



## REQUEST FOR PROPOSALS

### Merchandise Contractor for 2026 BC Winter Games

**Closing Date/Time:**

**September 19, 2025**

**Closing Location:**

**[darin.recchi@mac.com](mailto:darin.recchi@mac.com)**



*As guests on these lands, we acknowledge and respect that we live, work and play on the traditional, ancestral and unceded territory of many Indigenous people.*

The Trail-Rossland 2026 BC Winter Games Society is requesting proposals from qualifying companies to become the official Merchandise Contractor for the 2026 BC Winter Games.

Trail-Rossland will welcome up to 1,200 athletes competing in 15 different winter sports alongside coaches and officials for the 33rd BC Winter Games. For five days between February 25th to March 1st, 2026 the region will be alive with competitive athletic activity as youth aged 10 – 18 participate in 15 sports (including sports for athletes with a disability).

The Merchandise Contractor, through a formal agreement with the Trail-Rossland 2026 BC Winter Games Society, will be the official supplier of merchandise for the Games. This includes all merchandise for sale bearing the marks of the 2026 BC Winter Games through retail (online and in-person) or wholesale channels.

The terms of the agreement with the Merchandise Contractor does not include participant uniforms (purchased by the sports) and other items (uniforms, gifts, etc.) purchased by the Trail-Rossland 2026 BC Winter Games Society, which may include the Games logo/tagline/brand.

By submitting a proposal, the business/organization agrees that should it be the successful applicant, the business/organization will enter into a contract with the Trail-Rossland 2026 BC Winter Games Society. Written notice that it has been identified as the successful applicant and the subsequent full execution of a written contract will constitute a contract for the goods or services, and no applicant will acquire any legal or equitable rights or privileges relative to the goods or services until the occurrence of both such events.

The term of the contract is from date of acceptance to April 1, 2026 (which includes a 30-day sell-off period).

The successful applicant will:

**1. Design**

- a. Work with the Trail-Rossland 2026 BC Winter Games Director of Marketing and Merchandise Chair to design and or utilize an approved logo/slogan for use on apparel and hard goods (if applicable) within the graphic standards of the BC Games Society and the brand guidelines of the Trail-Rossland 2026 BC Winter Games.
- b. All designs must be within the brand and graphic standards for the BC Games Society and the Trail-Rossland 2026 BC Winter Games.
- c. All designs must be approved by the BC Games Society and the Trail-Rossland 2026 BC Winter Games.

**2. Produce**

- a. Produce all apparel and possibly other Games merchandise as agreed between the parties.

**3. Sell and Distribute**

- a. Online Store – Merchandise contractor must demonstrate their online sales and shipping capacity to meet the needs of the pre-Games sales.
- b. Local retailers – should local retailers wish to carry merchandise; the contractor will work with the Marketing Directorate to provide orders direct to retailers.
- c. Sell, package, and distribute all merchandise via an online store (developed and managed by the contractor) prior to, during, and for up to 30 days after the 2026 BC Winter Games (to April 1st, 2026).
- d. Distribute all merchandise in compliance with the BC Games Society's policies.
- e. Sell, package, and display merchandise at Games-time in-person at kiosk(s) managed and staffed by the contractor (optional to also have online store active during the Games February 25th to March 1st 2026).

- f. All expenses associated with developing, maintaining, managing, and operating merchandise website and in-person sales (including travel, accommodation, staffing, etc.) are at the cost of the Merchandise Contractor.
  - g. Sales Timeframes: Dec 1st, 2025 to April 1st, 2026.
    - Pre-Games
    - Games
    - Post-Games
4. **Market**
- a. Provide marketing expertise for sale of merchandise, including location, pre-Games sales events and online sales leading up to Games.
5. **Commitment**
- a. Provide commissions on sales of all merchandise to the Trail-Rossland 2026 BC Winter Games.
  - b. Other financials or in-kind benefits or commitments provided to the Trail-Rossland 2026 BC Winter Games (optional but considered as part of the overall proposal).

