
Subject: Team NB Commercialization/Sponsorship – Canada Games
Effective: June 08, 2004
Revisions: July 21, 2011

1.0 Purpose

This policy establishes the standards for the acceptable acknowledgement of corporate sponsorship for Team NB.

2.0 Application

This policy applies to all sport teams competing as part of Team NB.

3.0 Definitions

Canada Games Council – The governing body of the Canada Games. The Council is responsible for the philosophy, objectives and rules of the Games.

4.0 Legal Authority

The Youth Assistance Act

Canada Games Council

5.0 Goals / Principles

As a Canada Games partner, New Brunswick respects the need of protecting the integrity of the Games when entering into relationships with corporate sponsors.

While New Brunswick recognizes the need, and desires to acknowledge its' corporate partners, the underlying principles and values of the Games must be upheld, respected, and not be compromised by sponsorship or commercialization goals.

6.0 Requirements / Standards

Team NB will operate in full compliance with the Canada Games Council's commercialization / sponsorship policy.

7.0 Contact for More Information: Jennifer Bent Richard Jennifer.bent-richard@gnb.ca 506-457-7212

Sign-Off _____ Roger Duval, Director

July 21, 2011