



2021 ATHLETE ENGAGEMENT PROTOCOL

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INTRODUCTION



The Canadian Olympic Committee believes that (i) Team Canada athletes and their stories are at the heart of the Canadian Olympic Movement, (ii) Athlete engagements with Team Canada are anchored in shared Olympic values and are intended to forge a strong and long-term sense of belonging, and (iii) Athlete engagements with Team Canada should be mutually beneficial to the Athletes, Team Canada and stakeholders involved.

This 2021 Athlete Engagement Protocol (AEP) has been developed in line with the above principles and strive to ensure clarity, consistency and alignment for the various Team Canada Athlete Engagement requests managed by the COC.

The present document (the “Document”) outlines the process to be followed and terms applicable to Team Canada Athlete Engagements managed by the COC. Team Canada athletes, their agent/designated representatives, National Sport Organizations (“NSO”), COC Partners, COC functions and other relevant persons or entities shall be subject to the principles and processes set forth in the present Document, to the extent that they relate to the application of the 2021 AEP. The COC may amend this Document from time-to-time and is responsible for the interpretation of such document.

The remaining of this Document will be presented as follows:

- Section 1: How to place a request
- Section 2: Types of Engagements
- Section 3: Engagement applicable processes
- Section 4: Elements to consider

In addition to this Document, the COC is developing education sessions and holding various stakeholder touchpoints to ensure the AEP continuously evolves to serve the principles outlined above.

Any question regarding this Document, the AEP or specific Team Canada Athlete Engagement requests should be directed to the COC Athlete Marketing & Olympian Legacy team at: oly@olympic.ca



WHAT'S NEW IN 2021

The 2021 AEP includes several improvements informed by the collective input gathered in 2020 of Athletes & their representatives, NSOs, Partners and COC functions.

Here is a snapshot of the changes made to the 2021 AEP, which will be further detailed in this Document:

1. **TITLE CHANGE:** Previously known as the Athlete Appearance Guidelines (AAG), has now been titled Athlete Engagement Protocol (AEP)
2. **DOCUMENT FORMAT:** Previous guidelines text document was replaced by visual/graphic illustration with accompanying notes
3. **STANDARD DEFINITIONS:** Athlete Engagement Requests have been categorized into 4 Types; leading to applicable process
4. **DIMENSIONS:** Requests also categorized into 3 Dimensions that impact AEP process flow
5. **STEP-BY-STEP PROCESS:** 8 different step-by-step processes were developed to illustrate AEP by Type & Dimension
6. **INTAKE FORM:** Athlete Engagement Request intake form was updated with relevant information to maximize process efficiency
7. **NSO ALIGNMENT:** A 24h NSO performance consultation period has been introduced for Type 1-2-3 requests involving active athletes
8. **COMPENSATION:** Communication on compensation details limited to specific parties for specific Types of requests

In addition to the above improvements that relate to the AEP process implementation, COC's ongoing work also touches the following areas:

- Stakeholder Education strategy in relation to the AEP
- Compensation for Athlete Engagement
- Engagement requests waivers and standard document templates for applicable engagements
- Regular Communication & Relationship Management with AEP groups
- Process Efficiency & Future Innovation

Such elements are not expressly discussed in the present Document and subject to separate communication by the COC.

ATHLETE ENGAGEMENT BY PHASE

* Please note that no new Athlete Engagement Requests will be processed within a 24-hour window to the actual Engagement time.

Phase	Tasks	Timeline
Pre-Request Phase/Ongoing Activities	<ul style="list-style-type: none"> ● Ongoing athlete lists ● Research on demographics of the OLY ● Keeping up with athlete articles, interviews, and social channels 	Ongoing
Request Discovery Phase	<ul style="list-style-type: none"> ● Consultation with the applicable Project Team ● Preliminary Candidate(s) Research ● Confirming information on the OLY Request form is final (i.e. honorarium starting value, date, time, etc.) ● Exchange with the Project Team and the respective partner (if applicable) ● Applicable Process Decision based on Request Type/Dimension 	5-7 days
Initial Communication	<ul style="list-style-type: none"> ● NSO 24-hour consultation period; alignment opportunity to provide suggestions based on (i) scheduling (blackout), (ii) performance aspects, and (iii) team representation ● Request sent the Athlete, their NSO, and Agent when applicable ● Individual communication to the Athlete/Agent vis-a-vis partner compensation offering 	1-3 days
Negotiation Phase	<ul style="list-style-type: none"> ● Exchange and Negotiation between Athlete/Agent and the Client/Partner 	5-7 days
Confirmation Phase	<ul style="list-style-type: none"> ● Offer accepted by the parties; exchange on follow up details or next steps required ● Confirmation and proceeding of required documents, image waivers, bio/headshot required in relation to the Engagement ● Note to NSO confirming Athlete acceptance of the Engagement 	Immediately following confirmation
Engagement Prep Phase	<ul style="list-style-type: none"> ● Prep call with COC and/or Partner in advance, especially in the virtual world to ensure technology is functional ● Preparation and agreement on speaking points, scripting, Q&A ● Engagement details confirmed: attire, time/date/location/login 	7-14 days out from the Engagement
Post Engagement Phase	<ul style="list-style-type: none"> ● Note to Client/Partner for feedback ● Thank you note to Athlete ● Payment information collection with the Athlete (invoicing/check req.EFT) ● Internal Payment Process 	3-7 days after the event



SECTION 1

HOW TO PLACE A REQUEST

OLY REQUEST FORM

The Athlete Engagement process kicks off with the submission of the OLY Request Form by a COC project team or Corporate Partner:

<https://www.surveymonkey.ca/r/EngagementRequestForm>

The purpose of the OLY Request Form is to consolidate all information and prepare the ask for the Athlete(s). This includes major details like the date/time of the engagement, the role of the Athlete, the audience, and themes that the Athlete will be asked to speak to. We will also be looking to get an understanding of additional assets and permissions that may be needed (i.e. athlete bio, image usage, briefing calls, etc.).

Please include as much information as possible in such form as this will help in providing more relevant suggestions and expedite the entire process. You can expect a follow up within a week from submitting the Request Form to outline next steps.



