

ARTICLE 12

MARKETING, MEDIA AND PROMOTIONS

Section 1 Guidelines for the use of Promotional Materials

1.1 Marketing/Sponsorship/Media Relations

A comprehensive program of media and public relations is deemed to be essential to the success of our Association and our national championships. The primary focus of these activities shall be to showcase our national championships, recognize athletic and coaching excellence, and promote our Association generally. These activities shall be directed to our member instructions, sponsors, the sport community and the general public.

1.2 Guidelines for the use of Promotional Materials

An inventory of Canadian Colleges Athletic Association promotional materials may include:

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| 1. Kit folders | 6. Operating Code |
| 2. Media Handbook | 7. Hosting Manual |
| 3. Brochure | 8. Logo |
| 4. Newsletter | 9. Pins |
| 5. Posters | 10. Clothing |
| 6. Programs | 11. Web site |

All artwork and design created for promotional materials being used in conjunction with a CCAA activity (e.g., National Championship) must be approved by the CCAA National Office prior to the production of each promotional item.

1.2.1 Guidelines for CCAA Championship Poster **See Official Languages Host Requirements A7 S9**

Purpose: To promote and publicize the championships event to the broadest audience possible in a bilingual format, ensuring the inclusion of:

- a) Essential information regarding dates, times and host/competitive site location(s); and ticket prices,
- b) The approved championship logo,
- c) Corporate names and logos as prescribed by formal CCAA and host institution agreements.

1.2.1.1 **Specifications:**

- a) **Size of poster:** minimum of 11" x 17" and recommended size of 17" x 22".
- b) **Quantity of posters:** Each National Championship Host is required to produce a minimum of 210 posters: Distributing 2 to each CCAA member as well as supplying the National Office with 10 copies.
- c) **CCAA images:** The official CCAA logo must be presented in its official red, white and blue colours, unaltered (minimum height 2¼", recommended height 3"). Only the title sponsor logo may appear as prominently.
Corporate logos and names, as provided by corporate partners, must be presented unaltered (minimum 1" high, recommended 1½" high).
- d) **Title and Presenter Sponsors:** Title sponsorship may be granted to a corporate partner meeting the agreed upon criteria (e.g., **THE MAZDA CCAA VOLLEYBALL CHAMPIONSHIPS**). This title should be carried on any and all collateral material associated with the Championship but never more prominently than the CCAA image. **The Presenter** status may be granted to a corporate partner meeting the agreed upon criteria and should be presented on the poster along with the title sponsor but less prominently (e.g., **Presented by SPALDING**).

- e) **French / English content:** The Canadian Colleges Athletic Association must be written in full in both official languages (French and English). Minimum height $\frac{3}{4}$ " and recommended 1". The Sport title, gender and month must be presented in both French and English.

1.2.2 Guidelines for The Official Championship Souvenir Program See Official Languages Host Requirements A7 S9

Purpose: To showcase the CCAA Championship event, its participants, the host college, the CCAA and our corporate partners and to provide a lasting souvenir for everyone involved. It should also serve to promote the sport, provide historical information and provide advertising revenue for the host institution.

1.2.2.1 Specifications:

- a) **The cover** (minimum 8½" x 11") should include: the title sponsor's name; sport name and gender reference; championships logo; dates of event and site location(s); CCAA logo and full association name (bilingual). The cover art work and colour configuration should be co-ordinated with the poster and other promotional material.
- b) **Advertising copy** should be evenly distributed throughout the program and should not exceed 50% of the total copy. Ad copy for "national sponsors", as specified in approved CCAA agreements, will be accommodated by the host institution.
- c) **An Official Message** from the CCAA President will be featured in the first pages of the program. All other messages will appear at the discretion of the host and could include the host institution's president, athletic director, municipal mayor, and/or provincial Premier. The CCAA President's message must be in both French and English. All other messages are recommended to be bilingual.
- d) **The tournament draw/schedule** should be carried in full with a listing of seedings. All related text must be bilingual.
- e) **Award winners** such as All Canadians, Player of the Year and Coach of the Year nominees and winners should be carried in the program with the sponsorship title where applicable (e.g., The CCAA 3M Coach of the Year). Pictures of award winners should be featured if available.
- f) **Sport history** should include highlights from the previous years; past champions and finalists; MVP and Coach of the Year winners; as well as CCAA graduates who have gone on to excel in the sport. Note: Graduate stories should be national in scope.
- g) **Host institution information/promotion** is permitted but should not exceed two (2) full pages.

1.2.3 Guidelines for The Championship Logo See Official Languages Host Requirements A7 S9

Purpose: The Championship logo is created by the host institution (approved by the CCAA Director of Marketing) to provide a visual identity/symbol for the event, suitable for use on all promotional items including souvenirs and clothing. Keep in mind how the proposed logo will appear light on dark background (and the reverse) and in black/white.

1.2.3.1 Specifications:

- a) **The logo** should portray the sport; host area/region; gender of participants; and the CCAA (national nature of the sport),
- b) The use of the host institution "varsity logo" should be avoided unless it portrays the geographical area where the Championship is being held,
- c) The colours of the CCAA (red, white and blue) would be preferred,
- d) Where the official CCAA logo is used, it must be used unaltered.

1.2.4 Guidelines for Other Collateral Material **See Official Languages Host Requirements A7 S9**

This could include such things as press releases; Awards Banquet programs; Posters produced for internal/host institution use only; daily news bulletins, etc.

Purpose: To compliment the primary promotional items previously listed and to provide souvenirs for participants and others.

1.2.4.1 **Specifications:**

- a) These items should carry the full name and logo of the CCAA Championship (bilingual) as well as any title sponsor, if applicable.
- b) The text of the Awards Banquet should be presented in both French and English.

Section 2 Trademark

2.1 An organization must receive written permission from the CCAA National Office prior to the public display or use of any and all CCAA promotional materials. For all CCAA sponsored events, the Association shall receive first and foremost recognition for the sponsorship of that event(s). The CCAA logo shall be used and encouraged in conference publications and/or member institution intercollegiate programs without permission providing it is used without modification. At no time shall the CCAA logo be adapted in colour design. If colour (flag red 185, reflex blue) is not being used, the logo should be in black and white.

2.1.1 CCAA members are encouraged to have CCAA logo present on member institutions' fax cover sheets, game schedules, cards and game day programs. Members are to circulate collateral materials to their Provincial Representative by November 30 annually.

Section 3 Publications

3.1 CCAA publications (Media Directory, Operating Code etc.), shall be distributed by the National Office according to Association policy.