



## **BiBC Policy and Guidelines for Sponsors**

1. We should strive to find businesses that are considered to be at the top of their sector. Typically, they would provide top quality goods/services with excellent consumer ratings.
2. Recognizing that many of our athletes are under 19, we should not seek support from businesses providing alcohol, tobacco, cannabis, casinos, on-line gambling and adult entertainment.
3. Religious and political groups are also unacceptable as donors.
4. Due to their controversial nature, nuclear energy, uranium and asbestos mining should not be considered.
5. How a potential sponsor conducts business should be considered. Items of consideration are financial misconduct, fraud, deaths due to negligence, shoddy goods, or any scandal that significantly would affect the public's perception and by association, the reputation of BiBC.
6. BiBC shall reserve the right to cancel a sponsorship arrangement, should any adverse publicity be deemed serious enough to harm reputations.
7. Consideration should be given to marketplace competition. We must recognize that one business may not want rivals also appearing on the same sponsors list. Potential conflicts should be settled before race titles and publicity material is finalized.
8. In general, a sponsor should share the image that BiBC wishes to present. We see Biathlon as a clean, environmentally friendly outdoor winter sport that can be enjoyed by all.
9. A change in a sponsor's business ownership, or a takeover shall necessitate a review of the matter by BiBC.

Adopted August 10<sup>th</sup>, 2023