Applicants are requested to include the following with your proposal:

- Company Profile
- Corporate Experience
- Approach and Methodology
- Details of the commitment/benefit offered to the Trail-Rossland 2026 BC Winter Games Society (see item 5 above)
- Two references
- Detailed Price and Product List, including wholesale and retail pricing, product samples, and packaging details if available.
- Overview of why you'd be a great vendor for the 2026 BC Winter Games including any relevant previous projects you've contracted for.

### **Scope of Services**

The Merchandise Contractor's scope of services is to design, produce, distribute, and sell all licensed merchandise before and during the Trail-Rossland 2026 BC Winter Games.

- Pre-Games sales will be executed through online sales with a display in the Games Office. All online sales will be managed by the Merchandise Contractor.
- Games-time sales via in-person sales locations will be operated by the Merchandise Contractor. The Trail-Rossland 2026 BC Winter Games will provide access to adequate space, table, chairs, and power. All other requirements are the responsibility of the Merchandise Contractor.
- The Merchandise Contractor must produce a marketing plan, sales goals, and a guaranteed commission percentage to the Trail-Rossland 2026 BC Winter Games Society (percentage to be indicated in proposal).
- Any unsold inventory will be the responsibility of the Merchandise Contractor and will not be charged to the Trail-Rossland 2026 BC Winter Games Society.

### **Evaluation**

- Proposals will be assessed in accordance with the evaluation criteria.
- The Trail-Rossland 2026 BC Winter Games is under no obligation to investigate, request, or receive additional information, whether written or oral, regarding any proposal.
- Proposals from not-for-profit agencies will be evaluated against the same criteria as those received from any other Proponents.
- The Trail-Rossland 2026 BC Winter Games may consider and evaluate any proposals from other jurisdictions on the same basis that the government purchasing authorities in those jurisdictions would treat a similar proposal from a British Columbia supplier.
- Evaluation of proposals will be by a committee formed by the Trail-Rossland 2026 BC Winter

Games and may include volunteers, employees, and contractors of the Trail-Rossland 2026 BC Winter Games and other appropriate participants.

- Proposals will be assessed in accordance with the entire requirement of the RFP, including mandatory and weighted criteria.
- The intent is to enter into a Contract with the business/organization that submitted a proposal meeting all mandatory criteria and minimum scores in the weighted criteria as well as has the highest overall ranking.

**Important Information for Applicants:**

- The option for a Q&A session with each vendor, not to exceed 30 minutes in length, will be provided in early September. Dates will be determined in late August and all vendors expressing interest will be provided a meeting date & time. Once you have reviewed all RFP details email [darin.recchi@mac.com](mailto:darin.recchi@mac.com) with your request for a Q&A session.
- The highest offer or any proposal will not necessarily be accepted.
- The host society will obtain proposals from a variety of suppliers and will award the production of the apparel items based on cost, types of products, and other predetermined criteria.
- Vendor will work with the Marketing Directorate for the Trail-Rossland 2026 BC Winter Games Society with approval from the Board and BC Games at times required.
- Any unsold inventory will be the responsibility of the Merchandise Contractor and will not be charged to the Trail-Rossland 2026 BC Winter Games Society.

**Mandatory Criteria**

Proposals not clearly demonstrating that they meet the following mandatory criteria will be excluded from further consideration during the evaluation process.

<b>Mandatory Criteria</b>
The proposal must be received at the Closing Location before or on September 19, 2025 @ 4:00pm PDT.
The proposal must be in English.
The proposal must be submitted as outlined below and include details specified in this RFP.

**Weighted Criteria**

Proposals meeting all the mandatory criteria will be further assessed against the following weighted criteria.

<b>Weighted Criteria</b>	<b>Weight</b>
Relevant Experience and References	15
Commitment/Benefit Offered	30
Approach and Methodology	25
Variety and Pricing of Product	15
Overall Fit	15
<b>TOTAL</b>	<b>100</b>

**For further information please contact:**

Darin Recchi  
Merchandise Chair  
Trail-Rossland 2026 BC Games Society  
[darin.recchi@mac.com](mailto:darin.recchi@mac.com)  
604-376-4742

Andras Lukacs  
Director of Marketing  
Trail-Rossland 2026 BC Games Society  
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250-921-4892

**Submission:**

Email submissions to: Trail-Rossland 2026 BC Winter Games Society  
Closing Date/Time: September 19, 2025, 4:00 pm PT  
Closing Location: [darin.recchi@mac.com](mailto:darin.recchi@mac.com)  
Late proposals will not be accepted.

