

Corporate Partners, the BC Games, and PSOs

BACKGROUND

The BC Games Society receives significant support from various Corporate Partners. Certain exposures are offered to Corporate Partners at the Games. We need to ensure the BC Games remain an attractive marketable product with optimum exposure opportunities to the corporate sector.

As the BC Games Society receives more and more requests from the Provincial Sport Organizations regarding exposure opportunities available at the BC Games, the following guidelines have been prepared.

POLICY

Guidelines for Provincial Sport Organizations at the BC Games

Awards

- The only awards that are to be given out at the BC Summer and BC Winter Games are the official BC Games medals
- Provincial Sport Organizations that wish to present “fair play” awards can do so, with the approval of BC Games Staff. If such an award it is presented by the PSO, no sponsor is to be associated with the award.

Recognition on uniforms/sport bags

- Athletes are permitted to wear their club uniforms that contain up to two sponsor logos that do not conflict with the BC Games Corporate Partners.
- The BC Games will publish the list of Corporate Partners one year prior to a Games. If a PSO finds a supporter one year or less prior to a Games, the PSO sponsor must not conflict with the Corporate Partners of the BC Games Society. If a PSO finds a supporter one year or more before the next Games and the BC Games finds a new Corporate Partner that would then cause a conflict with the PSO supporter, we will note in our agreement with the Corporate Partner a clause that allows exposure of your supporter for those Games only. It is the responsibility of the PSO to inform the BC Games of conflicting Corporate Partners.
- The BC Games logo only may be used on uniforms where there are no supporters/sponsors logos used. The BC Games logo can only be used in partnership with the official Corporate Partners of the BC Games.
- The BC Games logo must be used in its entirety and without being altered. The logo must be produced in full colour, all black, or all white.
- The Games Host Community logo may not be used on uniforms.
- Any PSO or team wanting to use the BC Games logo on their BC Games uniforms must contact the BC Games Marketing and Communications Manager or the Event Manager responsible for Sport for the respective Games for approval and logo information.
- Zone names (i.e. Fraser Valley) are to be used on uniforms rather than zone numbers.
- BC Games has a policy of non-affiliation with the alcohol and tobacco industries.
- PSOs should ensure that the number and size of cresting meets the standards attached.

Please be aware that athletes at the BC Games whose uniforms have not been approved and do not comply with this policy may be asked to remove their uniforms.

Signage

- Provincial Sport Organizations (PSO) are permitted to display one (1) sign per sport per venue. The sign cannot be more than 3' tall and 6' wide and may include (on the same sign) one (1) sponsor logo that does not conflict with any BC Games Corporate Partner (see above under 'recognition on uniforms/sport bags' for details on determining current BC Games Corporate Partners). The sign may include the website address of the PSO.
- Placement of the sign at the venue is at the sole discretion of the host community and should be discussed at the Sport Venue tour and subsequently with the Sport Directorate. The sign cannot be more prominently located than BC Games Corporate and Funding Partner signage or the Host Community Friends of the Games signage.

Brochures and Written Information

- PSOs may provide sport specific brochures for distribution at the Games via the Host station(s) located at their sport venue(s). These brochures may contain sponsor(s) logos or references that conflict with BC Games Corporate Partners. Placement of brochures must be coordinated prior to the Games, through the Sport Directorate.
- Sport Previews prepared for the BC Games by the PSO (for pre Games promotion and inclusion in the Games Souvenir Program) may contain text encouraging readers to obtain more information via their website.

Other Promotional Opportunities

- All promotional activities undertaken by, or on behalf of the PSO, during the BC Games that were not foreseen or not explicitly covered in this policy are subject to the approval of the BC Games Society, prior to implementation.

Zone Qualifications

- PSOs are encouraged to highlight their PSO and sport's involvement in the Games through promotional materials and banners at their respective zone qualification events / selection camps. This policy pertaining to BC Games Society Corporate Partners does not apply to zone qualifications.

It is the responsibility of each PSO to communicate this information to their Sport Chair and Zone Reps.

Sponsorship Policy for Markings on Team Uniforms and Team Sport Bags

The BC Games logo may not be used on uniforms or sport bags that contain supporters' logos. The Host Community may not be used on uniforms or sport bags under any circumstances.

Specifications for Team Uniforms:

A maximum of two (2) supporters that do not conflict with the BC Games 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.

Specifications for Team Sport Bags:

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

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

Note: The BC Games Society reserves the right to approve all sponsorship markings prior to participation at the Games.

