

POLICY

Selection and Team Membership

TITLE:	National Teams Uniform and Branding Policy
AREA:	Selection and Team Membership
RESPONSIBILITY:	Chief Executive Officer
RELATED POLICIES, AGREEMENTS AND BYLAWS:	Selection Procedures Policy Athlete Performance Agreement Team Members Bylaw Team Officials Bylaw
DRAFTED BY:	SOM
DATE APPROVED:	February 2023
APPROVED BY:	Paddle Australia
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1. PURPOSE

In fostering our Vision, a “United Paddling Community”, alignment across all sectors of the organization should be considered. This aspiration applies to all segments of the paddling community, including at the high-performance level. The ‘Paddle Australia National Teams Uniform and Branding Policy’ aims to create a consistent approach to the provision of Uniforms to National Teams competing Internationally.

2. SCOPE

This Policy applies to all Paddle Australia (PA) National Teams selected pursuant to the PA Selection Procedures Policy, relevant Selection Criteria Supplement (SCS), and to all Athletes and Support Staff selected or appointed to those National Teams.

3. DEFINITIONS

In this Policy, the following words have the following respective meanings:

“Athletes”	means any Individual Member who has accepted an offered position to take part in a Paddle Australia National Team.
“AOC”	means the Australian Olympic Committee
“CEO”	means the Chief Executive Officer of PA or their nominee from time to time.
“Coat of Arms”	means the Commonwealth Coat of Arms which is the formal symbol of the Commonwealth of Australia that signifies Commonwealth authority and ownership.
“SOM”	means the Sport Operations Manager of PA.
“Discipline”	means any or all of the paddling disciplines as recognised by the ICF and affiliated with Paddle Australia including Canoe Sprint, Paracanoe, Canoe Slalom, Canoe Freestyle, Canoe Marathon, Canoe Polo, Canoe Wildwater, Canoe Ocean Racing and SUP.
“ICF”	means the International Canoe Federation.
“Individual Member”	means a registered financial individual member of a State Association or Affiliated Club.
“International Competition”	means a competition designated as such in accordance with the ICF Competition Rules.
“IOC”	means the International Olympic Committee.
“IPC”	means the International Paralympic Committee.
“Management”	means the Team Leader or Team Manager as appointed by PA.

“NPD”	means the National Performance Director of PA.
“National Team”	means a team selected in accordance with Paddle Australia’s Selection Procedures Policy to compete at an ICF competition or at a competition sanctioned by the ICF.
“PA”	means Paddle Australia limited
“Paralympics Australia”	means Paralympics Australia Ltd.
“Personal Sponsor”	means a third party company or organisation which the Athlete has a formal agreement with to use or have the right to use the Athlete’s image for commercial purposes.
“Specialised Equipment”	means equipment designated as specialised equipment by PA.
“Support Staff”	means the coaches, management and other support staff appointed by PA to accompany a National Team.
“Training Squad”	means a group of Athletes which may be selected as an initial squad for the purposes of preparing for an International Competition. Membership of a Training Squad does not equate to membership of a National Team.
“Uniform”	means the team Uniform nominated by Paddle Australia for the National Team competing in any International Competition.

4. CONFIRMATION OF UNIFORM SUPPLIER

Paddle Australia (PA) may, from time to time, appoint an apparel provider to produce the Uniform for the National Teams and Training Squads. It is the intention of PA that all National Teams use the same apparel provider, where possible. If it is not practical to use the same apparel provider, then the intention is to ensure Uniforms are made with similar designs and colours.

Prior to negotiating any apparel supplier contract for the provision of National Team Uniforms, PA will form a working group to go through a review process and gain feedback from the Athletes and Staff.

5. OBLIGATION TO USE UNIFORM

This section seeks to confirm designated situations in which it is appropriate for all Athletes and Support Staff to be wearing the Uniform.

5.1 USE OF THE UNIFORM

It is expected that Athletes and Support Staff will wear all items of Uniform in an appropriate and respectful manner, as befits National Team representation. Failure to do so may constitute a breach of the Athlete Performance Agreement, Team Members' Bylaw or the Team Officials Bylaw.

5.2 COMPULSORY UNIFORM GARMENTS

To ensure a consistent look applies across all Paddle Australia's (PA) National Teams, the following off-water garments will be compulsory (Colour and Designs outlined in Schedule B), subject to any determination by Management:

Junior / U23 / Senior World Championship and World Cup Teams:

Podium Tracksuit Top

Podium Tracksuit Bottom

Podium Polo Shirt (unique to each event and year)

Underage Development Teams/Squads and Masters Teams:

Podium Polo Shirt (unique to each event and year)

No personal sponsor logos will be permitted on any of the compulsory Uniform garments.

5.3 DISCIPLINE SPECIFIC UNIFORM GARMENTS

It is recognised that due to the diverse range of discipline specific garments, each discipline's Uniform requirements will be outlined in the respective discipline's Uniform and Branding Schedules that are attached to this Policy. With the exception made under Clause 9 of this Policy (Specialised Uniforms/equipment), Athletes are expected to wear PA Team Uniform garments whilst travelling, training, and competing as part of the National team.

5.4 TRAVELLING TO AND FROM INTERNATIONAL COMPETITIONS

When any National Team travels as a group on international flights, Athletes and Support Staff are required to wear the compulsory Uniform garments (outlined in Clause 5.2), or as determined by Management.

5.5 OPENING/CLOSING CEREMONY

During any Opening or Closing Ceremony at an International Competition, Athletes and Support Staff are required to wear the compulsory Uniform garments (outlined in Clause 5.2), or as determined by Management.

5.6 COMPETING

The PA discipline specific competition garment(s), outlined in the respective discipline's Uniform and Branding Schedules (if applicable), and in accordance with ICF rules, is to be worn while competing in any International Competition.

5.7 CREW BOAT UNIFORMITY

As per ICF rules, all Athletes competing in crew boats must be wearing the same National Team Uniform. This includes uniformity among all Athletes including color/design, clothing sleeve length, hats, head bands and spray deck covers.

5.8 PRESENTATION OF AWARDS OR PRIZES

Athletes are required to wear the compulsory Uniform garments (outlined in Clause 5.2), or, as determined by Management (or the relevant ICF Rules when competing at an ICF World Championship or World Cup), when presented with any awards or prizes as a part of an International Competition.

No hats are to be worn during the playing of the national anthems.