OLY Engagement Request Form

* 1. Name:

First

Last

* 2. Email Address:

* 3. Team Canada Partner/Supplier:



SECTION 2

TYPES OF ENGAGEMENTS

TYPES OF ENGAGEMENT REQUESTS



HOW TO USE

Athlete Engagement Requests managed by the COC are categorized in 4 Types, which determine the applicable step-by-step process, the role of parties involved and the information they each may receive as part of the request process. The COC is responsible to determine, in its reasonable discretion, the applicable request Type based on the present categorization.

TYPE	TYPE 1	TYPE 2	TYPE 3	TYPE 4
DESCRIPTION	General COC/COF Requests (no COC Partner involvement)	Corporate COC/COF Requests (no COC Partner involvement)	COC Partner Request with primary purpose related to Team Canada program	COC Partner Request (all other types)
SUB DESCRIPTION	Digital/Editorial/Diversity, Equity & Inclusion/other requests from COC/COF promoting general COC operations	Promotion of specific COC/COF corporate or marketing message	3A: Initiative is a joint program of COC and COC Partner OR 3B: Initiative promotes Team Canada partnership AND is a one-off as strictly defined: <ul style="list-style-type: none"> - Duration: < 1 day - Image Use: athlete image use for purposes of promoting event only, restricted to week of event. - Social Media: athlete social requirements for purposes of promoting event only, restricted to week of event. - Other requirements: 1-2 hours of preparatory work before/after event 	COC may play a role of consultant for any type 4 requests and will help introduction if athlete is not represented
EXAMPLES	<ul style="list-style-type: none"> - Post on COC social platform promoting 1-year to Games milestone - Team Canada Media Summit appearance - Olympic Day school visit 	<ul style="list-style-type: none"> - Participation in COC/COF brand campaign - Participation in “We Are All Team Canada” marketing campaign - Advocacy for Core Funding - Advocacy for Bidding - Team Canada Champion Chats ‘Champion’ 	3A Examples: <ul style="list-style-type: none"> - Team Kit launch - Bursary programs - Team Send-Off / Celebration <i>*This listing could be exhaustive with understanding that additional programs can be added on consultation with stakeholders.</i> 3B Examples: <ul style="list-style-type: none"> - In person or virtual Partner panel promoting Team Canada partnership 	<ul style="list-style-type: none"> - Athlete endorsement - Partner campaign featuring athletes

ENGAGEMENT REQUEST DIMENSIONS



HOW TO USE

In addition to the Type of Request, the following Three Dimensions will also influence how specific Engagement Requests are being processed. The COC is responsible to determine, in its reasonable discretion, the applicable Dimension based on the present categorization.

	DIMENSIONS
ACTIVITY STATUS	Active Athletes versus Legacy Olympian
ATHLETE REPRESENTATION	An Athlete may at any time designate an authorized Agent or other Representative via the COC's Authorization of Representation Form. This Form includes the confirmation of the Agent/Designated Representative appointment and the communication options chosen by the athlete. The COC's Authorization of Representation Form is available upon request via oly@olympic.ca .
TARGETING	Request client is targeting specific Athlete(s) for the Engagement or Engagement is opened to a group of Athletes at large

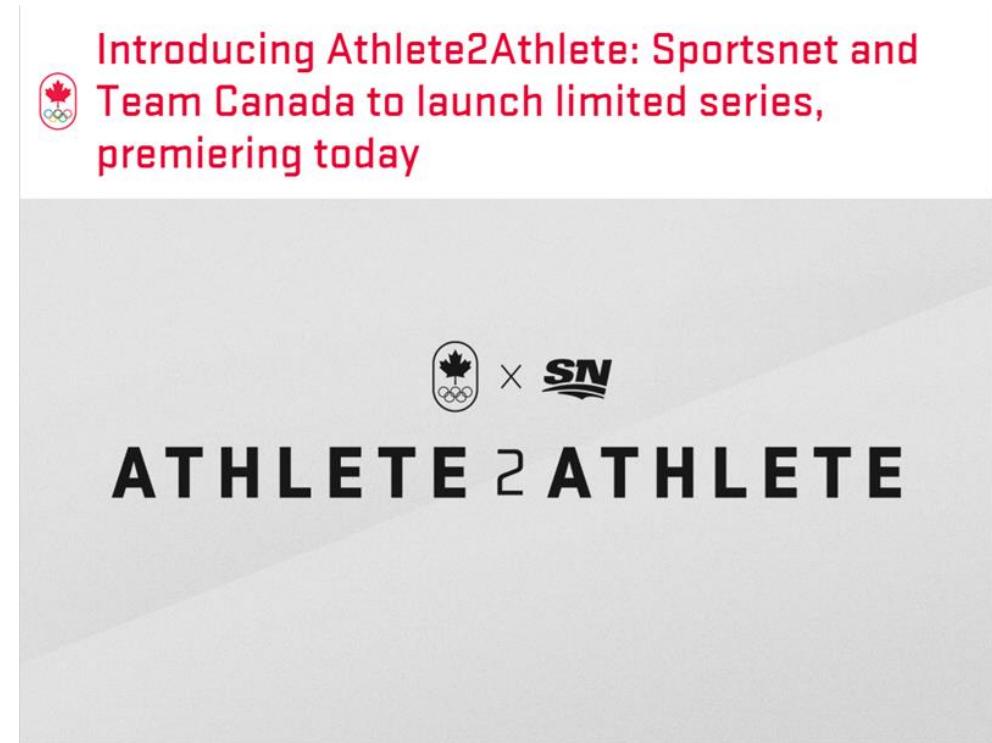


TYPE 1 REQUEST - EXAMPLES

Criteria: General COC/COF Requests (no COC Partner involvement) - Digital/Editorial/EDI/other requests from COC/COF promoting general COC operations.



Dimensions: Legacy Olympian, Non represented, Targeted



Dimensions: Both Active & Legacy Olympians, both represented and non represented, Targeted



TYPE 2 REQUEST - EXAMPLES

Criteria: Corporate COC/COF Requests (no COC Partner involvement) - Promotion of specific COC/COF corporate or marketing message.

