



Special Olympics Canada

Policies & Procedures Manual
Section 3 – Marketing and Public Relations

Special Olympics
Olympiques spéciaux
Canada



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Policies & Procedures Manual Section 3 – Marketing and Public Relations

Prepared by

Special Olympics Canada National Office,
in conjunction with SOC Provincial/Territorial Chapters

Contact Information

21 St. Clair Avenue East
Suite 600
Toronto, Ontario M4T 1L9

Telephone: 416-927-9050
info@specialolympics.ca
www.specialolympics.ca



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USE OF LOGO

Special Olympics Canada
Office.

Permission to utilize the Special Olympics Canada logo by SOC Chapters or by any other party for whatever purpose must be obtained in writing, from the President & CEO of Special Olympics Canada or the Vice President of Marketing & Development. This process must be adhered to unless such use is included in a sponsorship agreement, in which case the approval process will be part of the sponsorship agreement.

Special Olympics Canada
National Games Organizing Committees develop for each National Games.

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1. Advertising is not permitted on either equipment used or the uniforms and/or numbers worn by athletes or by any person with an official function other than the normal commercial markings on retail goods during the competition.
2. Athletes not actively involved in competition may wear apparel, carry and use non-sports equipment items, such as tote bags, bearing small and attractively designed identification of corporate or organizational sponsors.
3. Volunteers, other than sport officials, may wear jackets, t-shirts, caps and other apparel bearing small and attractively designed identification of corporate and organization sponsors at sports venues.
4. During the Opening and Closing Ceremonies, athletes, coaches, team delegates and other official members in the Parade of Athletes are not permitted to wear uniforms which bear corporate or organizational identification.
5. Athletes may not endorse products by displaying them in interviews or ceremonies.



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When listing or recognizing Special Olympics Canada National Sponsors and Partners, the most updated listings must be utilized. These are found on the SOC website.