

**Policy 540**

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**Subject:** Team NB Commercialization/Sponsorship – Canada Games  
**Effective:** June 08, 2004  
**Revisions:** October 1, 2018

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**1.0 Purpose**

1.1 This policy establishes the standards for the acceptable acknowledgement of corporate sponsorship for Team NB.

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**2.0 Application**

2.1 This policy applies to all sport teams competing as part of Team NB.

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**3.0 Definitions**

3.1 Canada Games Council – The governing body of the Canada Games. The Council is responsible for the philosophy, objectives and rules of the Games.

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**4.0 Legal Authority**

4.1 The *Youth Assistance Act*

4.2 Canada Games Council

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**5.0 Goals / Principles**

5.1 As a Canada Games partner, New Brunswick respects the need of protecting the integrity of the Games when entering into relationships with corporate sponsors.

5.2 While New Brunswick recognizes the need, and desires to acknowledge its' corporate partners, the underlying principles and values of the Games must be upheld, respected, and not be compromised by sponsorship or commercialization goals.

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**6.0 Requirements / Standards**

6.1 Team NB will operate in full compliance with the Canada Games Council's commercialization / sponsorship policy.

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**7.0 Contact for more information: (506) 453-2928 – SR/SL@gnb.ca**

Approved by:



Jeff LeBlanc

Director, Sport and Recreation Branch