

**Northern BC Winter Games Society
Board of Directors Policy Manual**

Policy Category: Society Policies 6.25 Logos on Uniforms

Policy Purpose:

To ensure the recognition guaranteed to Corporate Partners is not lessened by logos on team uniforms.

Scope and Application Procedures:

Recognition on uniforms / sports bags

1. Athletes are allowed to wear their club uniforms that contain up to two sponsor logos that do not conflict with the Northern BC Winter Games Society Corporate Partners.
2. The Northern BC Winter Games Society will publish the list of Corporate Partners one year prior to a Games. If a sport finds a supporter one year or less prior to a Games, the sport sponsor must not conflict with the Corporate Partners of the Northern B.C. Winter Games Society. If a sport finds a supporter one year or more before the next Games and the Northern BC Winter Games finds a new Corporate Partner that would then cause a conflict with the sport supporter, that will be noted in the agreement with the Corporate Partner allowing the exposure of the sport supporter for those Games only. It is the responsibility of the sport to inform the Northern BC Winter Games Society, through BC Games Society staff, of conflicting Corporate Partners.
3. The Northern BC Winter Games Society logo may be used on uniforms where there are no supporters/sponsors logos used. The Northern BC Winter Games Society logo can only be used in partnership with the official Corporate Partners of the Northern BC Winter Games.
4. The Northern BC Winter Games Society logo must be used in its entirety.
5. The Games Host Community logo may not be used on uniforms.
6. Any sport or team wanting to use the Northern BC Winter Games Society logo on their uniforms must contact BC Games Society staff for approval and logo information.
7. The Northern BC Winter Games Society has a policy of non-affiliation with the alcohol and tobacco industries.
8. Sport should ensure that the number and size of cresting meets the standards included in this policy.
9. Athletes at the Northern BC Winter Games whose uniforms have not been approved and do not comply with this policy may be asked to remove their uniforms.
10. The Northern BC Winter Games Society reserves the right to approve all sponsorship markings prior to participation at the Games.

Sponsorship Policy For Markings on Team Uniforms and Team Sport Bags

11. Specifications for Team Uniforms:

10.1A maximum of two (2) supporters that do not conflict with the Northern BC Winter Games Society Corporate Partners, are allowed per uniform. The size of the supplier's name or trademark logo must not exceed 60cm² (see attached samples). The combined total of all uniform supporters' names or trademarks must not exceed 120cm² per uniform.

10.2The Northern BC Winter Games Society logo must not be used on uniforms that contain supporters logos.

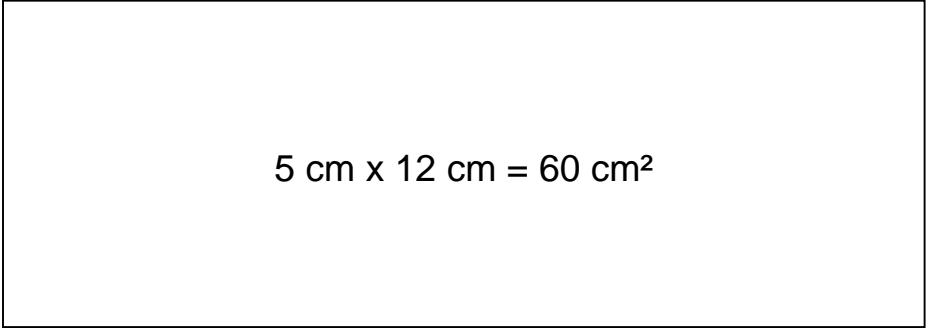
11. Specifications for Team Sport Bags:

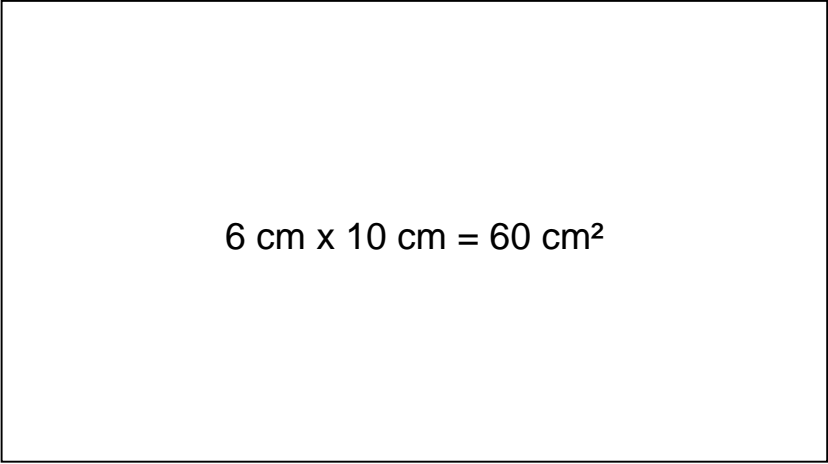
11.1A maximum of two (2) supporters that do not conflict with the Northern BC Winter Games Society Corporate Partners, are allowed per sport bag. The size of the supplier's name or trademark logo must not exceed 200cm².