It is appreciated that Athletes may have relationships in place with Personal Sponsors and they may wish to recognise them during the presentation. Other than during the playing of the national anthems, Athletes may wear a Personal Sponsor hat during the presentation, subject to the approval process outlined in Schedule A of this policy.

5.9 OLYMPIC AND PARALYMPIC COMPETITION

Australian Teams for the Olympic Games and the Paralympic Games are not subject to this Policy. Uniform requirements for those competitions will be determined by the AOC and Paralympics Australia, respectively.

6. USE OF THE COAT OF ARMS

A National Team may not use the Coat of Arms at any International Competition of a type other than is provided for under the guidelines published by the Department of the Prime Minister and Cabinet.

Paddle Australia (PA) requires that, in order to be used on a National Team Uniform, an application for use of the Coat of Arms must be made to the Department, or its successors, as required under the guidelines published by that Department. This application will be made by PA, upon request, for each National Team.

It is the intention that the compulsory Podium Polo Shirt for ICF World Championships contain the Coat of Arms.

7. LOGOS AND SPONSORSHIP

7.1 LOGOS

All Uniform items shall bear the PA logo on the right chest.

Uniforms for National Teams representing Olympic and Paralympic disciplines in official ICF World Championship (Junior, U23 and Senior) competitions shall bear the logo of the Australian Institute of Sport on the left chest or where the Coat of Arms is applicable the AIS logo will move to the left sleeve (if practical).

National Teams representing non-Olympic disciplines will not bear the logo of the AIS.

7.2 TEAM SPONSORSHIP

Sponsorship of a National Team(s) which includes a logo being included as a part of the National Team Uniform shall be permitted subject to the written approval of the CEO.

7.3 PERSONAL SPONSORSHIP OPPORTUNITIES - APPAREL

It is recognised that Athletes may have personal partnerships or sponsorships which they wish to acknowledge and recognise. This is permitted and encouraged to the extent that it complies with the provisions of this Policy and is deemed a genuine Personal Sponsor.

To ensure the branding associated with the National Team Uniform or Boats is not undervalued, Athletes are to provide evidence that they receive financial support from a Personal Sponsor, with a minimum remuneration threshold. The requirements/restrictions for the use of Personal Sponsor logos (including minimum remuneration thresholds) are outlined within each discipline's Uniform and Branding Schedule attached to this Policy.

Any Athlete wishing to incorporate logos of a Personal Sponsor on an item of Uniform must complete the application contained in Schedule A and gain approval from the NPD for Olympic/Paralympic disciplines and the SOM for non-Olympic disciplines.

Once approval is granted it is the Athlete's responsibility and cost to have any logos put onto their garments/boats, following the guidelines outlined within each discipline's Uniform and Branding Schedule. If the size or positioning of the logos are incorrect, the Athlete will be responsible for purchasing new team garments.

No Personal Sponsor logos may be incorporated within any of the compulsory Uniform garments (outlined in Clause 5.2).

The advertising of tobacco smoking and strong spirit drinks is not permitted.

7.4 ICF IDENTIFICATION STICKERS – BOATS/ EQUIPMENT

Guidelines are provided by the ICF on the size and positioning of Athlete Name and Country Code Stickers for each discipline. It is the Athlete's responsibility to ensure logos affixed to boats are compliant with ICF rules.

8. RIGHT FOR EXCLUSION

Paddle Australia (PA) reserves the right to refuse to allow any Personal Sponsor logo to be incorporated within a Uniform or affixed to a boat if they are deemed to conflict with any of PA's sponsors and/or partners, or the Personal Sponsor is not deemed to reflect the values of PA. Without limitation, examples of such sponsors may include those from the following industries: alcohol; gambling; tobacco; illicit substances.

9. SPECIALISED UNIFORM / EQUIPMENT

In each respective discipline, Paddle Australia (PA) may provide, or have preferred suppliers of, certain competition garments or equipment. Given the importance of competition garments / equipment on performance, each of the items listed within each respective Discipline's Uniform and Branding Schedule will be deemed Specialised Uniform / equipment.

If an Athlete is in an Olympic/Paralympic discipline and wishes to utilise non-team issued Specialised Uniform / equipment, then they must request in writing to the NPD, outlining all information about the Uniform / equipment they wish to use and any other information they believe will assist the NPD in deciding. Approval of Specialised Uniform / equipment will be granted on a case-by-case basis. It is the responsibility of the Athlete to ensure that they are aware of which items are included as Specialised Uniform / equipment.

If an Athlete in a non-Olympic discipline wishes to utilise a non-team issued Specialised piece of Uniform / equipment, then they must request in writing to the SOM, outlining all information about the Uniform / equipment they wish to use and any other information they believe will assist the SOM in making a determination. Approval of Specialised Uniform / equipment will be granted on a case-by-case basis. It is the responsibility of the Athlete to ensure that they are aware of which items are included as Specialised Uniform / equipment.

If approved, Athletes will be responsible for ensuring that the items used are appropriate for use in an International Competition and do not include any wording or images which are inappropriate or offensive. If possible, they should also attempt to ensure the Uniform / equipment is of similar color and design as those issued by the National Team.

To be clear, competition items that are not listed within each respective Discipline's Uniform and Branding Schedule as Competition Garments, and which are provided by the individual Athletes, do not require approval subject to them complying with ICF rules.

SCHEDULE A: APPLICATION TO USE PERSONAL SPONSOR LOGO

To enable Paddle Australia (PA) to assess whether the proposed use of a Personal Sponsor logo or branding is appropriate, please provide the following details:

Name of Personal Sponsor:

Website address of sponsor:

Copy of logo or image to be used. If more than one logo or image is proposed, please provide copies of all:

For each proposed use of the logo or image, please confirm size and location (for example: 10cm x 8cm, Side of Competition Singlet)

.....
.....
.....
.....

Remuneration Threshold has been met and evidence sighted by the NPD (Olympic Disciplines) or SOM (Non-Olympic Disciplines)

Approval granted by:

Signature:

Name:

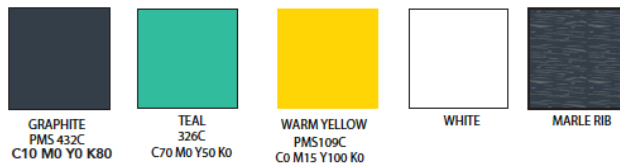
Date:

SCHEDULE B: COMPULSORY UNIFORM GARMENTS DESIGN AND COLOUR

Junior / U23 / Senior World Championship Teams:

Podium Tracksuit Top and Bottom

Podium / Travel Polo Shirt (unique to each event and year and including Coat of Arms)



Underage Development Teams / Squads and Masters Teams:

Hoody Jumper (Underage Development Teams only. Masters Team Optional.)

