rules. If NSO rules do not contain specific sizing specifications, then the manufacturer's name or trademark logo can be the size that is commercially available to the general public.
- v. P/T walk-out uniforms and competition uniforms must follow the P/T Team colours as outlined in Appendix C. Uniforms must be designed in the Federal-Provincial/Territorial Sport Committee (FPTSC) established Provincial/Territorial colours. If this is not possible, approval must be obtained from the FPTSC.
- vi. The official Host Society logo must be displayed in a prime location on the jacket (either right or left chest, or right or left shoulder placement) on each walk-out uniform. The use of the logos are to be approved by the CGC prior to production. Please send all submissions to approvals@canadagames.ca.

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 must follow NSO rules. If NSO rules do not contain specific sizing specifications, then the manufacturer's name or trademark logo must not exceed 60cm².
- iii. Refer to Appendix B (pg. TBD xx) for examples of approved logo placement.
- iv. The official Host Society logo may be included on each competition uniform. Any use of the logos on competition uniforms are to be approved by the CGC

prior to production. Please send the pre-production proofs to to approvals@canadagames.ca.

The CGC will receive all clothing submissions from the P/T Teams, and where the Host Society logo has been applied, will then share the submission with the Host Society so they can confirm the logo abides by Host Society embroidery standards and officially approve the size and placement of the mark.

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, boxing) that include a jacket/pant combination, bib, tights or spandex leggings.
- ii. The official Host Society logo may be included on warm-up apparel. Any use of the logos are to be approved by the CGC prior to production. Please send all submissions to approvals@canadagames.ca.
- iii. These regulations have been modified for team-issued and personal warm-up apparel to now allow unrestricted manufacturer marks provided the manufacturer name, logo, and design is commercially available to the general public in the same style as that worn by the participants.
- iv. Warm-up uniforms should respect the P/T colour guidelines for Ceremonial Uniforms, (see Appendix C).
- v. Under no circumstances are corporate sponsor marks allowed on warm-up apparel that are used in the Field of Play.
- vi. Personal t-shirts, sweatshirts or tights are governed by rules for competitor uniforms (art 4.2.2) which limits the size and manufacturer marks from what would appear on those commercially available to the general public.

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 3.2.2B.

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

- i. P/T Teams may display up to two (2) different non-conflicting corporate sponsors on team sport bags.
- ii. The total size of all corporate sponsor logos 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. Manufacturer marks may not be altered and must be similar in size as marks which would appear on those commercially available to the general public.

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 bag's 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.
- iv. The official Canada Games logo or Host Society logo may be included on sport team and equipment bags. Any use of the logos are to be approved by the CGC prior to production. Please send all submissions to approvals@canadagames.ca.

E. Competition Headgear (goggles, hats, helmets, sunglasses, swimming caps, etc)

- i. Competition helmets and headgear may only carry trademark logos or names of the manufacturer. If NSO rules do not contain specific sizing specifications, the manufacturer's name or trademark logo can be the size that is commercially available to the general public.
- ii. A P/T Team may also place the P/T Team emblem on the headgear.

F. Shoes

- i. The footwear manufacturer's name and/or logo may appear on each shoe, with the size that is made commercially available to the general public.

4.0 APPROVAL PROCEDURES:

- 4.1 The CGC will be the final authority in approving corporate sponsor names or logos on equipment, team uniforms, hats and bags.
- 4.2 P/T Teams must request approval of all corporate sponsors, in writing from the CGC, prior to finalizing any corporate sponsorship program.
- 4.3 The CGC 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 CGC.

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 CGC.

5.0 SANCTIONS:

- 5.1 The procedures below will be followed at the Games if violations are noted pertaining to the CGC Commercialization and Sponsorship Policy:
 - i. It is the responsibility of the P/T Teams, Host Society, NSO Technical Representatives, and the CGC to enforce the Canada Games Commercialization and Sponsorship Policy within the sport venues. If an infraction occurs, the VP of Marketing & Partnerships at the CGC should be notified who will assess and bring to the CGC sport committee for potential review.
 - ii. If an infraction is noticed by a P/T Team member, the Host Society, an NSO Technical Representative, or the CGC prior to the beginning of a competition, the athlete will be warned that he/she is not in compliance with the CGC Commercialization and Sponsorship Policy and will be given the opportunity to comply 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 via the NSO Technical Representative that he/she is in contravention of the CGC Commercialization and Sponsorship

Policy. The individual will be provided the opportunity to comply with the rules at the first natural break in the competition. The NSO Technical Representative will make a note of the violation and notify the CGC VP, Marketing and Partnerships.