**Appendices**

- Appendix A: Past Games Merchandise Sales
- Appendix B: Trail-Rossland 2026 BC Winter Games Fact Sheet
- Appendix C: BC Games Society Graphic Standards
- The Trail-Rossland 2026 BC Winter Games Style Guide is under development and will be similar to the BC Games Society style guide.

Past Games Merchandise Sales

Prior to 2010, the BC Games Society had secured a Merchandise Contractor. During this time, pre-Games sales were managed by the host society and Games-time sales were managed by the Contractor, with a commission provided to the host society. For the 2010-2104 BC Winter and BC Summer Games, the host society recruited its own merchandise contractor and negotiated the commissions. Beginning again in 2016 the BC Games Society held the contract with the merchandise supplier until the 2020 Games.

Winter Games

	1991 Duncan -N. Cowichan	1992 Greater Vernon	1993 Kitimat	1994 Smithers	1995 Comox Valley	1996 North Vancouver	1997 Campbell River	2000 Quesnel*	2002 Williams Lake*	2004 Port Alberni*	2006 Greater Trail**	2008 Kimberley - Cranbrook	2010 Terrace	2012 Greater Vernon	2014 Mission	2016 Penticton	2018 Kamloops	2020 Fort St John	2022 Greater Vernon	2024 Lhtako Quesnel
Host Community																				
Maximum Sport Package	3,054	3,170	1,825	1,948	2,705	2,750	2,139	2,254	2,442	2,421	2,503	2,652	1,937	1,874	1844	1874	1902	1810	1629	1787
Pre-Games Sales	\$215,000	\$295,000	\$180,000	\$85,879	\$69,059	\$41,472	\$104,072	\$58,937	\$67,525	\$31,545	\$15,162	\$17,540						\$82,008	\$32,229	
Games-time Sales	\$137,000	\$92,000	\$74,000	\$56,305	\$56,213	\$38,819	\$54,366	\$62,003	\$61,295	\$66,382	\$67,573	\$63,840						\$8,945	\$39,624	
Total Sales	\$352,000	\$387,000	\$254,000	\$142,184	\$125,272	\$80,291	\$158,438	\$120,940	\$128,820	\$97,927	\$82,735	\$81,380	\$24,248	\$71,583		\$52,452	\$52,700	\$90,953	\$71,853	\$37,365
Amount Added to Host Society Legacy									\$25,167	\$26,184	\$31,898	\$20,486	\$5,406	\$16,028	\$13,641	\$10,300	\$10,540	\$24,319	\$8,741	\$7,473

\* pop. estimate is based on local health area

\*\* pop. estimate is based on Kootenay-Boundary Regional District

Summer Games

	1991 Coquitlam	1992 Port Alberni	1993 Chilliwack	1994 Kelowna	1995 Penticton	1996 Trail- Castlegar	1997 Burnaby	1998 Ridge Meadows	2000 Victoria	2002 Nanaimo	2004 Abbotsford	2006 Kamloops	2008 Kelowna	2010 Township of Langley	2012 Surrey	2014 Nanaimo	2016 Abbotsford	2018 Cowichan	2022 Prince George	2024 Maple Ridge
Host Community																				
Maximum Sport Package	4,564	4,081	3,291	4,392	4,392	3,150	4,127	4,127	4,462	3,930	4,078	3,787	3,567	4,181	3,801	3,905	3,723	3,733	3,759	3,707
Pre-Games Sales (2016 and beyond, online)	\$80,000	\$223,647	\$201,661	\$81,026	\$47,762	\$94,295	\$27,657	\$109,500	\$12,289	\$28,177	\$29,928.19	\$16,622	\$2,127	\$7,365.71						
Games-time Sales	\$90,000	\$112,000	\$71,625	\$51,494	\$68,835	\$67,003	\$44,007	\$61,221	\$59,876	\$123,906	\$67,174.39	\$60,115	\$49,960	\$56,316.08						
Post-Games Online Sales																				
Total Sales	\$170,000	\$335,647	\$273,286	\$132,520	\$116,597	\$199,448	\$71,664	\$170,721	\$72,165	\$152,083	\$97,102.58	\$76,737	\$52,087	\$63,682			\$76,529	\$85,092	\$67,000	107,610
Amount Added to Host Society Legacy									\$18,121	\$37,013	\$22,880	\$19,359	\$10,928	\$11,995	\$8,421	\$19,444	\$15,155	\$17,018	\$6,739	\$32,283