Podium / Travel Polo Shirt (unique to each event and year)



SCHEDULE C: CANOE SPRINT AND PARACANOE UNIFORM AND BRANDING GUIDELINE

The following guidelines apply specifically to the Disciplines of Canoe Sprint and Paracanoe:

COMPETITION GARMENTS – CANOE SPRINT AND PARACANOE

Canoe Sprint and Paracanoe Athletes selected in the respective National Teams will be provided with the following competition garments:

Senior Team

2 x Competition Singlets and/or
Competition Rashie
Paddle Shorts
Base Layer

Junior & U23 Team

1 x Competition Singlet and/
or Competition Rashie
Paddle Shorts
Base Layer

Underage/Masters Teams

1 x Competition Singlet
and/ or Competition Rashie

DESIGNATED SPACE FOR INDIVIDUAL SPONSORSHIP - APPAREL

The following Team Uniform garments are the only garments Personal Sponsor logos may be applied in Canoe Sprint and Paracanoe:

- Competition Singlet and/ or Competition Rashie
- Paddle Shorts
- Polo Shirt (except the compulsory Podium Polo Shirt)
- Hoody/Jumper* (if applicable).
- Rain Jacket (Senior Team only)

**not to be applied on the compulsory hoody/jumper supplied with the Underage/Masters Teams.*

Provided an Athlete can meet a Personal Sponsor Remuneration Threshold (see below) an Athlete competing for PA will be able to display up to four (4) permanently applied logos of non-conflicting Personal Sponsors on any single garment. A maximum of two (2) personal sponsor logos only are permitted on the front of any garment.

Dimensions:

The maximum dimensions include:

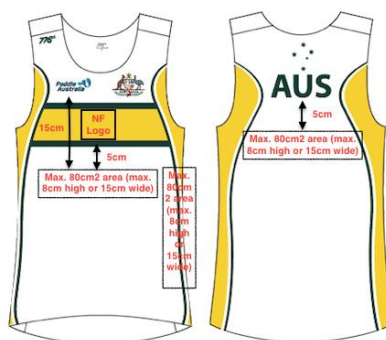
Any Personal Sponsor logo must not exceed 80cm² in area as well as 8cm in height or 15cm in width (front and rear), or 15cm in height or 8cm in width (side). There must be adequate spacing (min. 2cm) around each logo.

Specific Logo Placement on Competition Singlet:

Logos must be positioned as follows:

Front: positioned a minimum of 15cm below the bottom of the PA, AIS or Coat of Arms logos (whichever is the lowest logo), and or, 5cm below the bottom of any National Team Sponsor (positioned in the Centre of the Chest).

Back: positioned a minimum of 5cm below the AUS logo.



Specific Logo Placement on Other Team Uniform Apparel:

Once approved these same Personal Sponsor logos can also be applied to the Team Uniform polo shirt or hoody/jumper on the upper left sleeve or rain jacket on the upper right sleeve (maximum 2 logos) which is currently blank or on the right collar of the team polo or front of hoody top (maximum 1 logo).

Athletes who are granted approval to wear alternate specialised Uniform /equipment items, as outlined in Clause 9 of this Policy, must ensure the color and design is similar to the color and design of the garments provided by PA and must have no large manufacture logos/designs.

Any Personal Sponsor logo on these garments must not exceed 40cm² in area as well as 8cm in height or 8cm in width. There must be adequate spacing (min. 2cm) around each logo.

An Athlete may also place a Personal Sponsor logo on the Team Uniform hat, or wear a Personal Sponsor branded hat, subject to meeting a Personal Sponsor remuneration threshold (as per below).



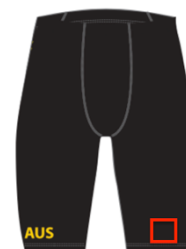
Hoody



Rain Jacket



Polo Shirt.



Paddle Short

PERSONAL SPONSORSHIP REMUNERATION THRESHOLDS

To ensure the National Team Uniform or Boats are not undervalued, there is a need for Athletes to provide evidence that they receive the following cash amount(s) for each of the logo locations and have been granted approval from the NPD for Olympic/Paralympic disciplines:

- 1/ Front of Competition Singlet/Garment and/or Hat: > \$5,000 for each Personal Sponsor
- 2/ Back or Side (including on non-Competition Team Uniform apparel): > \$2,500 for each Personal Sponsor
- 3/ PA supplied K1/C1 Boat: > \$5,000 for each Personal Sponsor

Once approval is granted it is the Athlete’s responsibility and cost to have any logos put onto their garments/boats. If the size or positioning of the logos are incorrect, the Athlete will be responsible for purchasing new team garments.

PERSONAL SPONSORSHIP OPPORTUNITIES – INDIVIDUAL BOATS

ICF Identification Stickers:

Guidelines are provided by the ICF on the size and positioning of Athlete Name and Country Code Stickers.

The Athletes name sticker must be applied on all boats for ICF Canoe Sprint and Paracanoe Competitions. For crafts to be presented in a standard manner, the name stickers must be positioned at the same point on every boat.

The country code sticker will also be applied on all boats at the same place for each ICF Canoe Sprint Competition.

PA will supply all Athletes with correct name stickers and country stickers to be applied to all individual and team boats. It is the Athletes responsibility to ensure these are applied correctly before the start of each competition.

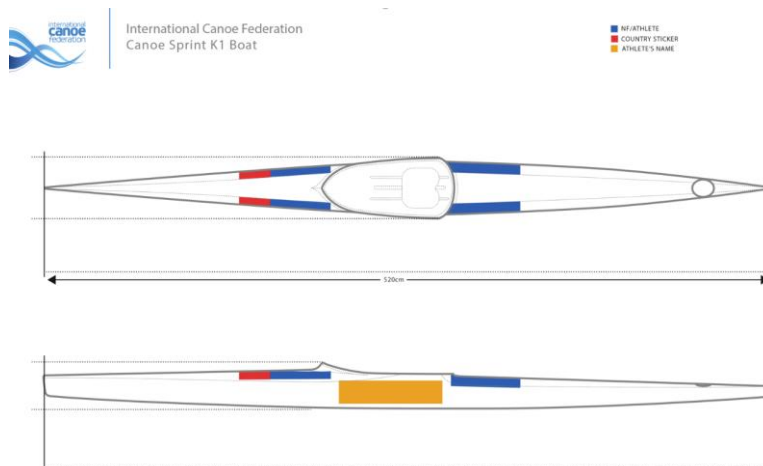
NF / Athlete Sponsor Stickers:

A space for an ICF Sponsor is reserved at the back of the boats. According to ICF guidelines, if no information is given from the ICF, the NF/Athlete can use this space for their own sponsor subject to completing the approval process in schedule A.

