



POLICY 17: SPONSORSHIP & ADVERTISING

1. SPONSORSHIP & ADVERTISING

1.1 Conference properties

For sponsorship purposes, Canada West owns the following properties:

a) **Canada West TV**

Canada West retains the rights to the Canada West TV portal for a sponsorship agreement with a presenting **or title** partner. Canada West also retains rights to the pre-roll video that airs before every broadcast on the portal for use by the portal's presenting sponsor.

Members are granted the right to sell sponsorships for broadcasts of their home events, as long as said sponsorships do not conflict with the portal's presenting sponsor. Advertisements may be placed within the broadcast itself (i.e. logos/commercials) and in other locations as approved by the Canada West Board of Directors.

b) **Canada West Championships**

Canada West retains the rights to all Canada West championship events including title and/or presenting sponsorship and other event sponsorship opportunities. Responsibility for fulfillment and activation is led by the Canada West office ("CW office"), but delivery is shared with applicable member institutions. For tournament sports, the CW office must inform the host if there will be championship sponsors a minimum of eight months prior to the championship. Failure to do so will result in the host having the right to sell inventory.

c) **Canada West Playoffs**

Canada West retains the rights to all Canada West playoff events including title and/or presenting sponsorship and other event sponsorship opportunities. Responsibility for fulfillment and activation is led by the CW office, but delivery is shared with applicable member institutions.

d) **Canada West Awards**

Canada West retains the rights to all Canada West Awards including, but not limited to: three stars of the week, football players of the

week, all-star teams, major awards by sport. The CW office is responsible for fulfillment and activation.

e) **Canada West Digital Content**

Canada West retains the rights to all association produced digital content through a variety of platforms including, but not limited to: Canada West website, Canada West social media platforms, select video features (e.g., Campus Corner). The CW office is responsible for fulfillment and activation.

1.2 National partnerships

The CW office, pending CW Board of Directors support, has the authority to engage in discussions with the U SPORTS office relating to their sponsorship activities and potential alignment with national sponsorship strategies.

The CW Office can enter discussions with U SPORTS regarding the packaging of any conference properties within a national sponsorship strategy. Any agreement with U SPORTS regarding conference owned properties must be approved by the CW Board of Directors, in consultation with membership.

Any national sponsorship strategies requiring the inclusion of properties that are deemed outside the control of Canada West must be approved by the appropriate property holder(s).