

Section:	MARKETING & PUBLIC RELATIONS	3000-01
Topic:	<u>Use of Commercial Messages on Uniforms Or Equipment at Provincial Games</u>	
Policy Type:	Provincial	
Effective:	November 2005	Page 1/1

1. Advertising is not permitted on either the equipment used or the uniforms and/or numbers worn by athletes or by any person with an official function other than the normal commercial markings on retail goods during the competition.
2. Athletes not actively involved in competition may wear apparel, carry and use non-sports equipment items, such as tote bags, bearing small and attractively designed identification of corporate or organizational sponsors.
3. Volunteers, other than sport officials, may wear jackets, t-shirts, caps and other apparel bearing small and attractively designed identification of corporate and organization sponsors at sports venues.
4. During the Opening and Closing Ceremonies, athletes, coaches, team delegates and other official members in the Parade of Athletes are not permitted to wear uniforms which bear corporate or organizational identification.
5. Athletes may not endorse products by displaying them in interviews or ceremonies.