# Fact Sheet

## Trail-Rossland 2026 BC Winter Games



The BC Winter Games provides a competitive multi-sport environment that supports the development of athletes, coaches, and officials as they move on to higher levels of competition. The BC Winter Games are held every two years in the even calendar year. The BC Games contribute to the development of sport and communities through infrastructure updates and improvements, volunteer engagement and skill enhancement, and large-event hosting experience.

### Trail-Rossland 2026 BC Winter Games

- February 25-March 1, 2026
- 33<sup>rd</sup> BC Winter Games

### Participants

- Up to 1,200 athletes along with 600 coaches and officials participate in the BC Winter Games.
- Participants compete for one of eight geographic zones.
- 15 sports will participate at the Games, including competition for athletes with a disability.
- The age range is specific to each sport. The youngest athletes could be 9 years old (in rhythmic gymnastics and figure skating) and oldest (able bodied athletes) would be 17 years old in a variety of sports. The average age of the athletes is 14.
- Athletes with a disability will compete in wheelchair basketball, figure skating (Special Olympics), cross country skiing (Para), and speed skating (Special Olympics).
- Para athletes and Special Olympians range in age from 14-45 years.
- Coaches and adult supervisors support athletes and are expected to have completed National Coaching Certification Safe Sport Training. Head coaches with each zone team are Competition Introduction Certified in the sport they are coaching at the Games.

### Volunteers

- The President and Vice President will lead a team of Directors responsible for 14 Directorates (functional areas).
- Directors will recruit and coordinate 75+ individuals to take on volunteer leadership positions as Chairs, each of whom will for committees of volunteers responsible for different aspects of the Games planning and operations.
- As many as 1,600 volunteers will be involved.

### Funding

- Base funding of \$600,000 is provided by the Province of BC through the BC Games Society.
- BC Games Society Powering Potential Fund will contribute an additional \$50,000 to sport infrastructure/equipment based on the region's requirements and the needs of the BC Winter Games.
- The City of Trail and City of Rossland are combining to provide \$55,000 cash and \$55,000 in-kind services to the Games.
- Kootenay School District No. 20 will provide the use of classrooms as dorms, facilities for sport venues, and buses for transportation, and will close schools for two days of the Games.
- Provincial Partners provide cash and in-kind services.
- Friends of the Games (local business and industry) contribute cash and in-kind services/goods.



## Provincial Partners

- Province of BC, Ministry of Tourism, Arts, Culture and Sport
- City of Trail
- City of Rossland
- Kootenay Columbia School District no. 20
- Global BC
- Black Press Media

## Legacy of the Games

- Opportunity for community celebration and pride.
- Trained and enhanced skill development of community volunteers.
- Facility upgrades and investment in sport and community programs.
- Approximately \$1.6 million economic impact to the host community (study conducted at the Mission 2014 BC Winter Games).

## Sport Development Legacies

- The BC Games serve as a development platform for BC athletes, coaches, and officials towards national and international competition.
- BC Games alumni are successful on the national and international stage.
- 25 alumni represented Team Canada at the Beijing 2022 Olympic and Paralympic Winter Games while 34 competed at the Paris 2024 Olympic and Paralympic Summer Games.
- Sport development lift for local clubs, such as the revamped Dawson Creek Alpine Ski Club after the Fort St. John 2020 BC Winter Games, and a new Freestyle Skiing Park and Club for the Lhtako Quesnel 2024 BC Winter Games.
- 150 BC Games alumni competed at the PEI 2023 Canada Winter Games and 126 competed at the Niagara 2022 Canada Summer Games.

