



# ATHLETE SPONSORSHIP GUIDELINES

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## ATHLETE GUIDELINES TO SPONSORSHIPS AND SPONSOR RELATIONS

The Canadian Cycling Association (CCA) is fully aware of the potential that individual athletes have to obtain either direct sponsorship or to be affiliated to a UCI registered trade team and that team's sponsors. Normally this does not pose any significant issue however once an athlete is selected for a National Team event, project or program the entitlements that they have provided to these other sponsors may not be extended to their presence on the National Team automatically.

Due to exclusive arrangements that the CCA has with the sponsors of the National Team there may be conflicts with the sponsor(s) that an individual athlete has either directly or through their trade team where applicable.

The goal of this guideline document is to set out the principles that underpin the sponsorship area in order that all parties know where the boundaries are and also know the process to obtain the necessary approvals from the CCA.

### 1 Principles

- 1.1 The CCA retains the exclusive right to the use of its logos, marks, materials, the phrases "Canadian National Cycling Team", "Canadian Cycling World Championship Team", "National Development Team", and all similar phrases and/or representations that state or suggest a connection to the CCA and/or the National Team.
- 1.2 The CCA retains the exclusive right to assign the use of its logos, marks, materials, phrases, and representations (to be outlined) to sponsors, suppliers, licensees, and such other commercial partners as it may choose.
- 1.3 The CCA retains the exclusive right to affix the logos, images, or names of sponsors or commercial partners, chosen by it in its sole discretion, on clothing used by the Athlete in official CCA National Team activities.
- 1.4 National Team clothing will be provided to the athlete for use in relation to competitions at which they are entered as a representative of Canada.
- 1.5 The wearing of the national team competitive clothing shall be mandatory at:
  - World Championships
  - Olympic Games (in accordance with the IOC and COC Regulations)
  - World Cups
  - Pan American Games / Commonwealth Games / Youth Games
  - Pan American Championships
  - UCI International Events where entered as Canada

- National sanctioned Events where entered as Canada

The rules for advertising matter on team jerseys and shorts vary with the jurisdiction of the competition as follows:

**OLYMPIC / PARALYMPIC GAMES** – No advertising allowed on any equipment or clothing. Manufacturers mark at prescribed size.

**PAN / PARA PAN AMERICAN GAMES** – No advertising allowed on any equipment or clothing. Manufacturers mark at prescribed size.

**COMMONWEALTH GAMES** – No advertising allowed on any equipment or clothing. Manufacturers mark at prescribed size.

**OLYMPIC & COMMONWEALTH YOUTH GAMES** – Same as Olympic & Commonwealth Games.

**WORLD CHAMPIONSHIPS** – All advertising on identical jerseys or skin suits must be the same for each category of riders (ie. U23 MTB Men). Advertising of the athlete's trade team is allowed on the shorts as per the description at 2.3 below.

**WORLD CUPS / PAN AMERICAN CHAMPIONSHIPS / UCI INTERNATIONAL EVENTS** – The National Team jersey / skin suit will be the one issued for use at such events and will allow for one personal sponsor's logo / name to be included per the specification set out at 2.1 below.

**NOTE** – In order to meet the standards noted above some athletes will require two sets of clothing; that which meets the allowance for the ultimate event they could be entered into in a given year and, if they choose, clothing that will allow for the addition of the noted trade team or personal sponsor consideration. In the latter case, the CCA will make available a jersey or skin suit that is substantially the same as that needed for the ultimate event (likely the World Championship) at cost price to the athlete. It will be the athlete's responsibility to have the sponsor name or logo overprinted in the area allowed as per 2.1 below.

## 2. ALLOWANCES FOR ATHLETES

Through their own efforts or those of coaches or club supporters, athletes are often able to secure a sponsor(s) to help with the costs of participation in the sport including travel, equipment and coaching expenses. The CCA wishes to assist athletes in securing such personal sponsorship by providing a clearance process to ensure that a given sponsor does not conflict with the CCA's corporate partners in a manner that could impact negatively on the National Team's support.

With respect to the National Team clothing provided for the events noted above in 1.5 the following allowances will be provided:

- 2.1 Athletes will have the opportunity to secure one 32cm<sup>2</sup> area on the front of the National Team jersey or skin-suit for a personal sponsor as long as there is no conflict with CCA partners (See image below). Additionally it is understood that if the CCA was to enter an agreement with a National Team sponsor requiring the "Personal sponsor" area that the athlete would have to remit this "personal sponsor" area to the CCA.



2.2 Athletes may have the names of personal sponsors on their helmets.

Exception: *Due to the significant investment made in technology and testing of helmets for track cycling all members of a track team event will be required to wear the helmet provided by the CCA unaltered when representing Canada in competition*

2.3 Athletes that are members of a UCI registered trade team will be allowed to overprint the name of their trade team on the right side panel of the shorts or skin suit (a 9 cm wide strip). The right side panel of all National Team shorts or skin suits will be designed to allow for this overprinting which will be the responsibility of the athlete. Note – the UCI allows for the name of the trade team being on the shorts at the World Championships.

