



Sponsorship Process & Restrictions

This process describes steps to take for sponsors, supporting partners and funding partners.

1. Finding sponsors

- a. Define which categories and tiers are available
- b. Define conflicting sponsors and check sponsorship restrictions
- c. Use sponsorship decks. These will be created together with CS.

2. Sponsorship approval

- a. Once potential sponsor has been found, both CS and the Event Director need to go over the sponsorship agreement with the other party. This to ensure all sponsorship requirements are met.

3. Sponsorship agreements

- a. Once sponsorship agreement has been signed, make sure to add all the sponsor's needs agreed to in the contract, show in the "Sponsorship Plan". This to ensure on-site branding and online activations meet the agreement.

4. Sponsorship Reports (During/After Event)

- a. To make sure reports are able to prove on-site branding and activations were met, make sure to take pictures/have pictures taken of the sponsor's branding. CS is responsible for National Sponsors and the Event Organizer is responsible for Provincial Sponsors.
- b. Distribute information needed for report to Marketing Department of CS. They will help create a report for each sponsor.
- c. Distribute report to sponsor

Sponsorship Restrictions:

As an event organizer, you have the right to source and sell local sponsorship for your respective events to help fund and enhance these events. This document is intended to provide general guidelines and restrictions that should be followed when putting together these partnerships with new sponsors in order to ensure we are all following the same vision without putting ourselves in a vulnerable position.

** See on-site branding guidelines document for branding quotas and placement options **

a. Energy Drink Companies

Although energy drink companies are at the forefront of sponsorship in the extreme sport world (including snowboarding), it is of utmost importance that we, as an organization, take all the right precautions when it comes to exposing athletes under the age of 18 to these products as they can be harmful to their health.

As a best practice, Canada Snowboard chooses not to advertise these products or promote these companies at any event where a U18 category is present. This means no banners, no logos, no



promotion, no giveaways, etc. This type of sponsorship or promotion will not be permitted at any Canada Snowboard sanctioned event where participants are under the age of 18 are present.

For events where all participants are 18 years of age and over, sponsorship from these companies will be considered acceptable but precaution should still be taken in doing so responsibly.

b. Alcoholic Beverage Companies

Any type of alcohol promotion to athletes under the legal drinking age at any Canada Snowboard sanctioned event will not be accepted. Again, it is of utmost importance that we, as an organization, take all the right precautions when it comes to exposing athletes under legal drinking age to these products, as they can be harmful to their health.

There may be special circumstances that allow you to partner with alcohol promoters such as a closed off VIP areas serving alcohol, a gated / controlled beer garden area, event after parties, etc. However, there will still be no advertising of these products, which includes but not limited to banners, flags, posters, announcements, etc... unless the event consists only of athletes over the legal drinking age.

It is important to note that no individuals involved with the event whether they be athletes, coaches, judges, volunteers, etc.... will be allowed back into the course area if they have consumed any alcohol beforehand, no exceptions.

c. On-Course Activations

On-course activations in any Canada Snowboard sanctioned event are strictly prohibited unless specifically approved by the LOC. On-course refers to anything between the sidelines and between the start / finish gates.

Depending on the level of event, there are various other activation options to look into such as activation village, spectator area around (but outside) of the course, awards ceremony, etc. Feel free to utilize these as you see fit.

d. Conflicting Sponsorship

Canada Snowboard will have primary discretion on any existing sponsorship agreements, which are not to be conflicted in any way by any new potential sponsorship agreements made in the future. Please view the sponsorship agreements of existing sponsor and contact the Events/ Competitions Lead at Canada Snowboard to ensure there won't be any conflicting sponsors.