



# **INDIVIDUAL ATHLETE SPONSORSHIP POLICY**

January 2023

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## **1 – INTRODUCTION**

Wrestling Canada Lutte's (WCL) success relies on the partnership of many shareholders including the public sector, the non-profit sport sector, grass-root volunteers, and the private sector. Private sector assistance can be an important component of funding for both the association and for individual athletes in achieving success.

Part of the competitions that WCL nominates individual athletes for that do not fall under Continental, World Championships or multi-sport Games, do require an element of self-funding from the individual athletes and coaches.

WCL wants to encourage individual athletes to secure their own personal sponsorships/partnerships, while at the same time, help protect them and the WCL brand when they enter into those relationships and partnerships. The underlying values of WCL must be upheld and respected and not be compromised by sponsorship or commercialization goals.

This purpose of this policy is to assist WCL athletes and their partners in analyzing, planning and approving sponsorship opportunities.

## **2 – GENERAL PRINCIPLES**

While recognizing the increasing importance of corporate sponsor support (cash and in-kind), WCL athlete partners must also be mindful of the need to remain true to the goals of the association as they relate to:

- sport development for prospective high performance athletes;
- celebrating sporting excellence and Canadian unity for young wrestlers;
- promoting excellence and fair play and the positive social and cultural role of the sport of wrestling in Canada.

Commercialization and/or sponsorship relations cannot jeopardize the fundamental principles, values and objectives of WCL in any way. All partnerships must conform to the WCL rules as outlined in this policy.

WCL will be responsible for ensuring adherence to and interpreting these rules in collaboration with athletes and their potential partners.

This policy only applies to WCL apparel and equipment. Athletes and their individual partners are not permitted to apply logos or alter clothing provided to them as a team member of multi-sport Games (i.e. Olympic Games, Commonwealth Games, Pan-American Games).

## **3 – COMMERCIAL MARKING RULES**

This section of the policy provides rules specific to the use of commercial and non-commercial identification permissible on the individual athlete's podium uniform, warm-up apparel and competition attire and equipment. Uniforms of coaches and team officials will also come under these rules.

### **3.1 COMMERCIAL MARKING ON EQUIPMENT**

#### 3.1.1 Principles

Any kind of commercial mark (name or logos) on all items of equipment shall be in the same form as on products sold to the public, except as described below.

If not otherwise stated in the rules, commercial markings shall only be those of the manufacturer of the product.

Technical specifications about the size, the form and the number of commercial markings must meet those described within this guide.

#### 3.1.2 Markings on Team Clothing

##### **Competitor's Equipment**

Athlete's competition equipment (singlet and shoes) may not bear any third-party markings. Only approved makers marks (e.g. Nike), WCL logos, WCL association partners (Government of Canada), international federation (UWW) or event markings (Olympic logo) are allowed on the singlet or shoes.

*Exception: WCL will make an exception on the Team Canada singlet. If a team sponsorship is not established by June 1st of a calendar year, athletes may then, identify an individual non-competing sponsor to position in the second leg placement position. The expense to position the logo will be at their or their potential sponsor's expense. The logo must meet the requirements of the rules in the document and conform to United World Wrestling's guidelines, as amended from time to time by UWW. These logos are subject to approval by WCL. The logo may remain in this space until the end of the calendar year at which point the athlete may be required to obtain a new team singlet, at their expense, if the same design is being used the following year.*

##### **Podium Wear**

Where a logo of an individual athlete sponsor is permissible, it shall be on the walk out/ podium wear jacket. The logo on the jacket may be applied, at the expense of the athlete/individual partner, on either the sleeve or on the chest, under the makers mark, of dimensions no larger than 3 x 3 inches or 7.5 cm x 7.5 cm (height and width) and not cover any existing WCL or marker mark logos. No more than one third party sponsorship is allowed on the podium attire.

##### **Warm Up / Training Wear**

Individual athlete sponsor logos may also be displayed on an individual athlete's training and warm up gear, provided by WCL, at the expense of the individual athlete/individual partner. Examples of these include: t-shirts, shorts, long sleeve shirts, sweaters, leggings. These logos again must be no larger than 3 x 3 inches or 7.5 cm x 7.5 cm (width and height), and not cover any existing WCL or marker mark logos. Logos may be placed on sleeve, chest (where available), and back. If an individual has multiple individual sponsors, they will be allowed to display more than one on their warm-up/ training gear, provided from WCL. Under no circumstances are corporate sponsor marks allowed on warm-up apparel that are used in the Field of Play.

## **Bags**

No individual partner logos will be permitted on team bags.

### 3.1.3 Specifications

- a) Individual sponsor may only appear once on a piece of team apparel.
- b) Podium jackets may only have one third party sponsor logo.
- c) Warm-up / training gear will be allowed to display multiple logos, so long as they do not cover up any WCL logos or makers marks, and meet the guidelines for size and approved companies.
- d) Logos displayed must not conflict with any WCL association partners.
- e) The size of the logo must be measured before being applied to the clothing and must meet the sizing guidelines.
- f) All logos are subject to the approval of WCL.
- g) If WCL secures an exclusive clothing sponsor, rules for team warm-up apparel shall revert to those governing the event (e.g. Olympic Games and the Canadian Olympic Committee's partnership with Lululemon).

## **4 – RIGHTS & CONFLICTS**

- a) WCL will be the final authority in approving corporate sponsor name or logo's on podium wear and warm up / training gear.
- b) WCL will not unduly withhold such approval and will grant written approval within 2 weeks of receipt of the written request, provided no conflict exists between a corporate sponsor of WCL.
- c) At no time shall an individual athlete's sponsor be offered opportunities to gain exposure within the field of play, unless they wish to expand their partnership to include the association. In which case, written communication is required with WCL.
- d) Any disputes related to sponsor conflict will be presented to the WCL executive director and Marketing and Communications committee.

## **5 – ENFORCEMENT & SANCTIONS**

Penalties for violations of the policy will be in accordance with the goals of WCL as stated under the General Principles (Section 2 of the Policy).

- a) It is the responsibility of the athlete to ensure any sponsorship logos on apparel conform to this policy in terms of size, placement and nature of the logo. Any questions should be directed to WCL's Manager of Marketing and Communications.
- b) If a first-time infraction is noted, the athlete will be informed and given the opportunity to comply prior to competition.
- c) If an athlete is unable to comply (i.e. unable to alter a podium jacket) they will be charged for a replacement jacket.
- d) If an athlete has a second infraction, they will be charged for a replacement jacket and be disqualified from having any third-party sponsors on their WCL issued apparel for a 3-year period, commencing at the documented date of second infraction.
- e) If an athlete receives a third infraction, they will be charged for a replacement jacket, and be disqualified from having any third-party sponsors on their WCL apparel.

## **6 – PRECAUTIONARY COMPANIES**

### ***6.1 TOBACCO & VAPING***

WCL believes tobacco use (including vaping) is inconsistent with the positive, healthy values of participation in the sport of wrestling. In keeping with the federal government's policy on tobacco sponsorship of NSOs, WCL prohibits the sponsorship of any individual athlete by manufacturers of tobacco products.

### ***6.2 ALCOHOL AND SPIRITS***

Alcohol and spirit sponsorships are permissible as long as the athlete being sponsored is above the legal drinking age (19+). Any sponsorship by alcohol and spirit companies must not appeal, either directly or indirectly to persons under the legal drinking age.

### ***6.3 PHARMACEUTICAL COMPANIES***

Drug manufacturers are permitted to partner with individual athletes but are not permitted to engage in brand advertising of substances or drugs that are on the list of banned substances (IOC list).