



**Climbing Escalade Canada  
("the Corporation")  
Uniform Sponsorship Policy**

## **1. Purpose**

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- 1.1 Climbing Escalade Canada (CEC) recognizes that National Team athletes rely on personal commercial partnerships to sustain high-performance programs.
- 1.2 This interim policy establishes clear, equitable rules for displaying personal sponsor logos on National Team uniforms while:
  - 1.2.1 preserving CEC's capacity to secure and honour national-level sponsorships, and
  - 1.2.2 ensuring compliance with IFSC Uniform Regulations.
- 1.3 The policy is effective for the 2025 competition season only. A Team Canada Ambassador Policy and Guidelines document will be drafted, consulted, and approved before the 2026 season.

## **2. Principles**

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- 2.1 CEC is committed to the following guiding principles:
  - **Athlete Support** – Enable reasonable visibility for personal sponsors, which is essential to an athlete's livelihood.
  - **Brand Integrity** – Maintain a consistent, professional National Team image that maximizes commercial value for CEC and its partners.
  - **Fairness & Transparency** – Apply standards uniformly, with a clear approval process and dispute-resolution pathway.
  - **Flexibility During Transition** – Provide an interim solution while CEC finalizes a comprehensive, long-term policy.
  - **Compliance** - Be a leader in complying with International Regulations

## **3. Definitions**

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- 3.1 **Competition Top** – The singlet, t-shirt, or tank worn during IFSC-sanctioned competition rounds.
- 3.2 **Uniformed Apparel** – Any item supplied or mandated by CEC for National Team duties (e.g., competition top, bottoms, warm-up jacket, podium wear). The Uniformed Apparel doesn't include harnesses, shoes, and chalk bags.
- 3.3 **Personal Sponsor Logo** – A commercial mark representing an athlete's sponsor, not contracted with CEC. While athletes can seek out personal sponsors, the CEC retains the right to approve or decline the visibility of the partner on the national team uniform.

## **4. Application**

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### **4.1 Permitted Placement**

- 4.1.1 Personal sponsor logos may appear on any National Team uniform item, EXCEPT the competition top,

## **4.2 Logo Standards**

- 4.2.1 Pre-Approval – All personal logos must receive written authorization from the CEC High Performance Director or designate at least 30 days before first use.
- 4.2.2 Quantity—There can be a maximum of one (1) personal sponsor logo per article of clothing, up to a maximum size of 40 cm squared, and it will comply with IFSC regulations.
- 4.2.3 Restriction - Personal sponsor logos may not be applied to the athletes' competition tops.
- 4.2.4 Size & Placement – Must follow the CEC policies and comply with all IFSC advertising rules
- 4.2.5 Appearance – Logos must be professionally produced (heat-transfer, embroidery, or sublimation). No hand-drawn or temporary stickers.
- 4.2.6 Costs – Athletes and/or their sponsors bear all expenses related to the application, maintenance, or removal of personal logos.

## **4.3 Approval Process**

- 4.3.1 Athlete must submit a digital mock-up showing logo size, colours, and location within 60 days of first IFSC event the athlete competes in;
- 4.3.2 CEC reviews for conflicts, placement accuracy, and aesthetic cohesion within ten (10) business days.
- 4.3.3 Written approval or required modifications are communicated to the athlete.
- 4.3.4 Unauthorized logos will be removed at the athlete's expense and may lead to sanctions under the National Team Agreement and the IFSC Policies.

## **4.4 CEC Sponsor Priority**

- 4.4.1 Should CEC sign a new national sponsor that conflicts (category exclusivity or direct competitor) with an athlete's existing logo, the CEC sponsor takes precedence.
- 4.4.2 At CEC's written direction, athletes must remove, cover, or relocate the conflicting personal logo for the remainder of the season.
- 4.4.3 Where feasible, CEC will supply a replacement uniform item free of charge.

## **4.5 Monitoring & Compliance**

- 4.5.1 Team staff will inspect uniforms at staging camps and on-site at IFSC events.
- 4.5.2 Inspection may also occur post-event, through the publicly available images from the events.
- 4.5.3 Non-compliant athletes may be withheld from competition until the issue is resolved.
- 4.5.4 Appeals may be submitted to the CEC Executive Director according to the processes outlined in the CEC Appeal Policy
- 4.5.5 The IFSC monitoring & compliance superseded the above-mentioned CEC monitoring & compliance.

## **5. Duration & Review**

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- 5.1 This interim policy is in force from April 28, 2025, through December 31, 2025.
- 5.2 CEC, in consultation with the CEC's Athlete Commission and the CEC's Communication and Sponsorship Committee, will draft a comprehensive Team Canada Ambassador Policy and Guidelines document for Board approval before the 2026 season.
- 5.3 To inform the permanent policy, stakeholders are invited to submit written feedback by September 30, 2025.

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