Jennifer Abel – Ice in our Veins (Behind the scenes)



Dimensions: Active Olympian, Represented, Targeted

Team Canada Champion Chats to virtually connect students across Canada with Olympic and Paralympic athletes



Dimensions: Both Active & Legacy Olympians, both represented and not represented, Open Call to gauge interest



TYPE 3 REQUEST - EXAMPLES

Criteria: COC Partner Request with primary purpose related to Team Canada program - **3A:** Initiative is a joint program of COC and COC Partner or **3B:** Initiative promotes Team Canada partnership and is a one-off.

TYPE 3A

Team Canada and Hudson's Bay unveil Tokyo 2020 uniform kit



Dimensions: Active Athletes, Represented, Targeted

TYPE 3B

Five Olympic champions share personal challenges in panel presented by StorageVault Canada Inc.



Dimensions: Both Active Athletes & Legacy Olympians, both represented and non represented, Targeted

TYPES OF COMMUNICATIONS



HOW TO USE

The following table outlines elements of the communication process applicable to specific requests depending on the applicable Dimensions. The COC is responsible to determine, in its reasonable discretion, the applicable Communications flow based on the present categorization.

	Definitions	Communication for Active Athlete	Communication for Legacy (retired) Olympian
Targeted	Invitation to specific athlete(s) selected by a COC Partner, the COC/COF, an NSO or another requesting party.	<p>Type 1-2: NSO consulted 24h and than simultaneous notification to Athlete, the NSO and Athlete representatives when applicable with compensation included in first communication</p> <p>Type 3: NSO consulted 24h and than simultaneous notification to Athlete, the NSO and Athlete representatives when applicable with no compensation included in first communication</p>	Specific communication to Athlete and Athlete representative if applicable with the compensation included in the first email.
Open Call Invitations	General open invitation to all athletes across Canada or in a certain geographical location. Generally, no lengthy travel required to attend. Generally, multiple athletes are invited, and an appearance fee is occasionally offered. Examples include Olympic Day, attending a banquet, marching in Pride parades, non-COC charity events, etc.	Mass communication to all athletes via OLY Life or email. The communication is then shared with the NSOs and athlete representatives. If any active athlete shows interest in an open call invitation, the NSO and the athlete representatives are looped into any further communication with the athlete.	Mass communication to all athletes via OLY Life or email. The communication is then shared with the NSOs and athlete representatives. If any active athletes shows interest in an open call invitation, the NSO and the athlete representatives are looped into any further communication with the athlete.

TARGETED REQUEST

vs.

OPEN CALL INVITATION



Every Action Counts – Bell Let's Talk



Where are they now? Beckie Scott



Celebrate National Flag Day with Sport Canada

Each year, February 15 marks National Flag of Canada Day. The flag is the quintessential symbol of the pride that Canadians share with their athletes, and you wave it to celebrate your sporting achievements around the world. This is why the Department of Canadian Heritage invites you to join other Canadians from across the country for the first virtual Canadian flag relay, and in proudly showing that **we are the flag!**

Interested in participating? Submit a short video [here](#) showcasing your athletic achievements and the Canadian flag by **January 11, 2021** (see attached **guidelines and agreement**). A montage of selected videos will be unveiled online in February by the Department of Canadian Heritage and shared on social media with the hashtag #CanadianFlag.

#StayHomeON

If you live in Ontario, the Government of Ontario would love to have your support with their current campaign **#StayHomeON**. It is more critical than ever that Ontarians stay home, stay safe and save lives. Help us break the deadly trend of COVID-19 transmission in our communities, hospitals, long-term care homes, and workplaces by using your social media channels to spread the word to #StayHomeON to your community of fans and followers.

How you can help:

Make use of these key messages, hashtag and post on your social feeds to encourage Ontarians to stay home, stay safe and save lives.

- "Help stop the spread of COVID-19, staying home means saving lives. We're all in this together."
- "For our health care workers, our essential workers and our health care system, let's stay home and save lives."
- "Together we can stop the spread of COVID-19. Stay home, stay safe, save lives."
- Please use the #StayHomeON

Check out Rosie MacLennan's video [here](#).

Stay Home. Stay Safe. Save Lives.