## Interesting Tidbits

- The region successfully hosted the 1982 and 2006 BC Winter Games, the 1996 BC Summer Games, and the 2011 BC Seniors Games.
- Canada's hammer throwing champions at the Paris 2024 Olympics Summer Games – Camryn Rogers (2014) and Ethan Katzberg (2016) – both competed at the BC Summer Games.
- BC Games alumni brought home eight medals from the Paris 2024 Olympic and Paralympic Summer Games.
- Volunteers will prepare up to 20,000 meals over five days.
- Over 1,300 medals will be awarded.
- 1,800 foam mattresses will be used as beds for Games participants.







# GRAPHIC STANDARDS GUIDE for PARTICIPANTS



# **WELCOME TO THE BC GAMES**

Every two years, the BC Games bring together the province's best young athletes for four days of competition and a celebration of sport and community. Since 1978, the BC Winter and BC Summer Games have taken place in 38 communities across the province involving well over 350,000 participants and volunteers and thousands more as spectators and supporters.

## **THE BC GAMES BRAND**

The core of the BC Games brand is people. From athletes, coaches, and officials to volunteers and spectators the Games bring people together in a celebration of sport and community excellence. It is a milestone event that people count as an experience of a lifetime where memories, friendships, spirit, and pride are abundant.

The BC Games have considerable brand equity and a significant level of profile and prestige. The BC Games provide many valuable opportunities for exposure and recognition of businesses and partners. Protecting the integrity of the BC Games brand and ensuring appropriate recognition of contributing partners is a priority for the ongoing success of the Games.

## **BC GAMES GRAPHIC STANDARDS**

Consistency is the key to successfully conveying the BC Games brand and building a strong visual identity. This manual provides guidelines for the proper application of the BC Games logo and brand for participant clothing and equipment and outlines the restrictions for sponsor recognition.

# CONTENTS

## BC Games Logo

- 1 Primary Logo
- 2 Host Society Logo
- 3 Colour Palette and Size
- 4 Improper Use

## BC Games Zones

- 5 Zone Names
- 6 Zone Colours

## Logo Application

- 7 Participant Clothing and Equipment
- 8 Provincial Sport Organizations

## Sponsors

- 9 Corporate Partners and Sponsor Recognition

## Approvals

- 10 Contact

# BC GAMES LOGO

## PRIMARY LOGO

The primary logo is the main overarching identity for BC Games and is the version used by the BC Games Society.

The logo is available in colour, greyscale, black, and white and must maintain adequate contrast and visibility in all applications. The font is Myriad Pro.

The logo may be used on participant clothing (uniforms, warm-up gear) or equipment provided there are no sponsor logos included.

See pages 10 -12 for logo application rules.

Colour



Greyscale



Black



White



Colour



Greyscale



Black



White



## HOST SOCIETY LOGO

The Host Society logo is the main logo used by the BC Winter and BC Summer Games Host Societies.

The logo may be used by participants on uniforms, clothing, or equipment provided there are no sponsor logos included.

The community name, year, and season (summer or winter) must appear in the format as shown and not altered or added to in any way.

The name and date text are BC Games Primary Red for BC Summer Games or BC Games Primary Blue for BC Winter Games (See page 6).

The two main fonts are Myriad Pro and Splendid Plan 9.



# LOGO

## COLOUR PALETTE

The primary colour palette uses three Pantone colours as seen here with supporting CMYK and RGB values.

## CLEAR SPACE AND MINIMUM SIZE

### Clear Space

For strength of brand identity, please follow the minimum space requirements shown here so that the logo is represented consistently and clearly. The minimum clear space around the logo is equal to the width of the "BC" in the name.

