

Overview of Biathlon Canada's Policy & Regulations on Personal Endorsements & Marking Stipulations

	Athlete markings	Biathlon Canada markings
Toque/headband	(1) x 15 cm ² - left side	(1) 15 cm ² - right side + 50 cm ² centre front
Racing Suit	50 cm ² - right arm	300 cm ² – remainder of racing suit
All jackets/vest & pants: including Travel/Warm-up/Outerwear/Podium	200 cm ² total with markings on right chest below manufacturer's mark & 2 markings on right thigh of pants	Remainder of jacket/vest/pants (Max size of any markings is 50 cm ²)
Rifle	(1) 50 cm ² - rear of the rifle stock (under cheek piece) on each side and/or in the space at the front of the stock near the magazine holder.	(1) 25 cm ² for National Federation logo on each side (1) 50 cm ² for corporate markings The IBU reserves the space below the bolt & above the trigger for its sponsor
Straps	(1) 15 cm ² on each strap placed at the very bottom portion of the rifle straps	(1) 15 cm ² on each strap placed at the very top portion of the rifle straps (above athlete's markings)
Soft Case	Producer markings only	Producer markings only
Ski Ties	(2) 50 cm ²	none
Gloves	Producer markings only	Producer markings only

Rights to advertising space on the entire national team uniform are owned by Biathlon Canada. Biathlon Canada reserves the right to assign and change specific locations available for the athletes to sell to personal sponsors.

- Athletes will be required to inform and seek approval from Biathlon Canada, in advance of their intent to pursue a sponsorship or personal endorsement for a specific product or service that is not provided by the National program.

- Biathlon Canada must approve all forms of personal endorsement. This means that all contracts must include Biathlon Canada as a signatory.

- All contracts are to be for the current season only and are to be renegotiated in subsequent years.

- Per the Personal Endorsement Policies for Athletes, Agents or Commercial Representatives, all National Training Squad and National Team athletes must inform and obtain approval from Biathlon Canada before signing a contract with a sponsor. This is to ensure that their sponsor is not in conflict with National Team suppliers and sponsors. In situations where Biathlon Canada brings on a sponsor that conflicts with an athlete's sponsor, a six-month grace period will be enacted for the athlete. The Biathlon Canada sponsor takes precedent over the athlete's sponsor after the grace period.

- All logo placements on national team clothing or properties must be approved by the Association.

- In order for a sponsor's commercial markings to appear on the athlete's headwear or racing suit, the total yearly value of the contract must equal or exceed \$3,000 in value and the use of logos must conform fully to IBU and Biathlon Canada regulations

*** For a comprehensive outline of the Personal Endorsement Policy for Athletes, Agents or Commercial Representatives please refer to the Biathlon Canada policy.