



## Sponsorship Policy

**Section:** Administrative Policies  
**Approved by:** Board of Directors

**Date of Approval:** February 15, 2024  
**Next Review:** February, 2027

### Policy Statement

The following guidelines reflect the principles that shape Swim BC's relationship with sponsors. These guidelines confirm the commitment of Swim BC to programs of the highest calibre and to continue sponsorship partnerships with the private sector within a framework defined by Swim BC's vision, mission, and values. This policy impacts and is applicable to both Swim BC's operations and the programs and operations of Swim BC's members.

### Definitions

For the purposes of this policy:

- a) **"CCES"** means the Canadian Centre for Ethics in Sport
- b) **"Designated events"** means Swim BC properties, namely Divisional Championships, Provincial Championships, and the BC Swimming Congress.
- c) **"Membership, Member"** means any club, person or members of any special interest association defined as such in the Swim BC By-laws.

### Objectives:

1. Swim BC will protect its integrity, its commitment to the Swim BC membership and its ethics and will not enter into sponsorships that may be seen to compromise its fundamental values.
2. Swim BC's solicitation of sponsorship is informed and consistent with priorities established by Swim BC staff and the Board of Directors. Membership solicitation of sponsorship will reflect the same.
3. Swim BC will endeavour to establish partnerships with organizations that have established policies consistent with the values of Swim BC especially those of equity, inclusion, and diversity.
4. Any revenue or value in kind generated by sponsorship will be used to advance the mission and vision and objectives of Swim BC and its members.

### Procedure:

5. All Swim BC and membership sponsor campaign content must be age appropriate.
6. Given the demonstrated health risks involved, neither Swim BC nor any member will secure sponsorships with companies whose principal interest is the production, marketing, and sale of tobacco products, or have majority interest in the production or sales of tobacco.
7. Any sponsorship with alcoholic beverage companies (breweries, wineries, hard alcohol, or "spirits" manufacturers and vendors) are subject to the following conditions:
  - a) No lifestyle advertising can be involved.
  - b) Whenever acknowledgement of an alcoholic beverage company or vendor's support for a designated event or program occurs, it must be clear that Swim BC or a member's designated event or program is being featured and the company's name, logos and branding should not be predominant.
  - c) Alcoholic beverage companies brand support cannot make up more than a minor share (25%) of the overall commercial support of Swim BC or any member.
  - d) No alcohol advertising can be directed at minors.
  - e) No alcohol advertising can be placed in locations used or visited mostly by minors



8. Any sponsorship with cannabis product companies (or companies related to cannabis production, sales, distribution, and related services) is prohibited.
9. Swim BC or any member will not solicit or accept sponsorship promoting a substance or procedure of which use would likely be viewed as doping by the World Anti-Doping Association or the CCES.
  - a) Any proposals from companies promoting natural health products (NHP's) will be reviewed by the Swim BC Executive Director before being considered for Swim BC or member sponsorship, or any designated events associated with Swim BC and its members.
10. All signage advertising for Swim BC and designated events will conform to Swim BC's Sponsorship Policy.
  - a) Swim BC may require pre-approval of event signage prior to its posting and may refuse any advertising messages deemed to be contrary to Swim BC's values or this policy.