As per the ICF guidelines you will see on the below picture the space at the back of the boat, color coded in blue is the area allotted for sponsorship logos. The logo on each side must be the same so that the boat is symmetrical.

Some of the NF/Athlete allocated space may be utilised for PA, AIS and SIS/SAS logo placements, as principal funding partners of the national programs. This particularly relates to boats/equipment that is purchased by PA. The intention is to allocate some of the space behind the cockpit for these logos, allowing space in front of the cockpit for personal logos. No personal logos will be permitted on team boats.

Canoe Sprint



SCHEDULE D: CANOE SLALOM UNIFORM AND BRANDING GUIDELINE

The following guidelines apply specifically to the Discipline of Canoe Slalom:

COMPETITION GARMENTS – CANOE SLALOM

Canoe Slalom Athletes selected in the respective National Teams will be provided with the following competition garments:

Senior Team	Junior & U23 Team	Underage/Masters Teams
Cag/Spray Deck	Cag/Spray Deck	1 x Competition Singlet
Helmet	1 x Competition Singlet and/or	and/ or Competition Rashie
2 x Competition Singlets and/or	Competition Rashie	
Competition Rashie	Paddle Shorts	
Paddle Shorts	Base Layer	
Base Layer		

DESIGNATED SPACE FOR INDIVIDUAL SPONSORSHIP - APPAREL

The following Team Uniform garments are the only garments Personal Sponsor logos may be applied in Canoe Slalom:

- Competition Singlet and/ or Competition Rashie
- Paddle Shorts
- Polo Shirt (except the compulsory Podium Polo Shirt)
- Hoody/Jumper* (if applicable).
- Rain Jacket (Senior Team only)

**not to be applied on the compulsory hoody/jumper supplied with the Underage/Masters Teams*

Providing an Athlete can meet a Personal Sponsor Remuneration Threshold (see below) an Athlete competing for PA will be able to display up to four (4) permanently applied logos of non-conflicting Personal Sponsors on any single garment. A maximum of two (2) personal sponsor logos only are permitted on the front of any garment.

Dimensions:

The maximum dimensions include:

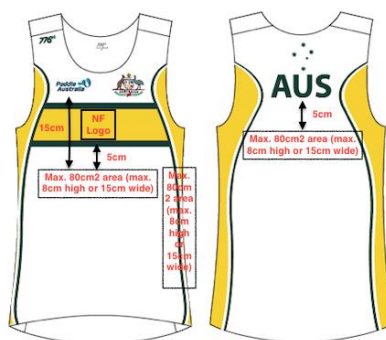
Any Personal Sponsor logo must not exceed 80cm² in area as well as 8cm in height or 15cm in width (front and rear), or 15cm in height or 8cm in width (side). There must be adequate spacing (min. 2cm) around each logo.

Specific Logo Placement on Competition Singlet:

Logos must be positioned as follows:

Front: positioned a minimum of 15cm below the bottom of the PA, AIS or Coat of Arms logos (whichever is the lowest logo), and or, 5cm below the bottom of any National Team Sponsor (positioned in the Centre of the Chest).

Back: positioned a minimum of 5cm below the AUS logo.



Specific Logo Placement on Team Uniform Apparel:

Once approved these same Personal Sponsor logos can also be applied to the Team Uniform polo shirt or hoody/jumper on the upper left sleeve or rain jacket on the upper right sleeve (maximum 2 logos) which is currently blank or on the right collar of the team polo or front of hoody top (maximum 1 logo).

Athletes who are granted approval to wear alternate specialised Uniform /equipment items, as outlined in Clause 9 of this Policy, must ensure the color and design is similar to the color and design of the garments provided by PA and must have no large manufacture logos/design.

Any Personal Sponsor logo on these garments must not exceed 40cm² in area as well as 8cm in height or 8cm in width. There must be adequate spacing (min. 2cm) around each logo.

An Athlete may also place a Personal Sponsor logo on the Team Uniform hat, or wear a Personal Sponsor branded hat, subject to meeting a Personal Sponsor remuneration threshold (as per below).



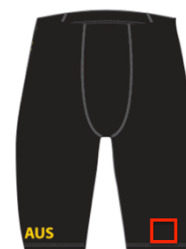
Hoody



Rain Jacket



Polo Shirt



Paddle Short

PERSONAL SPONSORSHIP REMUNERATION THRESHOLDS

To ensure the National Team Uniform or Boats are not undervalued, there is a need for Athletes to provide evidence that they receive the following cash amount(s) for each of the logo locations and have been granted approval from the NPD for Olympic/Paralympic disciplines:

- 1/ Front of Competition Singlet/Garment and/or Hat: > \$5,000 for each Personal Sponsor
- 2/ Back or Side (including on non-Competition Team Uniform apparel): > \$2,500 for each Personal Sponsor
- 3/ PA supplied K1/C1 Boat: > \$5,000 for each Personal Sponsor

Once approval is granted it is the Athlete's responsibility and cost to have any logos put onto their garments/boats. If the size or positioning of the logos are incorrect, the Athlete will be responsible for purchasing new team garments.

PERSONAL SPONSORSHIP OPPORTUNITIES – INDIVIDUAL BOATS

ICF Identification Stickers:

Guidelines are provided by the ICF on the size and positioning of Athlete Name and Country Code Stickers.

The Athletes name sticker must be applied on all boats for ICF Canoe Slalom Competitions (level 1-2). For crafts to be presented in a standard manner, the name stickers must be positioned at the same point on every boat.

The country code sticker will also be applied on all boats at the same place for each ICF Canoe Slalom Competition.

PA will supply all Athletes with correct name stickers and country stickers to be applied to all individual and team boats. It is the Athletes responsibility to ensure these are applied correctly before the start of each competition.