2.4 The CCA and the Athlete recognize that the following are industry categories in which the Athlete may enter into her or his own commercial agreements, and that the CCA may not enter into an exclusive agreement with a company in any of these categories that will restrict the Athlete's personal commercial interests:

- a) Headgear, including helmets (Track exception in 2.2 above) or hats
- b) Cycling shoes.
- c) Gloves
- d) Socks
- e) Bike equipment (\*Track exception below)
- f) Eyewear

\* Members of the National Track Team which have been provided LOOK bikes are required to use them in competition involving the National Team. Where a rider had a pre-existing agreement with another bike manufacturer before April 1, 2010 they will be allowed to ride that bike in competitions.

Track NT members may request a release from riding the LOOK bike from the High Performance Director ([jacques.landry@canadian-cycling.com](mailto:jacques.landry@canadian-cycling.com)) for valid performance-based reasons which they would provide to the HPD in writing. The HPD will provide a written response within one week of receipt of the request.

- 2.5 Advertising on protective leggings worn for downhill mountain bike, trials and BMX events is not subject to the advertising restrictions on shorts.

### 3. Athlete and CCA Joint Responsibilities

- 3.1 As provided by UCI Competition Rules, the CCA has allowed the Athlete the right to display identification of a personal sponsor on the Athlete's headgear, gloves, shoes, socks, eyewear and bike at events in the National Team program. The Athlete agrees that any such personal sponsor identification will comply with UCI regulations and will not conflict with a CCA sponsor without the express prior approval of the CCA.
- 3.2. The CCA retains the exclusive right to the use of all photographs, video, or film images, or other likenesses or images (collectively called "images") of the Athlete taken by the CCA in the Athlete's capacity as a member of the National Team. Without limiting the generality of the foregoing the CCA may use such images – identified as being of the athlete – for promotional and commercial purposes and may provide such images – without being identified as being of the athlete – to CCA sponsors for these sponsors' promotional and commercial purposes.

The CCA shall not refuse any reasonable request by the Athlete for the use of such images to advance the Athlete's own reputation or commercial interests. The CCA may provide to news media, in addition to its own images, any images of the Athlete provided to it by the Athlete or publicly available from sources such as the Athlete's website in order to facilitate news coverage of the Athlete.

Any use of the athlete's image as herein described shall be subject to the prior approval of the athlete, which shall not be unreasonably withheld.

- 3.3 With regards to visibility of sponsor logos on the CCA National Team clothing the Athlete shall not enter into any contracts that conflict with or violate UCI and/or CCA regulations.
- 3.4 The CCA shall inform the Athlete, on an ongoing basis, of CCA sponsor categories and sponsors, and their activities as they relate to the National Team. For purposes of information, and recognizing that this schedule may change from time to time, the current schedule of CCA sponsors and their activities as they relate to the National Team is:
- a) **Vetements Louis Garneau Sport** in the in the category of competition clothing.
  - b) **Afexa Life Sciences** in the category of Cold & Flu Prevention / Natural Remedy
  - c) **MKI Travel** in the category of travel services

#### **CATEGORIES THE CCA WISHES TO PRESERVE FOR POTENTIAL SPONSORS**

- Financial Services & Banking
- Automobile
- Petroleum & Gas
- Electronics

- 3.5 With regards to visibility of sponsor logos on the CCA National Team clothing the Athlete shall not enter into any sponsorship or other endorsement agreement with a company in the same industry as a current CCA sponsor, supplier, or commercial partner, without the express prior approval of the CCA.
- 3.6 The Athlete shall provide all reasonable assistance to the CCA in its business development activities. Without limiting the generality of foregoing, the Athlete shall ordinarily be required to make personal appearances on the CCA's behalf for no more than three (3) appearances totaling no more than five (5) days per year, provided that such appearances do not unreasonably affect the Athlete's established training and competition program, and provided that the Athlete is reimbursed for out of pocket expenses related to such activities. The CCA shall exercise its best efforts to distribute such appearance requests evenly amongst the National Team Athletes.
- 3.7 The rights and obligations set out in this Agreement with respect to sponsorships and sponsor relations shall not expire with the termination of this Agreement, but shall remain in effect for a period of two (2) months following the termination of this Agreement, unless the Athlete and the CCA have agreed in writing that the Athlete will not be returning as a member of the National Team in the coming year.

#### 4. Process for Approval of Athlete Sponsors

- 4.1 Should an athlete wish to have the name of their personal sponsor appear on their jersey / skin suit or gear in accordance with the provisions set out above they must inform the Director Business Development ([peter@decsports.com](mailto:peter@decsports.com)) providing the following information:
- the name of the sponsor
  - the category of the product / service of that sponsor
  - the name or logo that would appear on the jersey / skin suit / helmet
  - the duration of the sponsorship
- 4.2 Should an athlete wish to have the name of their trade team appear on the right side panel of their short with the provisions set out above they must inform the Director Business Development ([peter@decsports.com](mailto:peter@decsports.com)) providing the following information:
- the name of the UCI or CCA trade team or personal sponsor
  - the vectorised logos and the dimension of the said logos
- 4.3 The Director Business Development will respond within one calendar week with an approval or a rationale for not approving the requested sponsor.

#### 5. Personal Sponsors & Trade Team Sponsors

- 5.1 The personal sponsors of an athlete outside of their National Team commitments are not subject to CCA approval. Athletes attending National Championships or other events not covered by 1.5 above are free to advertise their personal sponsors within the allowed regulations.
- 5.2 The sponsors of a UCI registered trade team which the athlete is a member of are not subject to CCA approval. Athletes competing in competitions as a trade team member are free to advertise the trade team sponsors within the allowed regulations.