SECTION 3

ENGAGEMENT PROCESS



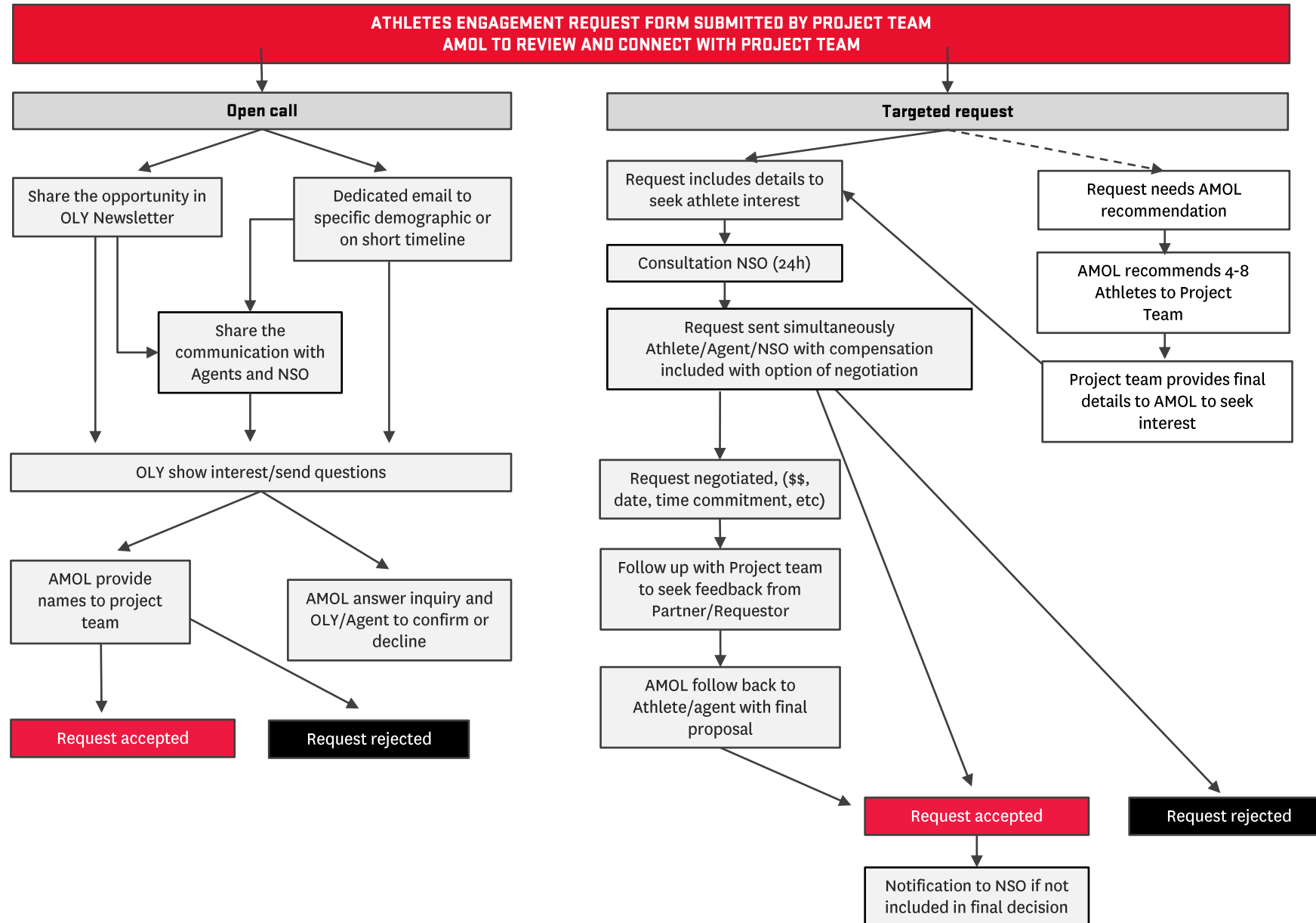
ENGAGEMENT PROCESS: HOW TO USE

This Section 3 illustrates the various steps comprising the Engagement Request Process per Type and Dimension.

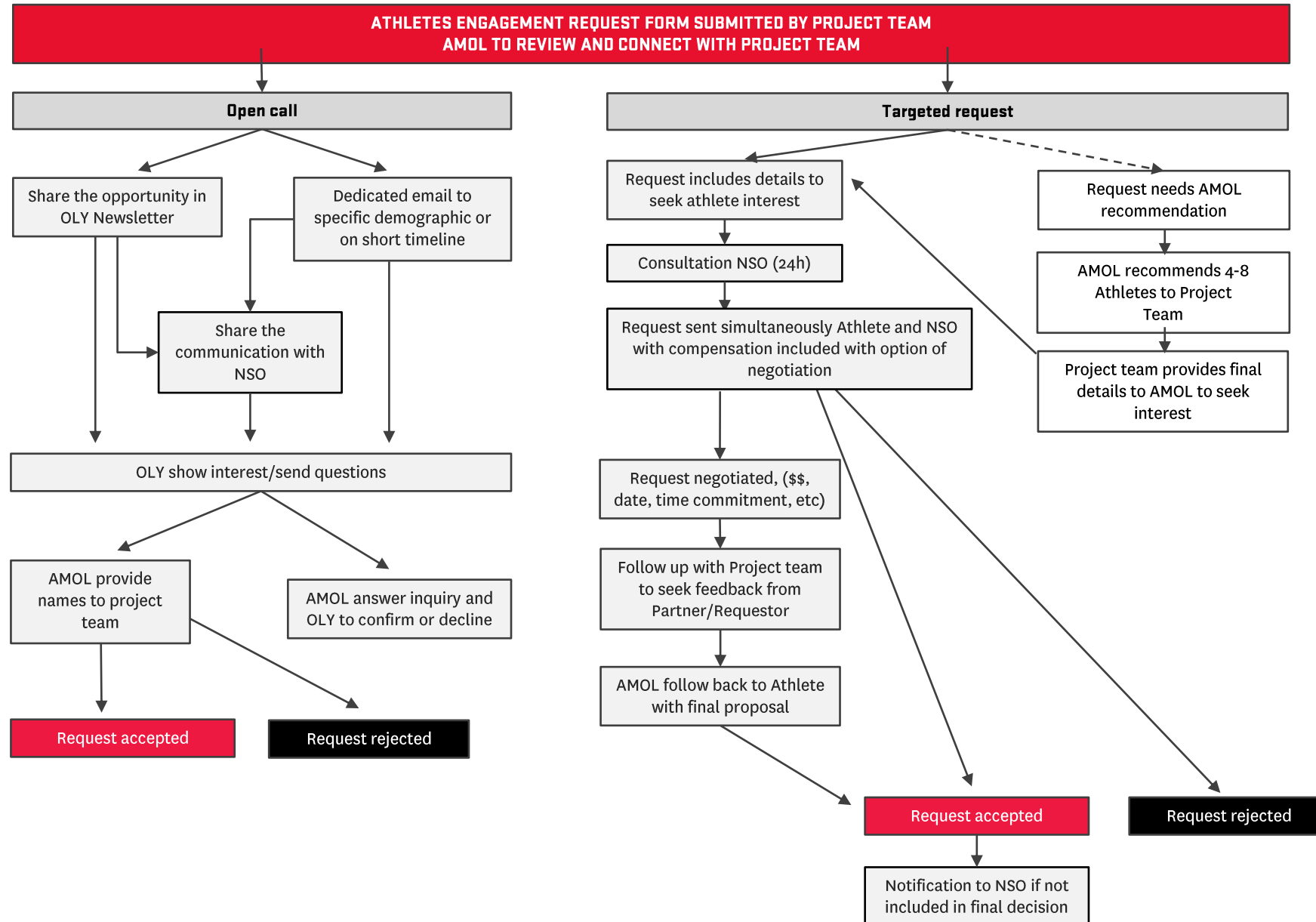
In order to identify the applicable process for any specific request, one needs to refer to the Types of Engagements and Dimensions outlined in Section 2 of this Document.

The COC is responsible to determine, in its reasonable discretion, the applicable process based on information received by the requesting client in the OLY Request Form.