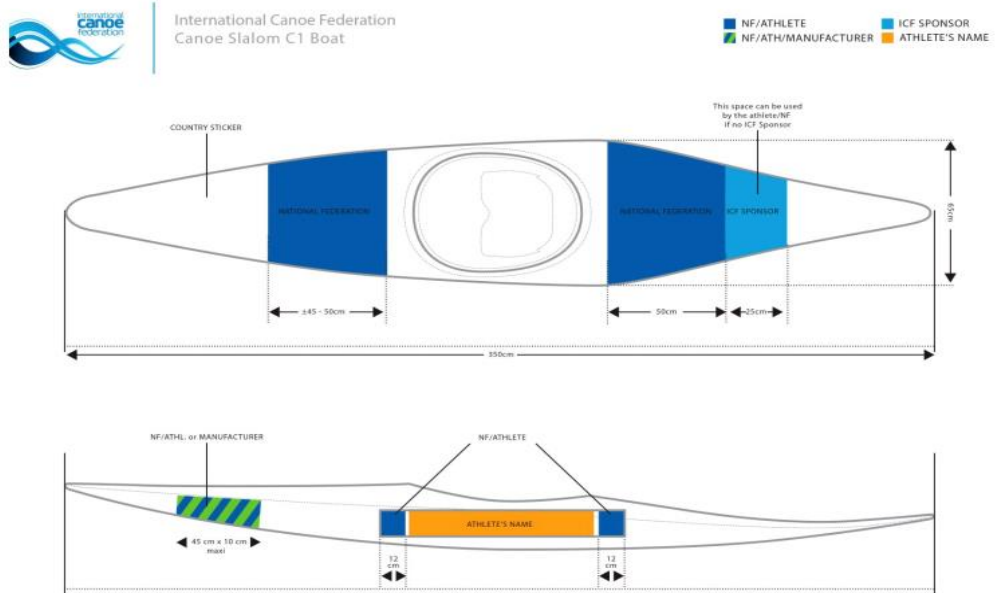
NF / Athlete Sponsor Stickers:

A space for an ICF Sponsor is reserved at the back of the boats. According to ICF guidelines, if no information is given from the ICF, the NF/Athlete can use this space for their own sponsor subject to completing the approval process in schedule A.

Some of the NF/Athlete allocated space is to be utilised for PA, AIS and SIS/SAS logo placements, as principal funding partners of the national programs. The intention is to allocate some of the space behind the cockpit for these logos, allowing space in front of the cockpit for personal logos.

Canoe Slalom – Canoe & Kayak

Canoe:



SCHEDULE E: CANOE FREESTYLE UNIFORM AND BRANDING GUIDELINE

The following guidelines apply specifically to the Discipline of Canoe Freestyle:

COMPETITION GARMENTS – CANOE FREESTYLE

Canoe Freestyle Athletes selected in the respective National Teams will be able to purchase the following garments from identified PA uniform provider:

- Competition Singlet and/ or Competition Rashie
- Paddle Shorts
- Podium Tracksuit Top and Bottom
- Podium/ Travel Polo Shirt

Canoe Freestyle Athletes selected in the respective Underage Development Teams and Squads and master's Teams will be able to purchase the following garments from the identified PA uniform provider:

- Competition Singlet and/ or Competition Rashie
- Competition Polo Shirt
- Hoodie

DESIGNATED SPACE FOR INDIVIDUAL SPONSORSHIP - APPAREL

The following Team Uniform garments are the only garments upon which Personal Sponsor logos may be applied in Canoe Freestyle:

- Competition Singlet and/ or Competition Rashie
- Paddle Shorts
- Polo Shirt (except the compulsory Podium Polo/ Travel Shirt)

Provided an Athlete can meet a Personal Sponsor Remuneration Threshold (see below) an Athlete competing for PA will be able to display up to four (4) permanently applied logos of non-conflicting Personal Sponsors on any single garment.

Dimensions:

The maximum dimensions include:

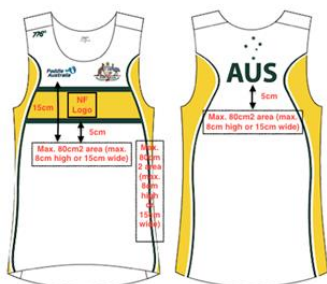
Any Personal Sponsor logo must not exceed 80cm² in area as well as 8cm in height or 15cm in width (front and rear), or 15cm in height or 8cm in width (side). There must be adequate spacing (min. 2cm) around each logo.

Specific Logo Placement on Competition Singlet / Competition Rashie

Logos must be positioned as follows:

Sleeve: positioned on the upper left or right sleeve (maximum 2 logos).

Back: positioned a minimum of 5cm below the AUS logo.



Specific Logo Placement on Competition Paddle Shorts

Shorts: positioned on the bottom left-hand corner of the front of the shorts (maximum 2 logos).



Specific Logo Placement on Other Team Uniform Apparel:

Logos must be positioned as follows:

Sleeve: positioned on the upper left or right sleeve (maximum 2 logos).

Back: positioned a minimum of 5cm below the AUS logo.

Hood: positioned in the center of the hood directly above the stitching



PERSONAL SPONSORSHIP REMUNERATION THRESHOLDS

To ensure the National Team Uniform is not undervalued, there is a need for Athletes to provide evidence that they receive the following cash amount(s) for each of the logo locations and have been granted approval from the SOM for Non-Olympic disciplines:

- | | |
|--------------------------|--------------------------------------|
| 1/ Sleeve/ Back / Hoodie | > \$2,500 for each Personal Sponsor |
| 2/ Paddle Shorts | > \$1, 500 for each Personal Sponsor |

Once approval is granted it is the Athlete's responsibility and cost to have any logos put onto their garments/boats. If the size or positioning of the logos are incorrect, the Athlete will be responsible for purchasing new team garments.

PERSONAL SPONSORSHIP OPPORTUNITIES – INDIVIDUAL BOATS

ICF Identification Stickers:

Guidelines are provided by the ICF on the size and positioning of Athlete Name and Country Code Stickers.

The Athletes name sticker must be applied on all boats for ICF Canoe Freestyle Competitions (level 1-2). For crafts to be presented in a standard manner, the name stickers must be positioned at the same point on every boat.

NF / Athlete Sponsor Stickers:

A space for an ICF Sponsor is reserved at the back of the boats. According to ICF guidelines, if no information is given from the ICF, the NF/Athlete can use this space for their own sponsor subject to completing the approval process in schedule A.

All advertising materials used should be placed in such a way that they do not interfere with athletes' identification and do not affect the outcome of the race.

