

Policy Statement

It is the policy of Pickleball Canada to enhance its programs, member benefits and the sport of pickleball through sponsorships that align with its values, goals and objectives.

Pickleball Canada will seek to develop and maintain long-term corporate partnerships and relationships that satisfy the strategic goals of Pickleball Canada and the needs of the corporate partners.

Background

Pickleball Canada has significant brand value as the national governing body for the sport of pickleball in Canada, a significant membership size, provides nationwide programming and supports numerous events. This attracts a variety of businesses and organizations seeking to leverage Pickleball Canada's brand and to gain access to players and markets across the country as a Pickleball Canada sponsor. Other organizations seek to leverage Pickleball Canada's brand to increase their own profile through the association, and desire to have Pickleball Canada serve as a sponsor for their organization or events. Both situations provide opportunities for Pickleball Canada through sponsorship relationships which include:

- direct support, promotion and increased recognition of the sport of pickleball across Canada;
- generation of revenue to support Pickleball Canada program delivery; and
- securing benefits for members.

The purpose of this policy is to establish clear and consistent guidelines for the solicitation, acceptance, and management of sponsorships involving Pickleball Canada. This policy is designed to:

- ensure sponsorship relationships are aligned with the Pickleball Canada values, objectives, and strategic priorities, while promoting ethical conduct and transparency in all sponsorship activities;
- mitigate financial and other risk associated with receiving or providing sponsor support; and
- create opportunities and incentives to Pickleball Canada members in acquiring services and products related to participating in our sport.

Application

This policy applies to all instances where Pickleball Canada is sponsored by another party (i.e. Pickleball Canada is the SPONSORED Party) or where Pickleball Canada sponsors another party (i.e. Sponsor). These relationships may include sponsorships for events, competitions, programs, athletes, teams, facilities, and digital platforms. The following provides general and specific guidance for the administration of the Sponsorship Program.

Roles and Responsibilities In the Sponsorship Program

Executive Director: The Executive Director is responsible for the implementation, administration and delivery of the Sponsorship program in accordance with this document including:

- approval of sponsorship agreements;
- maintenance and security of records associated with the Sponsorship program;
- reporting on and developing sponsorship agreements;
- ensuring sponsors and the related agreements are consistent with the goals and values of Pickleball Canada; and
- seeking sports marketing organizations to provide services and will act as the main conduit between them and Pickleball Canada.

The Board of Directors: The Board is responsible to:

- accept regular sponsorship reports (Bi-Annually);
- approve the procurement of sports marketing services (sponsorship/marketing companies) for sponsor search and other related services; and
- terminate sponsorship agreements in cases where the partner or their services are inconsistent with the goals, aims and efforts of a Pickleball Canada program or overall purpose and objectives.

Identifying Potential Sponsors

Sponsorships may originate from several sources. Longer term or corporate sponsorships will generally be sought using sports marketing organizations. Other organizations may approach Pickleball Canada (staff or Directors) and express interest in becoming a sponsor. This is more likely to occur where they are seeking to support a particular event or requesting Pickleball Canada to support an event. Additionally, Directors or Pickleball Canada staff may be approached or may identify potential local event sponsor interest. In all cases, inquiries or leads of potential sponsors will be referred to the Executive Director.

Sponsor/Sponsorship Suitability (Pickleball Canada as Sponsored Party or as Sponsor)

Sponsorships must contribute to one or more of the following:

- generation of revenue through financial support, event marketing and merchandise sales;
- reduction of costs through value in kind donations;
- positioning Pickleball Canada as a leading “brand” in the Canadian sport community;
- increasing participation in pickleball;
- supporting program development;
- creation of cross-promotion opportunities with the provincial affiliates and pickleball clubs;
- creation of a positive profile for athletes and the sport of pickleball;
- development of long-term strategic alliances with corporations that will allow Pickleball Canada grow the sport; and
- offering exclusive discounts on goods or promotions to members.

Pickleball Canada will not enter sponsorships with:

- those in the tobacco or marijuana industry;
- those who do not comply with advertising and promotion requirements of all relevant sporting authorities; or
- parties that will have a negative impact on athletic performance or the integrity of the competitive environment.

Pickleball Canada will not sponsor the following:

- requests from individuals (this does not include instances where PCO sponsors a high-performance team or a team representing PCO at a national or international level);
- golf tournaments;

- support for professional or amateur athletes;
- amateur sports teams;
- activities held outside of Canada;
- projects related to a political party, a candidate of a political party or a lobby group;
- graduation balls and albums;
- feasibility studies;
- trips and excursions;
- advertising and public relations campaigns; and
- videos and books.