### Maximum and Minimum Size

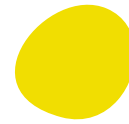
The maximum and minimum size for all logo versions is based on the height of the entire graphic. The maximum height should not be larger than 20 cm (8") and the minimum height should be no smaller than 1.5 cm (0.6").

*Note: The logo must be enlarged or reduced proportionately – not stretched or distorted horizontally or vertically.*



**Pantone 485**

CMYK 0 - 95 - 100 - 0  
RGB 238 - 49 - 36  
HEX EE3124



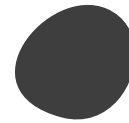
**Pantone 605**

CMYK 0 - 2 - 100 - 7  
RGB 244 - 220 - 0  
HEX F4DC00



**Pantone 072**

CMYK 100 - 88 - 0 - 5  
RGB 28 - 63 - 148  
HEX 1C3F94



**Black**

CMYK 0 - 0 - 0 - 90  
RGB 65 - 64 - 66  
HEX 414042



**Clear space**



**Minimum size**



*Do not stretch or distort the proportions of the logo.*



*Do not alter the color of the logo.*



*Do not add text to the logo.*



*Do not print the full colour logo on a colour that matches or clashes. Use the black, white, or greyscale version.*



*Do not print the logo on a patterned or distracting background.*



*Do not print the logo on an angle.*



*Do not change the font size or any other element of the logo. Do not use parts of the logo or separate any element from the text.*



*Do not print the logo in a low resolution format.*

# LOGO

## IMPROPER USE

If used improperly, the logo will lose its ability to be a powerful communication tool. Do not make any alterations to the logo.

# BC GAMES ZONES

## ZONE NAMES

Participants at the BC Games represent one of eight geographic zones. Each zone is referred to by a descriptive name and a number.

The descriptive name rather than the zone number should be used on participant clothing and equipment.

The zone name may not be added to the BC Games logos.

The zone name may be used on its own or in combination with the following text:

**BC Summer Games**

**BC Winter Games**

**Fort St. John**

**2020 BC Winter Games**

**Maple Ridge**

**2020 BC Summer Games**



✓ **FORT ST. JOHN 2020  
BC WINTER GAMES  
KOOTENAYS**

✓ **KOOTENAYS**

**KOOTENAYS (ZONE 1)**

**THOMPSON-OKANAGAN (ZONE 2)**

**FRASER VALLEY (ZONE 3)**

**FRASER RIVER (ZONE 4)**

**VANCOUVER-COASTAL (ZONE 5)**

**VANCOUVER ISLAND-CENTRAL COAST (ZONE 6)**

**NORTH WEST (ZONE 7)**

**CARIBOO-NORTH EAST (ZONE 8)**

*\* Zone name does not need to be in colours presented*





### KOOTENAYS (ZONE 1)



#### Pantone 605

CMYK 0 - 2 - 100 - 7  
RGB 244 - 220 - 0  
HEX F4DC00

### FRASER VALLEY (ZONE 3)



#### Pantone 292

CMYK 49 - 11 - 0 - 0  
RGB 121 - 189 - 232  
HEX 79BDE8

### VANCOUVER-COASTAL (ZONE 5)



#### Pantone 350

CMYK 79 - 0 - 100 - 75  
RGB 0 - 71 - 18  
HEX 004712

### NORTH WEST (ZONE 7)



#### Pantone 520

CMYK 64 - 100 - 12 - 0  
RGB 124 - 43 - 131  
HEX 7C2B83

### THOMPSON-OKANAGAN (ZONE 2)



#### Pantone 485

CMYK 0 - 95 - 100 - 0  
RGB 238 - 49 - 36  
HEX EE3124

### FRASER RIVER (ZONE 4)



#### Pantone 166

CMYK 0 - 64 - 100 - 0  
RGB 244 - 123 - 32  
HEX F47B20

### VANCOUVER ISLAND- CENTRAL COAST (ZONE 6)



#### Pantone 376

CMYK 59 - 0 - 100 - 0  
RGB 141 - 198 - 63  
HEX 75C044

### CARIBOO-NORTH EAST (ZONE 8)



#### Pantone 072

CMYK 100 - 88 - 0 - 5  
RGB 28 - 63 - 148  
HEX 1C3F94

## ZONE COLOURS

Each of the eight zones is represented by a colour. The sample colours included are a reference only. Participant clothing and equipment is not required to be an exact match of the colours presented in this manual.