SCHEDULE E: CANOE MARATHON UNIFORM AND BRANDING GUIDELINE

The following guidelines apply specifically to the Discipline of Canoe Marathon:

COMPETITION GARMENTS – CANOE MARATHON

Canoe Marathon Athletes selected in the respective National Teams will be able to purchase the following garments from identified PA uniform provider:

- Competition Singlet and/ or Competition Rashie
- Paddle Shorts
- Podium Tracksuit Top and Bottom
- Podium/ Travel Polo Shirt

Canoe Marathon Athletes selected in the respective Underage Development Teams and Squads and Masters Teams will be able to purchase the following garments from the identified PA uniform provider:

- Competition Singlet and/ or Competition Rashie
- Competition Polo Shirt

DESIGNATED SPACE FOR INDIVIDUAL SPONSORSHIP - APPAREL

The following Team Uniform garments are the only garments upon which Personal Sponsor logos may be applied in Canoe Marathon:

- Competition Singlet and/ or Competition Rashie
- Paddle Shorts
- Competition Base layer
- Polo Shirt (except the compulsory Podium Polo/ Travel Shirt)

Provided an Athlete can meet a Personal Sponsor Remuneration Threshold (see below) an Athlete competing for PA will be able to display up to four (4) permanently applied logos of non-conflicting Personal Sponsors on any single garment.

Dimensions:

The maximum dimensions include:

Any Personal Sponsor logo must not exceed 80cm² in area as well as 8cm in height or 15cm in width (front and rear), or 15cm in height or 8cm in width (side). There must be adequate spacing (min. 2cm) around each logo.

Specific Logo Placement on Competition Singlet / Competition Rashie

Logos must be positioned as follows:

Sleeve: positioned on the upper left or right sleeve (maximum 2 logos).

Back: positioned a minimum of 5cm below the AUS logo.



Specific Logo Placement on Competition Paddle Shorts

Shorts: positioned on the bottom left-hand corner of the front of the shorts (maximum 2 logos).



Specific Logo Placement on Other Team Uniform Apparel:

Logos must be positioned as follows:

Sleeve: positioned on the upper left or right sleeve (maximum 2 logos).

Back: positioned a minimum of 5cm below the AUS logo.

Hood: positioned in the center of the hood directly above the stitching



PERSONAL SPONSORSHIP REMUNERATION THRESHOLDS

To ensure the National Team Uniform is not undervalued, there is a need for Athletes to provide evidence that they receive the following cash amount(s) for each of the logo locations and have been granted approval from the SOM for Non-Olympic disciplines:

- | | |
|--------------------------|--------------------------------------|
| 1/ Sleeve/ Back / Hoodie | > \$2,500 for each Personal Sponsor |
| 2/ Paddle Shorts | > \$1, 500 for each Personal Sponsor |

Once approval is granted it is the Athlete's responsibility and cost to have any logos put onto their garments/boats. If the size or positioning of the logos are incorrect, the Athlete will be responsible for purchasing new team garments.

PERSONAL SPONSORSHIP OPPORTUNITIES – INDIVIDUAL BOATS

ICF Identification Stickers:

Guidelines are provided by the ICF on the size and positioning of Athlete Name and Country Code Stickers.

The Athletes name sticker must be applied on all boats for ICF Canoe Marathon Competitions (level 1-2). For crafts to be presented in a standard manner, the name stickers must be positioned at the same point on every boat.

NF / Athlete Sponsor Stickers:

A space for an ICF Sponsor is reserved at the back of the boats. According to ICF guidelines, if no information is given from the ICF, the NF/Athlete can use this space for their own sponsor subject to completing the approval process in schedule A.

All advertising materials used should be placed in such a way that they do not interfere with athletes' identification and do not affect the outcome of the race.

SCHEDULE E: CANOE POLO UNIFORM AND BRANDING GUIDELINE

The following guidelines apply specifically to the Discipline of Canoe Polo:

COMPETITION GARMENTS – CANOE POLO

Canoe Polo Athletes selected in the respective National Teams will be able to purchase the following garments from identified PA uniform provider:

- Competition Singlet and/ or Competition Rashie
- Paddle Shorts
- Podium Tracksuit Top and Bottom
- Podium Polo/ Travel Shirt

Canoe Polo Athletes selected in the respective Underage Development Teams and Squads and master's Teams will be able to purchase the following garments from the identified PA uniform provider:

- Competition Singlet and/ or Competition Rashie
- Competition Polo Shirt
- Hoodie

DESIGNATED SPACE FOR INDIVIDUAL SPONSORSHIP - APPAREL

The following Team Uniform garments are the only garments upon which Personal Sponsor logos may be applied in Canoe Polo:

- Competition Singlet and/ or Competition Rashie
- Competition Base layer
- Paddle Shorts
- Polo Shirt (except the compulsory Podium Polo/ Travel Shirt)

Providing an Athlete can meet a Personal Sponsor Remuneration Threshold (see below) an Athlete competing for PA will be able to display up to four (4) permanently applied logos of non-conflicting Personal Sponsors on any single garment.

Dimensions:

The maximum dimensions include:

Any Personal Sponsor logo must not exceed 80cm² in area as well as 8cm in height or 15cm in width (front and rear), or 15cm in height or 8cm in width (side). There must be adequate spacing (min. 2cm) around each logo.

Specific Logo Placement on Competition Singlet / Competition Rashie

Logos must be positioned as follows:

Sleeve: positioned on the upper left or right sleeve (maximum 2 logos).

Back: positioned a minimum of 5cm below the AUS logo.



Specific Logo Placement on Competition Paddle Shorts

Shorts: positioned on the bottom left-hand corner of the front of the shorts (maximum 2 logos).



Specific Logo Placement on Other Team Uniform Apparel:

Logos must be positioned as follows:

Sleeve: positioned on the upper left or right sleeve (maximum 2 logos).

Back: positioned a minimum of 5cm below the AUS logo.

Hood: positioned in the center of the hood directly above the stitching



PERSONAL SPONSORSHIP REMUNERATION THRESHOLDS

To ensure the National Team Uniform is not undervalued, there is a need for Athletes to provide evidence that they receive the following cash amount(s) for each of the logo locations and have been granted approval from the SOM for Non-Olympic disciplines:

- | | |
|--------------------------|--------------------------------------|
| 1/ Sleeve/ Back / Hoodie | > \$2,500 for each Personal Sponsor |
| 2/ Paddle Shorts | > \$1, 500 for each Personal Sponsor |

Once approval is granted it is the Athlete's responsibility and cost to have any logos put onto their garments/boats. If the size or positioning of the logos are incorrect, the Athlete will be responsible for purchasing new team garments.