CONTACTS

BC Games Society 250-387-1375

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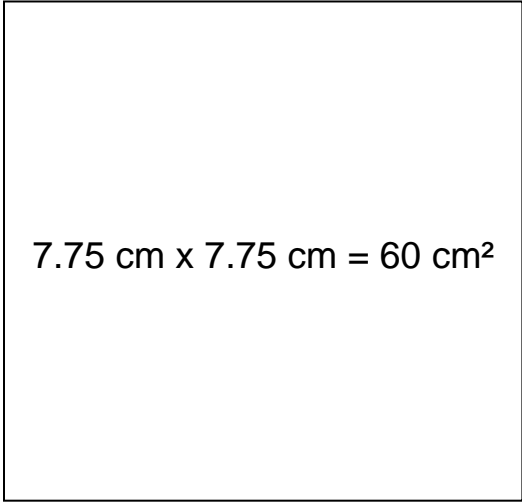
BC Winter Games - Chris Trenholme, Event Manager, christophert@bcgames.org

BC Summer Games - Irene Schell, Event and Technology Manager irenes@bcgames.org

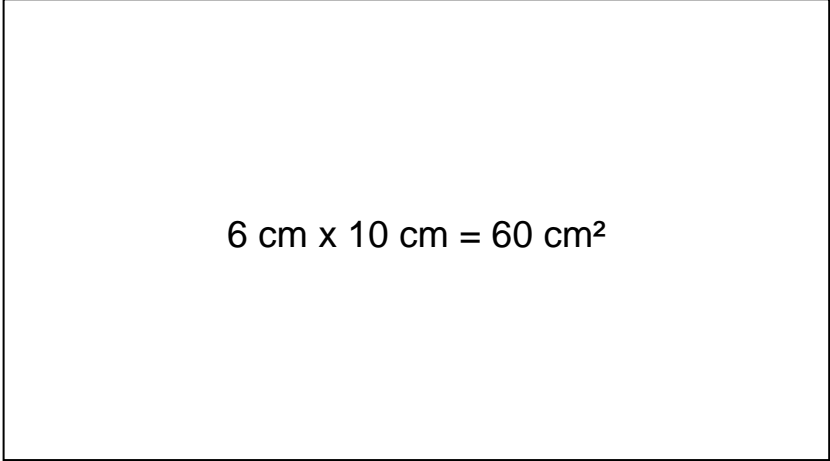
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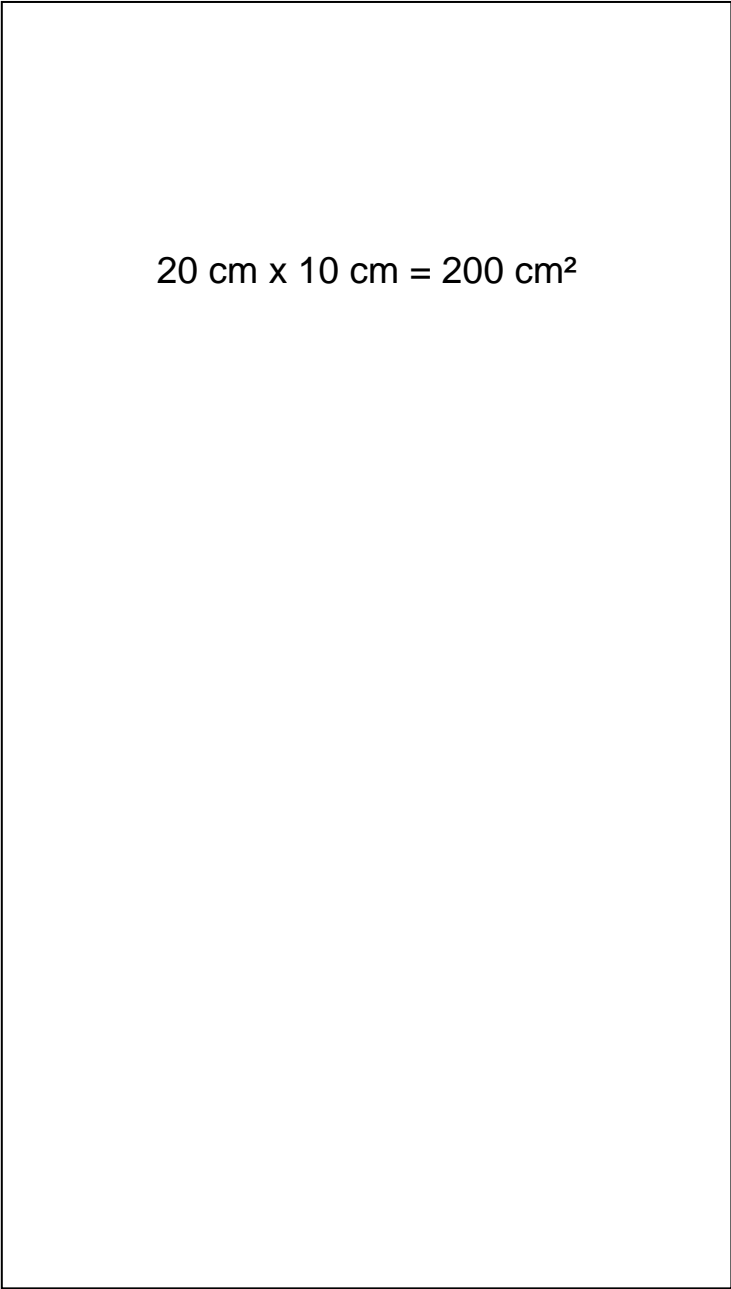
Samples – Team Uniforms


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


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


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

Sample – Team Sport Bag


$$20 \text{ cm} \times 10 \text{ cm} = 200 \text{ cm}^2$$