

CYCLING CANADA PERSONAL SPONSORSHIP GUIDELINES

Cycling Canada expressly recognizes athletes' right to enter into personal sponsorship contracts, endorsements and business relationships subject always to the conditions and limitations set out below:

1. Athletes agree not to endorse or promote the products, goods or services of a sponsor, supplier or supporter of the Athlete (also known as the Athlete's "Personal Sponsors") when engaged in any activities of the National Team, including, but not limited to, competition, competition-day warm-ups, opening and closing ceremonies, receiving awards and award ceremonies.
2. Athletes agree not to endorse or promote the products, goods or services of a sponsor, supplier or supporter of the Athlete on behalf of Cycling Canada. Athletes may not associate the National Team with these products, goods or services unless they receive written consent from Cycling Canada.
3. Athletes agree not to endorse or promote the products, goods or services of a sponsor, supplier or supporter of the Athlete if the Athlete's Personal Sponsor is a direct competitor to one of Cycling Canada's National sponsors. The full list of Cycling Canada sponsors can be found in the chart below.
4. Athletes competing full-time for the National Team agree not enter into any contract or sponsorship venture without first informing Cycling Canada in writing of the potential contract or sponsorship.
5. If a sponsor approaches Cycling Canada about sponsorship for a particular athlete, the Athlete or their representative will receive the name of the potential sponsor, the contact person of the sponsor as well as the particular product and/or service to be endorsed, and in these circumstances Cycling Canada does not have the right to negotiate a contract on behalf of the Athlete.
6. National Team kits
 - a. Trade Teams – Cycling Canada will allow professional or trade team logos on the National Team kit, provided that the team in question covers the production costs for the custom kit (unless otherwise negotiated), and informs Cycling Canada at least eight (8) weeks prior to competition.
 - b. Personal sponsors – Cycling Canada will evaluate adding personal sponsor, supplier or supporter logos on a case-by-case basis. The sponsorship value must be estimated at a minimum of \$5,000 for the partner to be considered.
 - c. Olympic kits – No personal sponsors or trade teams will be allowed on the Olympic kits, as established by the Canadian Olympic Committee.

If you have any questions regarding personal sponsorships or need approval for any of the above clauses, please contact [Josh Peacock](#), Events & Sponsorship Manager at Cycling Canada.

Cycling Canada Sponsors

Sponsor	Category	Exclusive?
Official Partners		
Lexus	Automotive	Yes – when representing the National Team
Garneau	Cycling Apparel	Yes – when representing the National Team
AFEX	Global Payments/Foreign Exchange	Yes
Global Relay	Email Messaging and Archiving Solutions	Yes
Argon 18	Road & Track Bikes	Yes – for full-time National Track Team Athletes
Official Suppliers		
Barista	Coffee	No
4iiii	Power Meter/Power Measurement	No
Cannondale	Bikes (non-Road)	No
CLIF	Energy Bar	No
Bike Ace/Digirit	Chain Rings	No
Tacx	Trainers	No
Finish Line	Bicycle Lubricant & Care	No
Today's Plan	Training software	No
Alt/Germain Hotels	Hotel	No
Thought Technology	Bio/neuro feedback instrumentation	No
Rack Attack	Bike Rack Retailer	No
Lazer	Helmet	No
gebioMized	Bike Fitting	No
Fat Tire Amber Ale	Beer	No
Fulgaz	Virtual Cycling Platform	No
Zenkai	Off-bike apparel	No
7-Eleven	Convenience Store	No
Sport Partners		
Government of Canada		
Own the Podium		
Canadian Olympic Committee		
Canadian Paralympic Committee		
Coaching Association of Canada		
Canadian Sport Institute		
UCI		
PHE Canada		