PERSONAL SPONSORSHIP OPPORTUNITIES – INDIVIDUAL BOATS

ICF Identification Stickers:

Guidelines are provided by the ICF on the size and positioning of Athlete Name and Country Code Stickers.

The Athletes name sticker must be applied on all boats for ICF Canoe Polo Competitions (level 1-2). For the crafts to be presented in a standard manner, the name stickers must be positioned at the same point on every boat.

NF / Athlete Sponsor Stickers:

A space for an ICF Sponsor is reserved at the back of the boats. According to ICF guidelines, if no information is given from the ICF, the NF/Athlete can use this space for their own sponsor subject to completing the approval process in schedule A.

All advertising materials used should be placed in such a way that they do not interfere with athletes' identification and do not affect the outcome of the race.

SCHEDULE E: CANOE WILDWATER UNIFORM AND BRANDING GUIDELINE

The following guidelines apply specifically to the Discipline of Canoe Wildwater:

COMPETITION GARMENTS – CANOE WILDWATER

Canoe Wildwater Athletes selected in the respective National Teams will be able to purchase the following garments from identified PA uniform provider:

- Competition Singlet and/ or Competition Rashie
- Paddle Shorts
- Podium Tracksuit Top and Bottom
- Podium Polo/ Travel Shirt

Canoe Wildwater Athletes selected in the respective Underage Development Teams and Squads and masters Teams will be able to purchase the following garments from the identified PA uniform provider:

- Competition Singlet and/ or Competition Rashie
- Competition Polo Shirt

DESIGNATED SPACE FOR INDIVIDUAL SPONSORSHIP - APPAREL

The following Team Uniform garments are the only garments upon which Personal Sponsor logos may be applied in Canoe Wildwater:

- Competition Singlet and/ or Competition Rashie
- Competition Base layer
- Paddle Shorts
- Polo Shirt (except the compulsory Podium Polo/ Travel Shirt)

**Not to be applied on the compulsory hoody/jumper for the Underage/Masters Teams*

Providing an Athlete can meet a Personal Sponsor Remuneration Threshold (see below) an Athlete competing for PA will be able to display up to four (4) permanently applied logos of non-conflicting Personal Sponsors on any single garment.

Dimensions:

The maximum dimensions include:

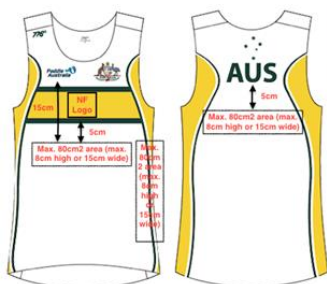
Any Personal Sponsor logo must not exceed 80cm² in area as well as 8cm in height or 15cm in width (front and rear), or 15cm in height or 8cm in width (side). There must be adequate spacing (min. 2cm) around each logo.

Specific Logo Placement on Competition Singlet / Competition Rashie

Logos must be positioned as follows:

Sleeve: positioned on the upper left or right sleeve (maximum 2 logos).

Back: positioned a minimum of 5cm below the AUS logo.



Specific Logo Placement on Competition Paddle Shorts

Shorts: positioned on the bottom left-hand corner of the front of the shorts (maximum 2 logos).



Specific Logo Placement on Other Team Uniform Apparel:

Logos must be positioned as follows:

Sleeve: positioned on the upper left or right sleeve (maximum 2 logos).

Back: positioned a minimum of 5cm below the AUS logo.

Hood: positioned in the center of the hood directly above the stitching



PERSONAL SPONSORSHIP REMUNERATION THRESHOLDS

To ensure the National Team Uniform is not undervalued, there is a need for Athletes to provide evidence that they receive the following cash amount(s) for each of the logo locations and have been granted approval from the SOM for Non-Olympic disciplines:

- | | |
|--------------------------|--------------------------------------|
| 1/ Sleeve/ Back / Hoodie | > \$2,500 for each Personal Sponsor |
| 2/ Paddle Shorts | > \$1, 500 for each Personal Sponsor |

Once approval is granted it is the Athlete's responsibility and cost to have any logos put onto their garments/boats. If the size or positioning of the logos are incorrect, the Athlete will be responsible for purchasing new team garments.

PERSONAL SPONSORSHIP OPPORTUNITIES – INDIVIDUAL BOATS

ICF Identification Stickers:

Guidelines are provided by the ICF on the size and positioning of Athlete Name and Country Code Stickers.

The Athletes name sticker must be applied on all boats for ICF Canoe Wildwater Competitions (level 1-2). For crafts to be presented in a standard manner, the name stickers must be positioned at the same point on every boat.

NF / Athlete Sponsor Stickers:

A space for an ICF Sponsor is reserved at the back of the boats. According to ICF guidelines, if no information is given from the ICF, the NF/Athlete can use this space for their own sponsor subject to completing the approval process in schedule A.

All advertising materials used should be placed in such a way that they do not interfere with athletes' identification and do not affect the outcome of the race.

SCHEDULE E: CANOE OCEAN RACING UNIFORM AND BRANDING GUIDELINE

The following guidelines apply specifically to the Discipline of Canoe Ocean Racing:

COMPETITION GARMENTS – CANOE OCEAN RACING

Canoe Ocean Racing Athletes selected in the respective National Teams will be able to purchase the following garments from identified PA uniform provider:

- Competition Singlet and/ or Competition Rashie
- Paddle Shorts
- Podium Tracksuit Top and Bottom
- Podium Polo/ Travel Shirt

Canoe Ocean Racing Athletes selected in the respective Underage Development Teams and Squads and master's Teams will be able to purchase the following garments from the identified PA uniform provider:

- Competition Singlet and/ or Competition Rashie
- Competition Polo Shirt

DESIGNATED SPACE FOR INDIVIDUAL SPONSORSHIP - APPAREL

The following Team Uniform garments are the only garments upon which Personal Sponsor logos may be applied in Canoe Ocean Racing:

- Competition Singlet and/ or Competition Rashie
- Paddle Shorts
- Polo Shirt (except the compulsory Podium Polo/ Travel Shirt)

Providing an Athlete can meet a Personal Sponsor Remuneration Threshold (see below) an Athlete competing for PA will be able to display up to four (4) permanently applied logos of non-conflicting Personal Sponsors on any single garment.

