

Recognition Opportunities and Restrictions for Provincial Sport Organizations at the BC Games

BACKGROUND

The BC Winter and BC Summer Games are British Columbia's premier multi-sport Games and have considerable brand equity and a significant level of profile and prestige. The BC Games provide many valuable opportunities for exposure and recognition of businesses and partners. Protecting the integrity of the BC Games brand and ensuring appropriate recognition of contributing partners is a priority for the ongoing success of the Games.

This policy document provides the parameters to ensure the proper recognition of the BC Games Society and Host Societies and the protection of exposure rights of the BC Games Corporate and Funding Partners and Friends of the Games. Opportunities for Provincial Sport Organizations to capitalize on exposure at the BC Games are also outlined.

PARTNERS

Provincial Sport Organizations

As the provincial governing body for the sport in the province, Provincial Sport Organizations (PSOs) are considered essential partners of the BC Games Society. Cross promotion between the organizations is encouraged both pre-Games and during the Games.

Corporate Partners

The BC Games receive ongoing financial support from Corporate Partners. These partners receive significant exposure at the Games and are protected by industry exclusivity. As independent organizations, PSOs also maintain partnerships with sponsors, however, there are limited opportunities for PSO sponsor recognition at the BC Games and PSO sponsors must not conflict the BC Games Corporate Partners.

The following is the process for identifying sponsor conflicts:

- The BC Games will publish the list of Corporate Partners six months prior to the Games.
- If a PSO finds a sponsor six months or less prior to the Games, the PSO sponsor must not conflict with the Corporate Partners of the BC Games Society.
- If a PSO finds a sponsor six months or more before the next Games and the BC Games finds a new Corporate Partner that would then cause a conflict, the BC Games Society will note in their agreement with the Corporate Partner a clause that allows exposure of the PSO sponsor for those Games only.
- It is the responsibility of the PSO to inform the BC Games of conflicting sponsors.
- BC Games Society has a policy of non-affiliation with alcohol and tobacco industries.

Friends of the Games

The Host Society recruits local businesses to support the BC Games. These businesses do not have industry exclusivity but are valued partners and are recognized according to the Friends of the Games Recognition Package developed by the Host Society. PSO sponsors can be a conflicting business to Friends of the Games but, should not receive more recognition than Friends of the Games.

POLICY

Logo Use

There are two logos for the BC Games; the BC Games Society logo and the Host Society logo.



BC Games Society Logo **Host Society Logo**

PRE-GAMES OPPORTUNITIES

Promotional Activities

- As a partner of the BC Games Society, PSOs should use the BC Games Society logo for recognition of the partnership and through marketing activities (publications, website, social media, etc).
- Zone Representatives should use the Host Society logo to promote the specific Games on websites, in publications, and through advertising.
- The use of the BC Games logos (BC Games Society and/or Host Society) must comply with the *Graphic Standards Manual*.
- The BC Games logos (BC Games Society and/or Host Society) must not be used in association with any PSO or club sponsor(s) logos.

Zone Qualifications

- PSOs are encouraged to highlight their organization and sport's involvement in the Games through promotional materials and banners at their respective zone qualification events / selection camps. The restrictions regarding the presence of conflicting sponsors of BC Games Society Corporate Partners do not apply to zone qualifications promotions however; the BC Games logo(s) cannot be used if a sponsor's logo is present.

GAMES-TIME OPPORTUNITIES

The following are opportunities and exposure restrictions for Provincial Sport Organizations during the BC Winter and BC Summer Games.

Signage

- PSOs are permitted to display one (1) organization promotional sign at each separate and distinct sport venue. Each 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 Partners. The sign may include the website address of the PSO. If the sport has two separate sport venues they may place different signs (with a different sponsor logo) at each venue.

- Placement of the sign at the venue is at the sole discretion of the Host Society 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 Society Friends of the Games signage.
- Signage associated with a specific PSO sponsor or team sponsor may not be displayed at the BC Games.

Brochures and Written Information

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

Awards

- The only awards that are to be presented at the BC Summer and BC Winter Games are the official BC Games medals and medal pins.
- PSOs that wish to present other (i.e. participation or fair play) awards can do so, with the approval of BC Games staff at the time of Technical Package approval.
- The BC Games logo can only be associated with the official medals and medal pins and cannot be present on PSO awards. The PSO logo may be included at the discretion of the PSO.
- No sponsor may be associated or given recognition with PSO awards.

On-site Sales/Displays

- PSOs may not set-up tables/displays at their sport venue(s), including tables for PSO suppliers/vendors/partners. This includes but is not limited to the sale or promotion of competition or other apparel or merchandise, sport equipment, and services such as photography.

OTHER PROMOTIONS

- Other recognition or promotional activities undertaken by, or on behalf of the PSO, before or during the BC Games that were not foreseen or not covered in this policy are subject to the approval of the BC Games Society, prior to implementation. Examples include but are not limited to: advertising/social media campaigns, PSO sponsor product sampling, etc.

PARTICIPANT CLOTHING AND EQUIPMENT

It is the responsibility of the PSO to ensure that logo recognition on participant clothing and equipment complies with this policy for sponsorship recognition and the *Graphic Standards Guide for Participants*. In the event that participant clothing or equipment has not been approved by the BC Games Society and/or does not comply with this policy, the participants may not be permitted to wear or use the clothing or equipment at the Games.

Participant clothing and equipment refers to any items purchased or supplied by the PSO or Zone Team for use at the BC Games. This includes, but, is not limited to, competition uniforms, warm-up clothing (e.g. track suits, hoodies, t-shirts), team recognition items (e.g. jackets, hats, scarves), and equipment (e.g. bags, pinnies, race numbers).

PSO logo recognition

- PSO logo may be used on participant/team clothing and equipment subject to approval and compliance with the PSO's logo policy.

BC Games logo recognition

- The BC Games Society or BC Games Host Society logo may be used on participant clothing and equipment **only** if there are no sponsor logos present.
- The application of the BC Games logo(s) must comply with the *Graphic Standards Guide for Participants*.
- Any PSO or team wanting to use the BC Games logo(s) for participant clothing or equipment must request the logo from the BC Games Society and submit the design for approval (see contacts below).

Sponsor logo recognition

- If the BC Games logo not being used, participants are permitted to have up to two (2) sponsor logos that do not conflict with the BC Games Corporate Partners on each piece of clothing and equipment.
- The size of the sponsor's name or logo must not exceed 60cm² and the combined total of all sponsor's marks must not exceed 120cm² per clothing or equipment item. These size restrictions may be adjusted with permission depending on the size of the item (e.g. logos on a large equipment bag).
- EXCEPTION: Manufacturer trademarks (e.g. Nike or Adidas) are not considered a sponsor logo unless the company has specifically provided the product in exchange for recognition. The BC Games logo(s) may be used when manufacturers' trademarks are present.

Refer to the *Graphic Standards Guide for Participants* for specific information.

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