# LOGO APPLICATION

## PARTICIPANT CLOTHING AND EQUIPMENT

BC Games participants are not provided with clothing or equipment by the BC Games Society or the Host Society.

The BC Games Society logo or the Host Society logo may be applied to participant clothing and equipment provided no sponsor logos are present (see page 12). The standards outlined in this manual must be followed and approval must be given by the BC Games Society.

Participant clothing and equipment refers to any items purchased or supplied by the PSO or Zone Team for use at the BC Games. This includes, but is not limited to:

- competition uniforms, warm-up clothing (e.g. track suits, hoodies, t-shirts)
- team recognition items (e.g. jackets, hats, scarves)
- equipment (e.g. bags, pinnies, race numbers)

### Proper and Improper use



Use the most current version of the logo. Do not use outdated versions of the logo.



Do not change the colour of the logo.



Do not add shadows or outlines to the logo.



Do not add text to the logo.



Do not exceed the maximum or minimum size.



Use a greyscale, black or white version on a clashing or non-contrasting background.

PSO logo may be present on clothing and equipment at the BC Games



BC Games logo may be in combination with a PSO logo



## PROVINCIAL SPORT ORGANIZATIONS

Provincial Sport Organization (PSO) logos may be present on BC Games participant clothing and equipment subject to approval and compliance with the PSO's logo policy.

Many PSOs coordinate uniforms, clothing or equipment for participants. Zone Representatives or coaches should check with their PSO prior to ordering any uniforms, clothing, or equipment.

# SPONSORS

## CORPORATE PARTNERS

The BC Games receive ongoing financial support from Corporate Partners. These partners receive significant exposure at the Games and are protected by **industry exclusivity**.

The current Corporate Partners of the BC Games are listed at [www.bcgames.org](http://www.bcgames.org).



## CONFLICTING SPONSORS

The logo of any company that competes in the same category as the Corporate Partner may not be present at the BC Games. For example, Coast Capital Savings is a Corporate Partner, no other financial institution may have a logo present at the BC Games.

## Sponsor Recognition

1. The BC Games logo cannot be used if a sponsor's logo is present.



2. If the BC Games logo is not being used, participants are permitted to have up to two (2) sponsor logos that do not conflict with the BC Games Corporate Partners on clothing and equipment.
3. The size of the sponsor's name or logo must not exceed 60 cm<sup>2</sup> and the combined total of all sponsor's marks must not exceed 120 cm<sup>2</sup> per clothing or equipment item.

Examples: 7.75 cm x 7.75 cm = 60 cm<sup>2</sup>  
5 cm x 12 cm = 60 cm<sup>2</sup>  
6 cm x 10 cm = 60 cm<sup>2</sup>

These size restrictions may be adjusted with permission depending on the size of the item (e.g. logos on a large equipment bag).

### Exception:

Manufacturer trademarks (e.g. Nike or Adidas) are not considered a sponsor logo unless the company has specifically provided the product in exchange for recognition. In this case the BC Games logo can be used.



# LOGO REQUESTS AND APPROVALS

The BC Games logo must be requested from the BC Games Society. The logo will be provided in JPEG and EPS file formats.

Prior to ordering of any clothing or equipment with the BC Games logo, a proof must be approved by the BC Games Society.

In the event that participant clothing or equipment has not been approved and/or does not comply with this policy, the participant(s) may not be permitted to wear or use the clothing or equipment at the BC Games.

## CONTACT

BC Games Society  
T: 250-387-1375  
F: 250-387-4489  
[info@bcgames.org](mailto:info@bcgames.org)

Andrew Pitre  
Event Manager - BC Winter Games  
[andrewp@bcgames.org](mailto:andrewp@bcgames.org)

Irene Schell  
Event Manager - BC Summer Games  
[irenes@bcgames.org](mailto:irenes@bcgames.org)