Terms of Sponsor/Sponsorships Agreements

Sponsorships will be established and maintained in written agreements. Agreements will set out the recognition/entitlements (see below) of the sponsor as well as obligations, rights, and deliverables of all parties. All agreements should address the following:

- the commencement and expiry dates of the agreement. Agreements will not exceed 2 years without prior approval of the President. The Board will be notified when a term over 2 years is approved.
- a condition that the sponsorship be consistent with Pickleball Canada goals, objectives and values;
- a provision for termination of the agreement and the associated conditions;
- specify that sponsorship does not imply endorsement of the sponsors products;
- specify particulars concerning the release of information and timing particulars;
- set out confidentiality requirements by both parties. Pickleball Canada must be able to assure a perspective sponsor Pickleball Canada's ability to manage their sensitive and proprietary information;
- require a review period where the terms can be evaluated and discussed between Pickleball Canada and the sponsor; and
- specify the agreement and terms must be compliant with applicable laws, regulations etc. and required permits are the sponsors responsibility.

A template agreement is appended to this policy. It may be modified as needed.

Jurisdictions and Legal Considerations: Agreements should be developed and signed in Canada in accordance with relevant provincial or federal legislation. There may be circumstances that sponsorship agreements are made outside of Canada. In this circumstance, the Executive Director will seek professional/legal advice to ensure agreements are made in accordance with applicable law.

Entitlements of Sponsorship: The commitments to be provided by each party of the agreement is to be established. For example, Pickleball Canada may provide an event sponsor or seek to commit to various levels of recognitions and titles depending on the level of commitment:

- **Presenting Sponsor:** Exclusive rights and top-tier recognition for major events or programs.
- **Official Partner:** Significant recognition and benefits tailored to a sponsor's contribution level.
- **Official Supplier:** Basic recognition and benefits for smaller contributions that include contractual arrangements to purchase goods from the sponsor.
- **In-Kind Sponsor:** Non-monetary contributions such as goods or services in exchange for recognition.

Specific benefits may be applied to various levels of commitment such as:

- **Logo Placement:** On promotional materials, website, and event signage.
- **Recognition:** Verbal acknowledgment at events, in newsletters, and on social media.
- **Tickets and Hospitality:** Access to events, VIP seating, and exclusive hospitality opportunities.
- **Promotional Opportunities:** Product displays, sampling, and direct engagement with participants.
- **Digital Exposure:** Inclusion in email campaigns, social media posts, and press releases.

Evaluating Requests for Pickleball Canada to Sponsor Parties or Events

In addition, to the general direction above, the following applies to sponsorship agreements where Pickleball Canada is the Sponsor:

Requests for Pickleball Canada sponsorship should include sufficient information to evaluate the suitability to sponsor. This would include information to address the general requirements above and to determine the priority considerations according to the following questions:

- Would Pickleball Canada receive exclusivity in the pickleball/sport sector?
- Will Pickleball Canada sponsorship give Pickleball Canada visibility beyond having the Pickleball Canada logo displayed?
- Would Pickleball Canada have an optimal opportunity to interact with clientele or network through this sponsorship?
- Are there statistics available concerning the event or organization for which you are making a sponsorship request? Helpful statistics include survey results, attendance numbers, quantitative descriptions of participants, etc.
- What is the extent of the client reach (geographic base, scope, demographic range)?
- Is there a role for Pickleball Canada volunteers and employees in this sponsorship?

Sponsor Agreement Terms:

- only one financial contribution to any one organization annually;
- sponsorships will not be automatically renewed annually (unless there is a long-term agreement);
- all new requests are evaluated on their own merit;
- sponsorship allocations include consideration for long-term viability of an event, how effectively it is managed, and the sound financial management; and
- requests for Pickleball Canada sponsorship may take up to three-months (90 days) to be evaluated and a decision made.

Sponsorship Reporting/Notification/Review

The Executive Director will advise the President of each newly accepted sponsorship over \$500,000 and on termination of an agreement. The President may require additional legal or other review prior to the agreement being finalized.

The Executive Director will provide a report detailing the status and term of each agreement bi-annually to the Board. Due to the sensitivity and confidentiality of this information, it will only be shared verbally or on-screen. See below for further details on who will have access to written reports.

The President is responsible to provide for an annual review of sponsorship agreements upon receipt of the Executive Directors report.

Records Management, Confidentiality and Access to Information

Pickleball Canada is committed to ensuring this information is secure and released only for legitimate purposes. Information and records relating to the sponsorship program including, agreements,

audits etc. are to be considered confidential and should not be released except as provided for in this document, the bylaws or as approved. Specific information (e.g. dollar values) will not be included in the Board meeting minutes due to confidentiality and sensitivity.

The Executive Director is responsible to maintain all records, including agreements, audits and reports in the operations records structure. The Executive Director and President will have access to these records. The President may approve release of records to Board members who require access for business purpose.

Board members and staff are to keep sponsorship information confidential and may only release information as approved. The Executive Director may release information in the administration of the sponsorship program and related activities.

The President or Executive Director may approve release of sponsorship agreements.

Appendix 1.

Sample Agreement