

# CURLSASK

## Policy Registry

**C-18**                      **CURLSASK Advertising/Signage Policy**

**Committee Responsible:**        **Competition**

**Date Approved:**            **June 3, 2012**    **Review Date:** **June 2016**

**REVISIONS: #1-May 30, 2015 (Moved to Competition Committee from Strategic Planning);  
#2 January 20, 2016**

### **Purpose:**

- That CURLSASK recognizes the right of exclusivity to Provincial sponsors.
  
- That CURLSASK will work jointly with competition host committees regarding all advertising, signage and in-ice logos in the ice area of curling clubs and the arena seating area at all CURLSASK Provincial and Provincial Qualifying Events.

### **Procedures:**

1. All local club sponsors, in the ice area or arena may be removed and/or covered if they are in conflict with Provincial sponsors who receive exclusivity for a competition event. The CURLSASK Competition Liaison and/or Executive Director will have final authority over in-ice area signage/logos.
  
2. The Host Committee shall have the right to display all CURLSASK approved sponsors' advertising, signage and messages within the building. (ie. Foyer, lounge, refreshment centre, banquet hall.)
  
3. For events held in an arena, which the host curling club must enter into a rental agreement with the arena, and the arena has contractual obligations (sponsored signage), the CURLSASK will deal with these events on an individual basis.
  
4. The CURLSASK Provincial sponsors are asked to supply banners/signage that are to be displayed by the Host Committee preferably in the ice-area.
  
5. In-ice logo guidelines are as follows:
  - a) The Provincial Men's and Provincial Women's event, in-ice logos will be exclusive to CURLSASK Provincial Title Sponsor logos and no other in-ice logos will be allowed on the competition sheets.
  
  - b) For all other Provincial and Provincial Qualifying events where the CURLSASK title sponsor supplies in-ice logos, the host committee will agree to place the sponsor logos on all competition sheets in a prominent position. The host committee will be allowed to place ~~set~~ local club sponsor in-ice logos on the competition sheets as long as they are approved by the CURLSASK and are not in direct conflict with any of the CURLSASK Provincial Sponsors that are provided exclusivity at that event.



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6. Competition Host Committees may request exemptions to any of the procedures in this policy. Exemptions must be provided in writing, explaining request for exemption and implications to the club. Exemption requests must be received at least 6 months prior to the start of the competition. The Competition Committee will review all exemptions and their decision is final.