



Marketing Philosophy

Policy Section: Board

Policy Subsection: Business and Risk Management

Policy Title: Marketing Philosophy

Policy Statement

Water Polo Canada (“WPC”) develops and maintains long term corporate partnerships and relationships that satisfy both the needs of the corporate partners and the strategic needs of WPC.

Purpose

Water Polo Canada finances its programs through a combination of membership fees, direct funding from Sport Canada, the Canadian Olympic Committee and other non-profit organizations and revenues from relationships with various corporate sponsorships. This policy addresses WPC’s responsibility to balance revenue generation with necessary independence from its corporate sponsors in order to maintain WPC’s brand image and to prevent the exploitation of athletes.

This policy will direct the efforts of WPC to develop long-term corporate relationships that will:

- increase revenues through sponsorship, event marketing and merchandise sales;
- reduce costs through value in kind donations;
- position WPC as a leading “brand” in the Canadian sport community;
- increase the number of participants in the sport of Water Polo;
- support program development;
- create cross-promotion opportunities with the Provincial Sections and Water Polo clubs;
- create a positive profile for athletes and the sport of Water Polo;
- develop long term strategic alliances with corporations that will allow us to market our sport and organization; and
- take into consideration athletic performance and the competitive environment.

WPC Logo and Trade Marks

Any member wishing to use the WPC name and/or logo for promotional or fundraising purposes must first secure written approval from the Executive Director. The purpose of this policy is to:

- ensure WPC is aware of the usage
- ensure that the usage is appropriate to WPC's image; and

- ensure there is no conflict of interest (e.g. between sponsors).

Regulations

1. Requests for use of the WPC name and/or logo must be written and forwarded to the Executive Director
2. All requests must include a sample and a statement of the intended use of the name and/or logo of WPC.
3. Any member(s) using the WPC name and/or logo for fundraising purposes may be subject to a user fee. The fee charged will depend upon the intended use and/or the funds to be generated.

Application

The ED will develop specific goals and objectives and evaluation/measurement criteria for the marketing efforts of WPC as part of the annual business plan. The activation of these goals and objectives will be the responsibility of the ED and WPC staff.

The results of the marketing activities are reviewed with the Board on a regular basis.

Responsibilities

Body	Action
Business and Risk Management Committee	Review annually the sponsorship policies of Sport Canada and the COC to ensure compliance by the WPC Marketing Philosophy Policy.
ED	<ol style="list-style-type: none"> 1. Align the operations to support the marketing plan and initiatives. 2. Ensure consistency of WPC plans with Best Practices in the sport community. 3. Maintain long-term, positive relationships with corporate partners around WPC sponsorship and event assets.

Limitations

WPC will not develop relationships with corporations in the sport betting, tobacco or liquor industries.

WPC will not develop corporate relationships with companies that violate the core ethical principles of WPC.

Advertising or promotion involving athletes must adhere to the requirements of all relevant

sporting authorities.

Any relationship or sponsorship must not unreasonably compromise the athletic performance or the competitive environment.

References

Athletes Agreement Policy

Review and Approval