Dimensions:

The maximum dimensions include:

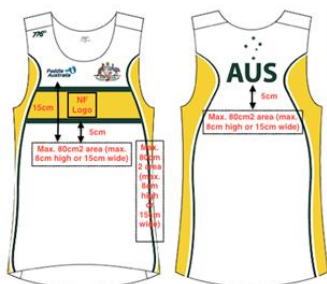
Any Personal Sponsor logo must not exceed 80cm² in area as well as 8cm in height or 15cm in width (front and rear), or 15cm in height or 8cm in width (side). There must be adequate spacing (min. 2cm) around each logo.

Specific Logo Placement on Competition Singlet / Competition Rashie

Logos must be positioned as follows:

Sleeve: positioned on the upper left or right sleeve (maximum 2 logos).

Back: positioned a minimum of 5cm below the AUS logo.



Specific Logo Placement on Competition Paddle Shorts

Shorts: positioned on the bottom left-hand corner of the front of the shorts (maximum 2 logos).



Specific Logo Placement on Other Team Uniform Apparel:

Logos must be positioned as follows:

Sleeve: positioned on the upper left or right sleeve (maximum 2 logos).

Back: positioned a minimum of 5cm below the AUS logo.

Hood: positioned in the center of the hood directly above the stitching



PERSONAL SPONSORSHIP REMUNERATION THRESHOLDS

To ensure the National Team Uniform is not undervalued, there is a need for Athletes to provide evidence that they receive the following cash amount(s) for each of the logo locations and have been granted approval from the SOM for Non-Olympic disciplines:

- | | |
|--------------------------|--------------------------------------|
| 1/ Sleeve/ Back / Hoodie | > \$2,500 for each Personal Sponsor |
| 2/ Paddle Shorts | > \$1, 500 for each Personal Sponsor |

Once approval is granted it is the Athlete's responsibility and cost to have any logos put onto their garments/boats. If the size or positioning of the logos are incorrect, the Athlete will be responsible for purchasing new team garments.

PERSONAL SPONSORSHIP OPPORTUNITIES – INDIVIDUAL BOATS

ICF Identification Stickers:

Guidelines are provided by the ICF on the size and positioning of Athlete Name and Country Code Stickers.

The Athletes name sticker must be applied on all boats for ICF Canoe Ocean Racing Competitions (level 1-2). For crafts to be presented in a standard manner, the name stickers must be positioned at the same point on every boat.

NF / Athlete Sponsor Stickers:

A space for an ICF Sponsor is reserved at the back of the boats. According to ICF guidelines, if no information is given from the ICF, the NF/Athlete can use this space for their own sponsor subject to completing the approval process in schedule A.

All advertising materials used should be placed in such a way that they do not interfere with athletes' identification and do not affect the outcome of the race.

SCHEDULE E: SUP UNIFORM AND BRANDING GUIDELINE

The following guidelines apply specifically to the Discipline of SUP:

COMPETITION GARMENTS – SUP

SUP Athletes selected in the respective National Teams will be able to purchase the following garments from identified PA uniform provider:

- Competition Singlet and/ or Competition Rashie
- Paddle Shorts/ Board Shorts
- Podium Tracksuit Top and Bottom
- Podium/ Travel Polo Shirt

SUP Athletes selected in the respective Underage Development Teams and Squads and master's Teams will be able to purchase the following garments from the identified PA uniform provider:

- Competition Singlet and/ or Competition Rashie
- Competition Polo Shirt

DESIGNATED SPACE FOR INDIVIDUAL SPONSORSHIP - APPAREL

The following Team Uniform garments are the only garments upon which Personal Sponsor logos may be applied in SUP:

- Competition Singlet and/ or Competition Rashie
- Paddle Shorts
- Polo Shirt (except the compulsory Podium Polo/ Travel Shirt)

Providing an Athlete can meet a Personal Sponsor Remuneration Threshold (see below) an Athlete competing for PA will be able to display up to four (4) permanently applied logos of non-conflicting Personal Sponsors on any single garment.

Dimensions:

The maximum dimensions include:

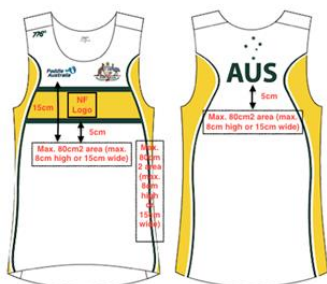
Any Personal Sponsor logo must not exceed 80cm² in area as well as 8cm in height or 15cm in width (front and rear), or 15cm in height or 8cm in width (side). There must be adequate spacing (min. 2cm) around each logo.

Specific Logo Placement on Competition Singlet / Competition Rashie

Logos must be positioned as follows:

Sleeve: positioned on the upper left or right sleeve (maximum 2 logos).

Back: positioned a minimum of 5cm below the AUS logo.



Specific Logo Placement on Competition Paddle Shorts

Shorts: positioned on the bottom left-hand corner of the front of the shorts (maximum 2 logos).



Specific Logo Placement on Other Team Uniform Apparel:

Logos must be positioned as follows:

Sleeve: positioned on the upper left or right sleeve (maximum 2 logos).

Back: positioned a minimum of 5cm below the AUS logo.

Hood: positioned in the center of the hood directly above the stitching



PERSONAL SPONSORSHIP REMUNERATION THRESHOLDS

To ensure the National Team Uniform is not undervalued, there is a need for Athletes to provide evidence that they receive the following cash amount(s) for each of the logo locations and have been granted approval from the SOM for Non-Olympic disciplines:

- | | |
|--------------------------|--------------------------------------|
| 1/ Sleeve/ Back / Hoodie | > \$2,500 for each Personal Sponsor |
| 2/ Paddle Shorts | > \$1, 500 for each Personal Sponsor |

Once approval is granted it is the Athlete's responsibility and cost to have any logos put onto their garments/boats. If the size or positioning of the logos are incorrect, the Athlete will be responsible for purchasing new team garments.

PERSONAL SPONSORSHIP OPPORTUNITIES – INDIVIDUAL BOATS

ICF Identification Stickers:

Guidelines are provided by the ICF on the size and positioning of Athlete Name and Country Code Stickers.

The Athletes name sticker must be applied on all boats for ICF SUP Competitions (level 1-2). For crafts to be presented in a standard manner, the name stickers must be positioned at the same point on every boat.

NF / Athlete Sponsor Stickers:

A space for an ICF Sponsor is reserved at the back of the boats. According to ICF guidelines, if no information is given from the ICF, the NF/Athlete can use this space for their own sponsor subject to completing the approval process in schedule A.

All advertising materials used should be placed in such a way that they do not interfere with athletes' identification and do not affect the outcome of the race.