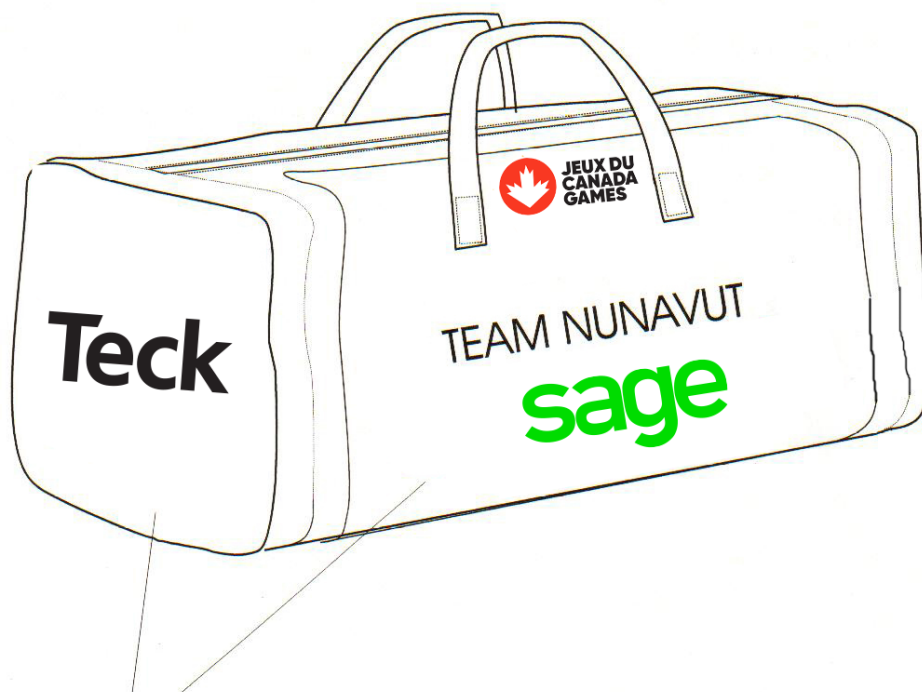
- iv. If a second violation of the policy occurs by the same individual, the incident will be brought to the Sport Committee for review. The CGC VP, Marketing and Partnerships is to be *ex officio* to the proceeding.
- v. An athlete or official may appeal a CGC decision through the CGC's Appeals Policy.

6.0 RESTRICTION IN PARTICULAR CORPORATE SPONSORSHIPS:

- 6.1 The P/T Teams are to refer to the [Sponsorship Brand Affiliation Policy](#) for reference to particular organizations that do not adhere to Government regulations and Canada Games principles, and therefore, cannot become a corporate sponsor.

