

ARTICLE 12**MARKETING, MEDIA AND PROMOTIONS****Section 4 Sponsorship**

4.1 The securing of sponsorship shall be the primary responsibility of the Association but shared with member conferences and colleges to ensure the subsidy of teams traveling to national championships; the successful hosting of championship events; and the effective administration of our Association. The Association shall be responsible for the coordination of this activity.

4.1.1 Guiding Principles

4.1.1.1 Sponsorship (financial, in-kind or services rendered) secured by the Association (or other parties on its behalf) shall be allocated among the following at the discretion of the Board:

- subsidy of team travel to championship events
- defraying costs of hosting championship events
- defraying costs of administrative operations (National Office and executive)
 - offset a budget deficit of the current year
 - contribute to a CCAA equity fund

4.1.1.2 The CCAA image and identity must remain prominent in relationship to the host college and sponsor involvement.

4.1.1.3 The nature of the sponsorship must enhance the activity concerned; be compatible with the objectives of the CCAA and not place any unreasonable demands or obligations on a provincial association, member college or athlete.

4.1.1.4 The Executive Director shall confirm and coordinate with the Championship Organizing Committee all sponsorship agreements that will affect the awards presentations and any other aspects of the operation of the championships.

4.1.1.5 Sponsors shall be officially thanked by the Association through our Executive Director and recognized in accordance with approved agreements outlined in the Awards Policy section.

4.1.1.6 The Association shall have the responsibility to grant, arbitrate and coordinate exclusivity agreements with corporate sponsors.

4.1.1.7 All agreements must be in writing, clearly specifying the degree of exclusivity;

4.1.1.8 All corporate sponsors should be afforded exclusivity to the extent that it does not limit the Association and/or the host college in securing other sponsors;

4.1.1.9 The Executive Director shall be responsible for arbitrating and coordinating any exclusivity agreement on behalf of the Association in consultation with the Marketing Committee.

4.1.1.10 Team paraphernalia (uniforms/warm-ups/equipment bags) brought to the National Championships bearing company logos or names that conflict or undermine the profile of a National Sponsor, will not be permitted in the area of play (playing surface, benches, or immediate vicinity). Exceptions are those instances where the sponsoring company is a recognized manufacturer of said product. Logos and names of recognized manufacturers that conflict with the CCAA National sponsors will be permitted in the area of play provided that the logo or name is limited only to the team paraphernalia and the size does not exceed 1" x 2".

Section 7 Alcohol Marketing Guidelines

7.1 The Canadian Colleges Athletic Association urges its members who permit alcohol beverage promotions to adopt the following guidelines:

- 7.1.1 CCAA Hosts will not enter into agreements with alcohol beverage companies for sponsorships of CCAA events in the categories of Title and Presenting.
- 7.1.2 Alcohol beverage marketing programs specifically targeted for students and/or held on campus should conform to the code of student conduct of the institution and should avoid demeaning sexual or discriminatory portrayal of individuals.
- 7.1.3 Promotion of beverage alcohol should not encourage any form of alcohol abuse nor should it place emphasis on quantity and frequency of use.
- 7.1.4 Beverage alcohol (such as kegs or cases of beer) should not be provided as free awards to individual students or campus organizations.
- 7.1.5 No uncontrolled sampling as part of campus marketing programs should be permitted and no sampling, or other promotional activities, should include "drinking contests".
- 7.1.6 Where controlled sampling is allowed by law and institutional policy, it should be limited as to time and quantity. Principles of good hosting should be observed including availability of alternative beverages, food, and planned programs. The consumption of beer, wine or distilled spirits should not be the sole purpose of any promotional activity.
- 7.1.7 Promotional activities should not be associated with otherwise existing campus events or programs without the prior knowledge and consent of appropriate institutional officials.
- 7.1.8 Display or availability of promotional materials should be determined in consultation with appropriate institutional officials.
- 7.1.9 Informational marketing programs should have educational value and subscribe to the philosophy of responsible and legal use of the products represented.
- 7.1.10 Beverage alcohol marketers should support campus alcohol education programs that encourage informed and responsible decisions about the use or non-use of beer, wine or distilled spirits.
- 7.1.11 If permitted, beverage alcohol advertising on campus or in institutional media, including that which promotes events as well as product advertising, should not portray drinking as a solution to personal or academic problems of students or as necessary to social, sexual or academic success.

7.2 Systems for Exceptions

To expedite the decision making process, the CCAA President is empowered to rule on any question regarding the policy. The President may wish to consult with the Vice President Marketing prior to rendering a decision.