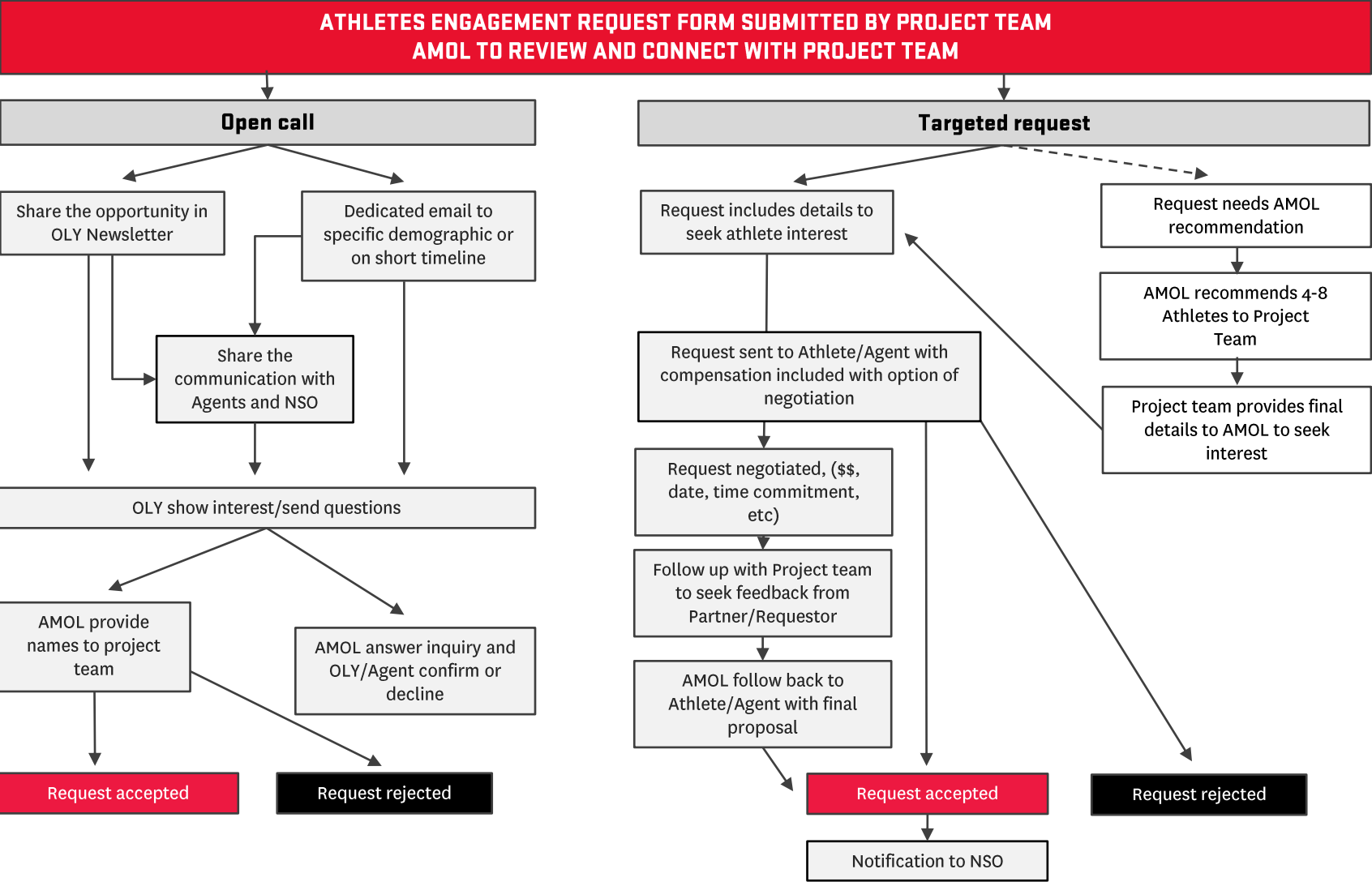
ACTIVE ATHLETE AND REPRESENTED TYPE 1-2



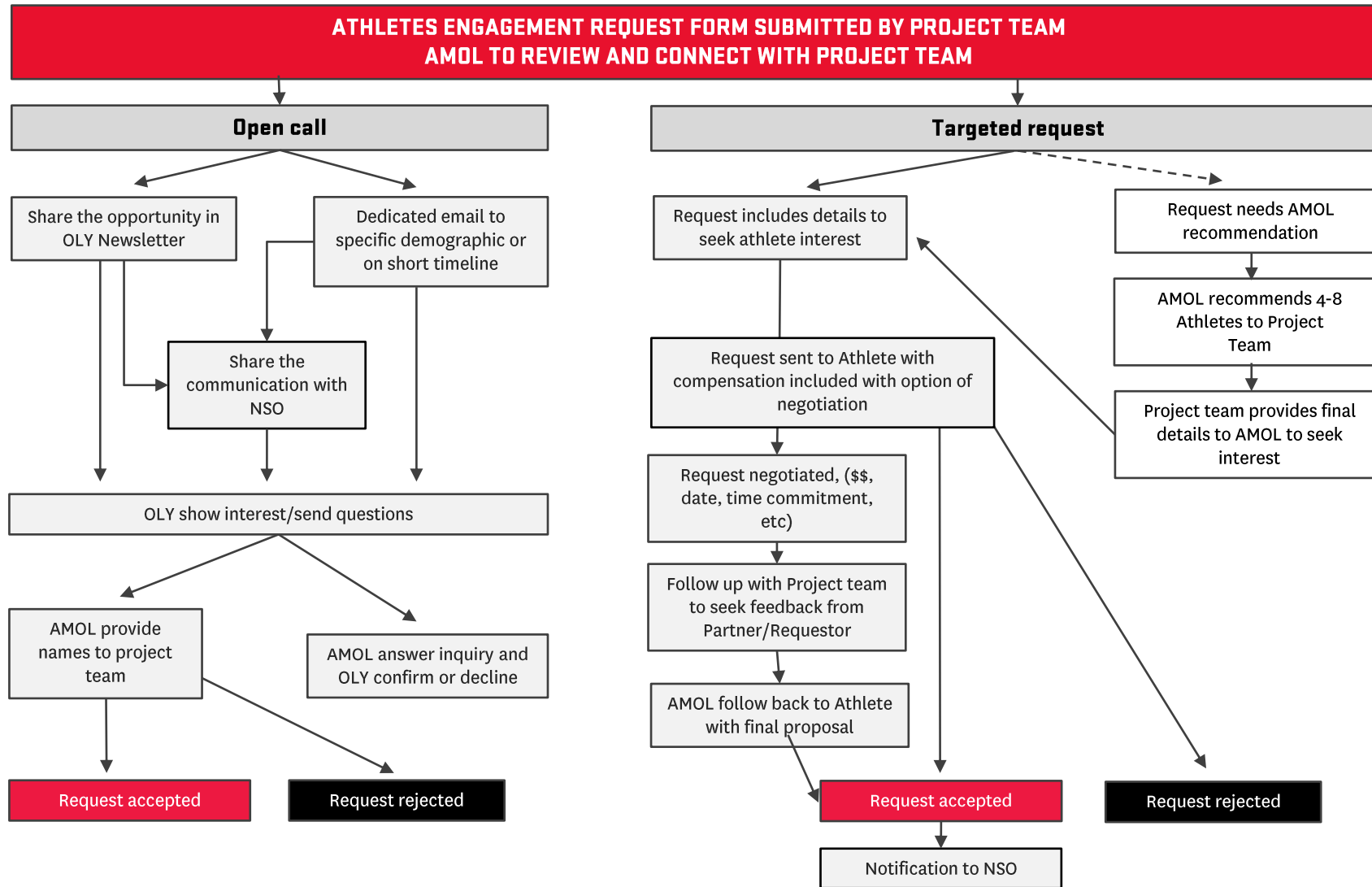
ACTIVE ATHLETE NOT REPRESENTED TYPE 1-2



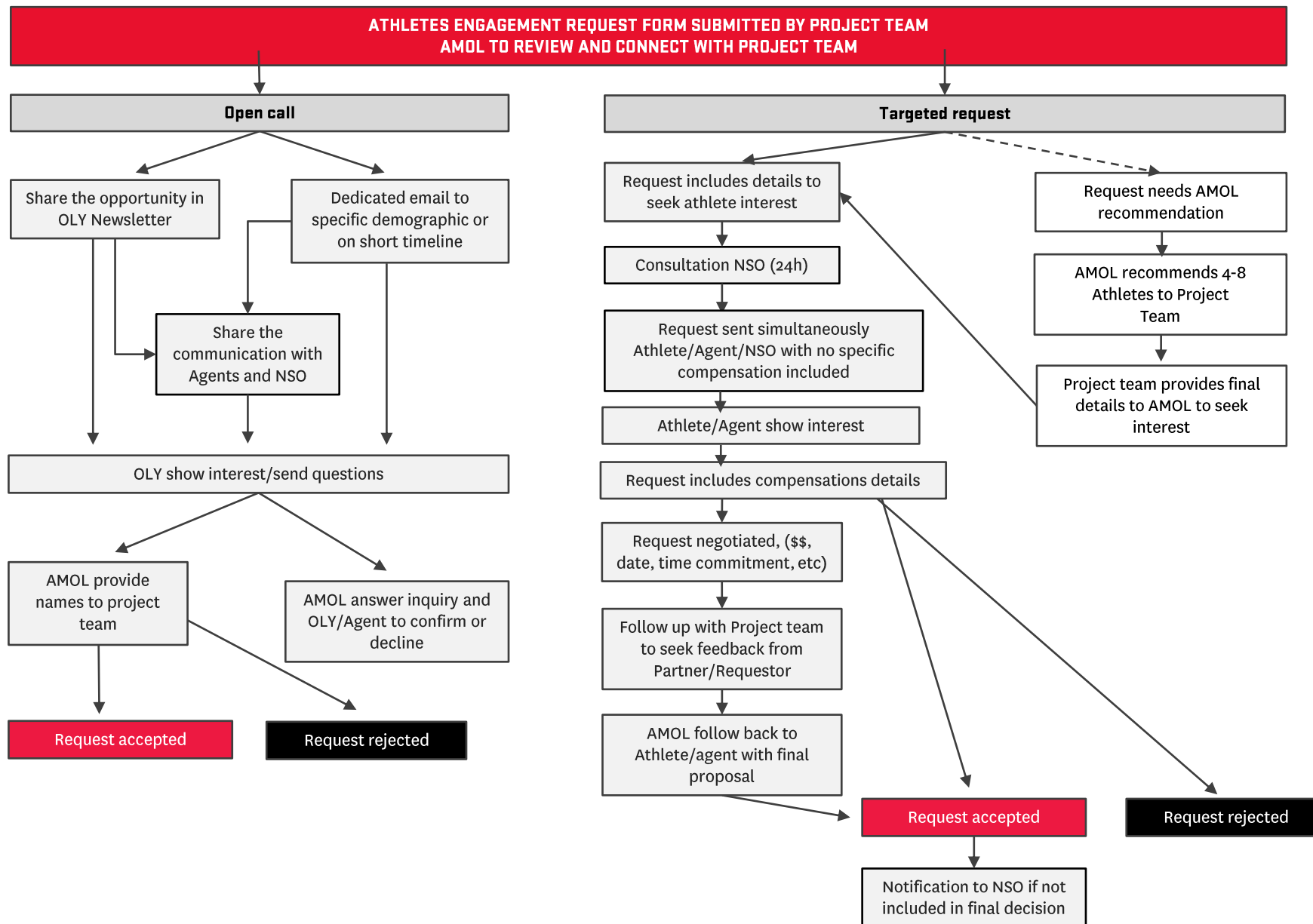
LEGACY OLY REPRESENTED TYPE 1-2



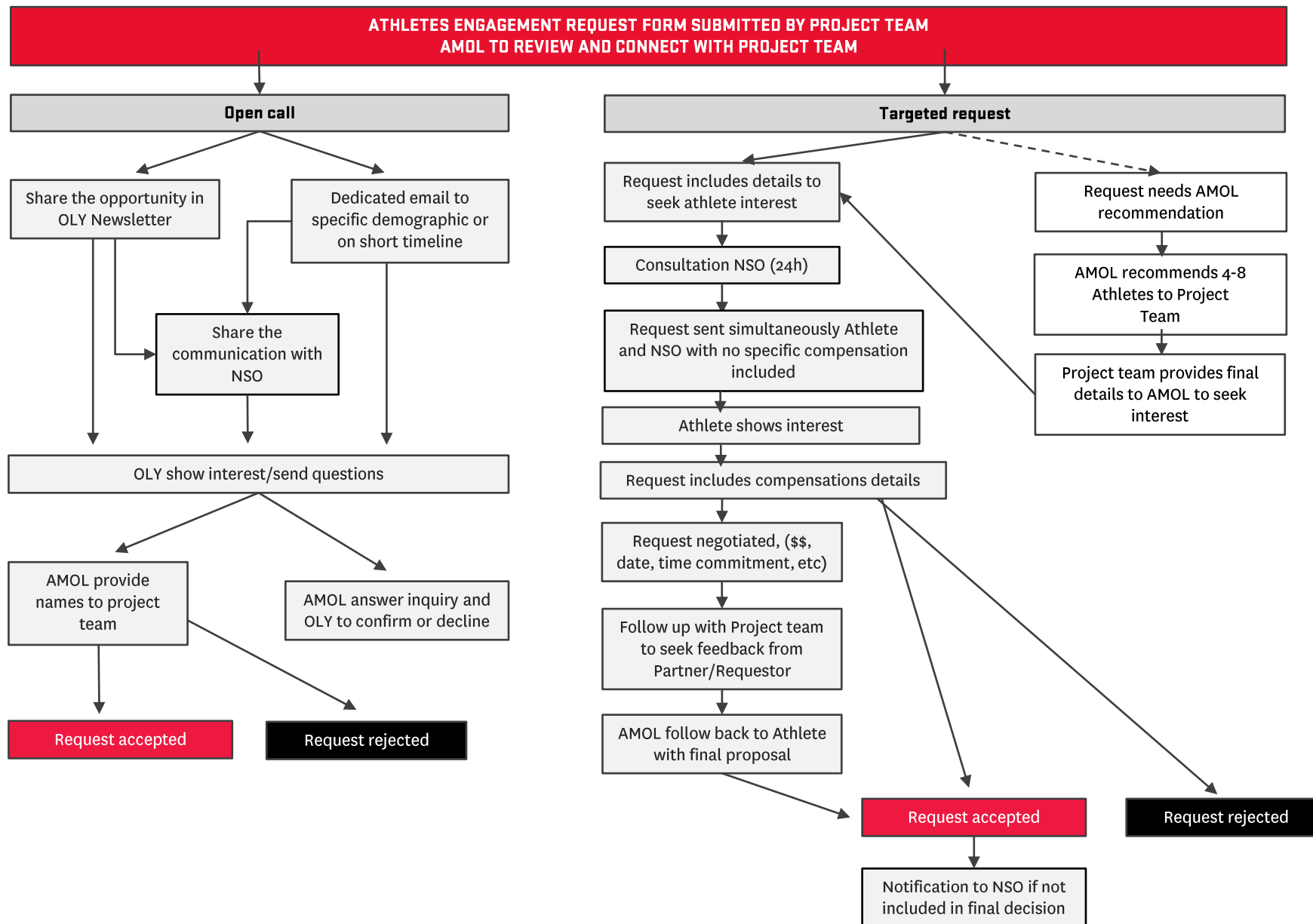
LEGACY OLY NOT REPRESENTED TYPE 1-2



