



Policy Section: Board of Pickleball Canada

Policy Subsection: Business and Risk Management

Policy Title: Corporate Marketing Policy of Pickleball Canada

## POLICY STATEMENT

Pickleball Canada develops and maintains long term corporate partnerships and relationships that satisfy both the needs of the corporate partners and the strategic needs of Pickleball Canada.

## PURPOSE

Pickleball Canada finances its programs through a combination of sources including membership fees, merchandising and revenues from relationships with various corporate sponsorships. This policy addresses Pickleball Canada's responsibility to balance revenue generation with necessary independence from its corporate sponsors, to maintain the Pickleball Canada brand image and to prevent the exploitation of the players.

This policy will direct the efforts of Pickleball Canada to develop long-term corporate relationships that will:

- increase revenues through sponsorship, event marketing and merchandise sales;
- reduce costs through value in kind donations;
- position Pickleball Canada as a leading "brand" in the Canadian sport community;
- increase the number of participants in the sport of pickleball;
- support program development;
- create cross-promotion opportunities with the Provincial affiliates and pickleball clubs;
- create a positive profile for athletes and the sport of pickleball;
- develop long term strategic alliances with corporations that will allow us to market our sport and organization.
- take into consideration athletic performance and the competitive environment.

## **LIMITATIONS**

Pickleball Canada will not develop relationships with corporations in the sport betting, tobacco, marijuana, or liquor industries.

Pickleball Canada will not develop corporate relationships with companies that violate the core ethical principles of Pickleball Canada or who do not support the Bangladesh Accord.

Pickleball Canada believes that all suppliers should supply merchandise that is ethically and sustainably obtained.

Advertising or promotion involving athletes must adhere to the requirements of all relevant sporting authorities.

Any relationship or sponsorship must not, unreasonably, compromise the athlete performance or the competitive environment.