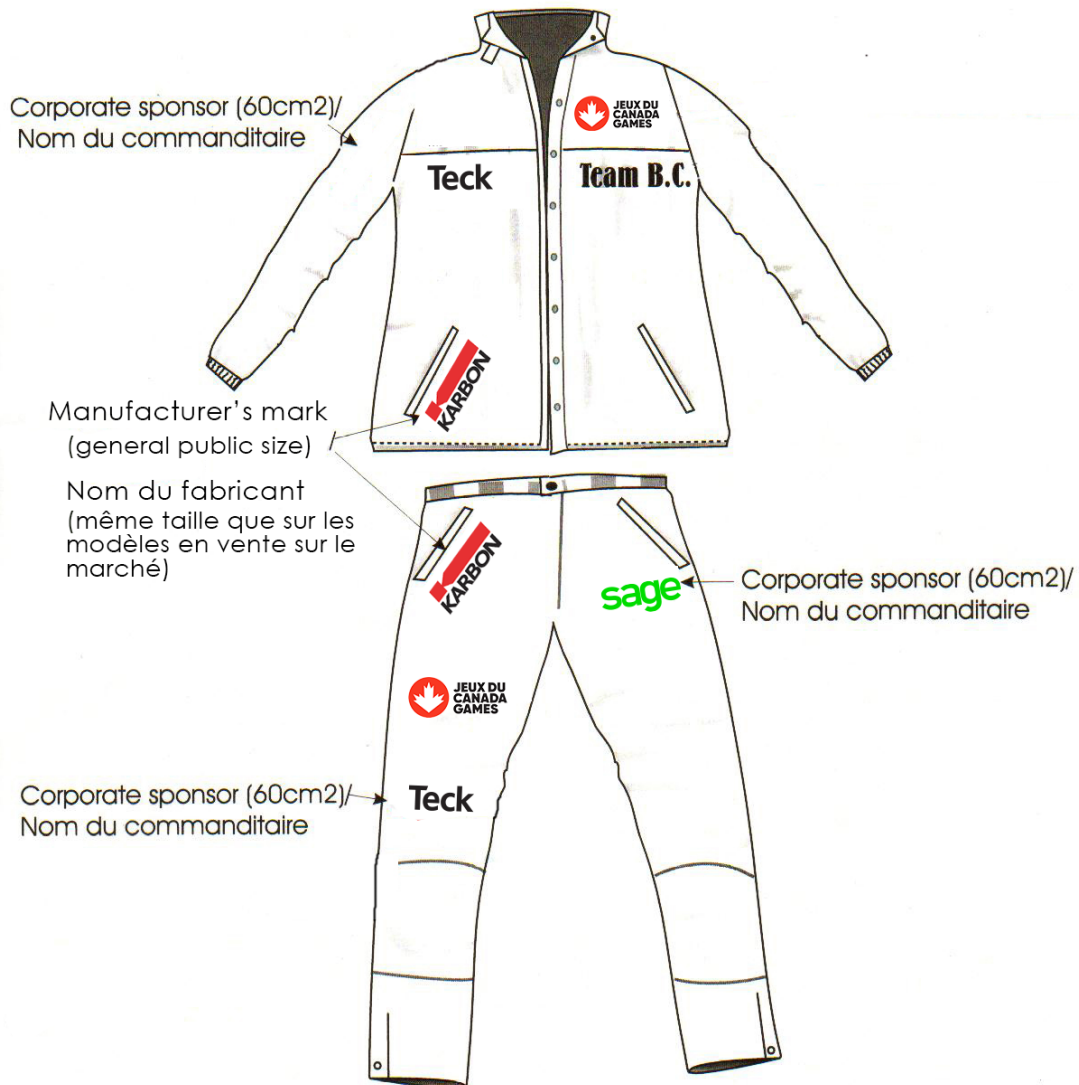
APPENDIX A

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



Corporate sponsor (200cm² each)
Nom du commanditaire

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



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



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

COMPETITION UNIFORMS/ UNIFORMES DE COMPÉTITION

APPENDIX B



Manufacturer's mark (general public size)

Nom du fabricant (même taille que sur les modèles en vente sur le marché)



Commercialization Policy Chart

	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 Size measurements consistent with product sold to public	Size consistent with NSO Rulebook Or Size measurements consistent with product sold to public	N/A	One (1) name or trademark logo Size consistent with NSO Rulebook Or Size measurements consistent with product sold to public 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 General public size	One (1) name or trademark logo General public size	Unrestricted General public size	General public size	General public size	General public size
Corporate sponsor's name or trademark logo		Max two (2) Non-conflicting May not exceed 400 cm ² . (200 cm ² 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		60cm ² .	60cm ² .	60cm ² .	60cm ² .	
	PSO/TSO						
	Themed Social Programs						X
Individual sport clubs		X	X	X	X	X	X

APPENDIX C
PROVINCIAL/TERRITORIAL TEAM COLOURS

	Primary Colour(s)	Secondary Colour(s)
Yukon	Black White	Purple Red
Northwest Territories	Navy Blue	White Sky Blue
Nunavut	Red Yellow	Royal Blue White
British Columbia	Blue Red	White
Alberta	White Royal Blue	Grey
Saskatchewan	Kelly Green	White
Manitoba	Gold White	Black Grey
Ontario	Red	White
Quebec	Blue Beige White	
New Brunswick	Forest Green	Maroon
Prince Edward Island	Kelly Green	White Black
Nova Scotia	Royal Blue	White
Newfoundland and Labrador	Maroon	White Grey