11.2The combined total of all supporters' names or trademarks must not exceed 400cm² per sport bag. The Northern BC Winter Games Society logo must not be used on bags that contain supporters' logos.

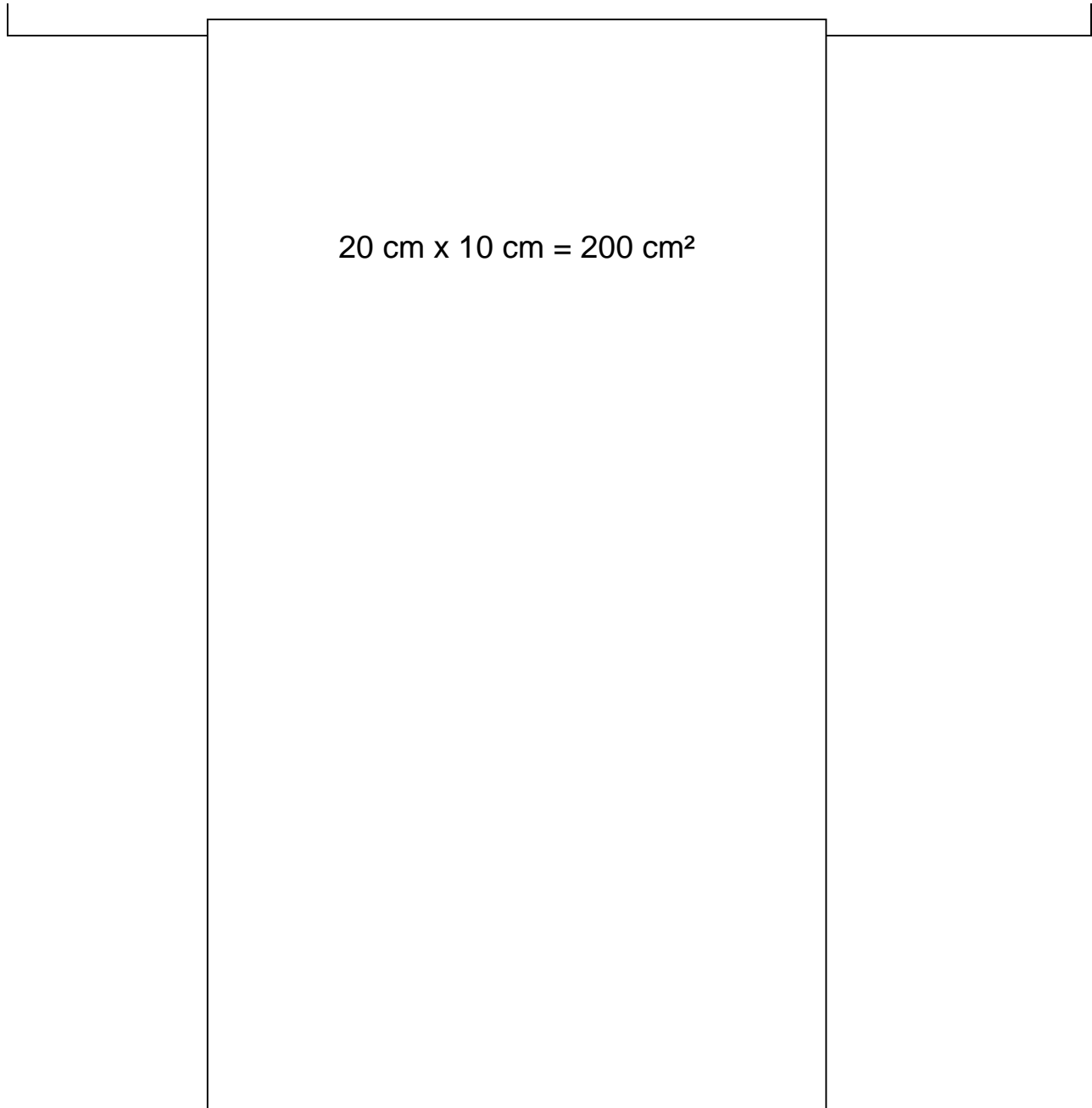
Samples – Team Uniforms


$$7.75 \text{ cm} \times 7.75 \text{ cm} = 60 \text{ cm}^2$$


$$5 \text{ cm} \times 12 \text{ cm} = 60 \text{ cm}^2$$


$$6 \text{ cm} \times 10 \text{ cm} = 60 \text{ cm}^2$$

Sample – Team Sport Bag



Exemptions:

1. House Teams that are registered for the Games must provide their Regional Representative with information about any logos that appear on their uniforms by the registration deadline. Regional Representatives will then provide BC Games staff with this information within two weeks of the registration deadline.