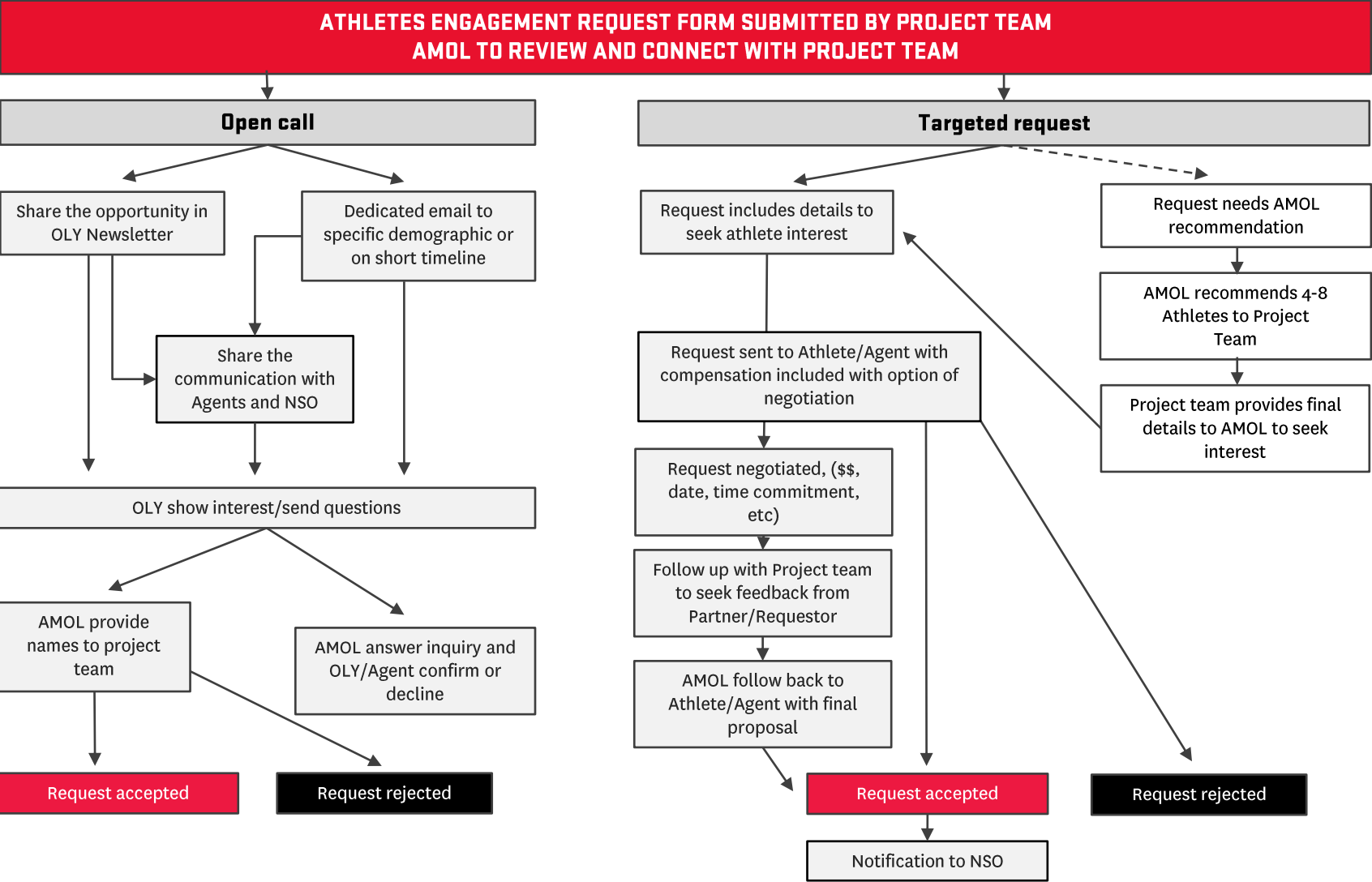
ACTIVE ATHLETE AND REPRESENTED TYPE 3



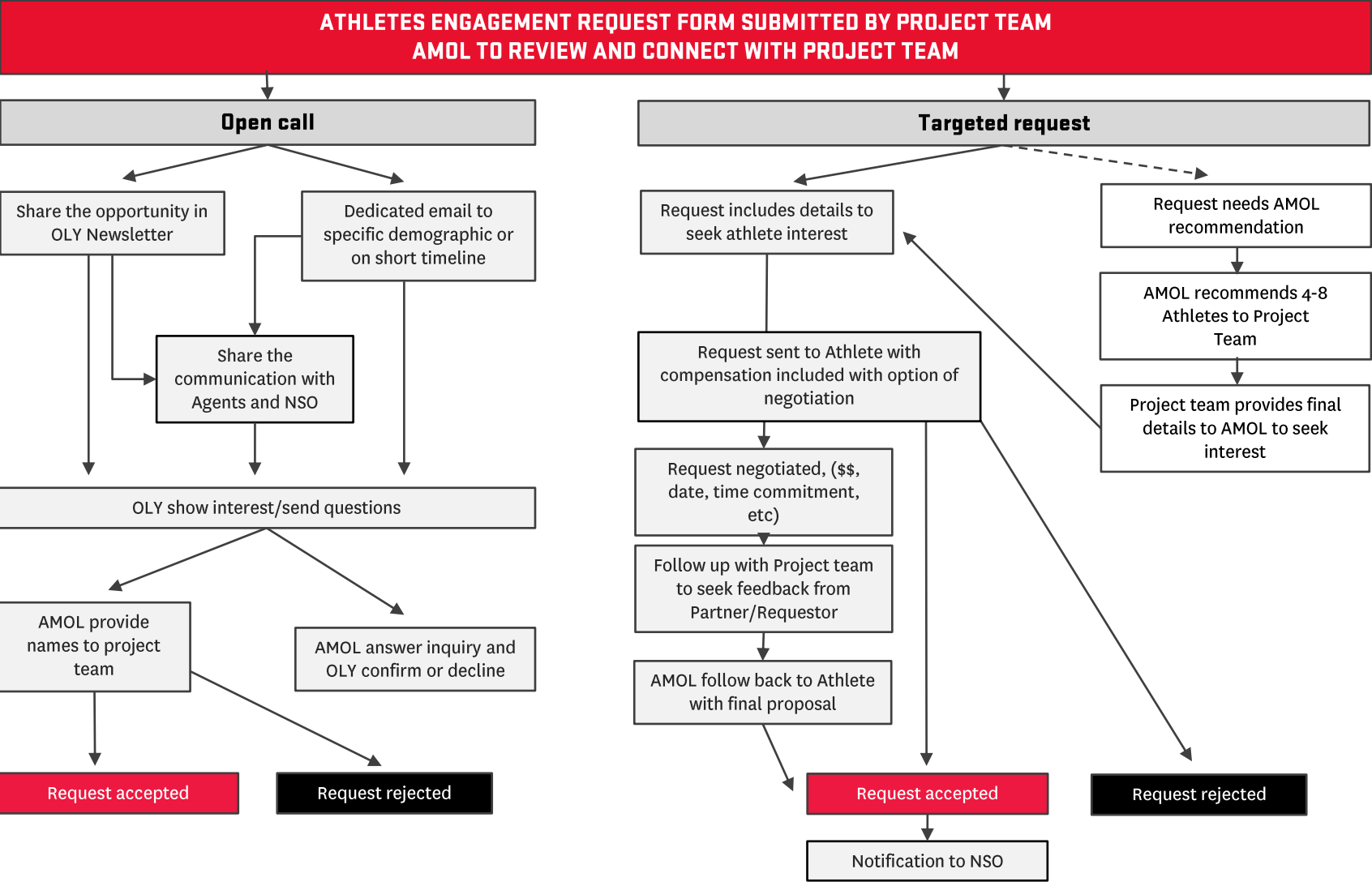
ACTIVE ATHLETE NOT REPRESENTED TYPE 3



LEGACY OLY REPRESENTED TYPE 3



LEGACY OLY NOT REPRESENTED TYPE 3





SECTION 4

ENGAGEMENT CONSIDERATIONS



ATHLETE ENGAGEMENT CONSIDERATIONS

- **Authorization Document**

- Where a confirmed Engagement involves an athlete, or use of an athlete's name, image or likeness, we need to consider if a legal document is needed. The following are situations where we likely require an agreement to be signed prior to the Engagement taking place:
 - Any content creation involving athlete; i.e. video, photo, Instagram live, where content is being recorded by COC or partner for future use
 - All Type 3 and 4 requests that require any athlete image use by COC for a commercial purpose

- **Biography/Headshot**

- If the Engagement requires an athlete bio or headshot, we will work directly with that athlete or representative to make sure they approve of what will be used.

- **Preparation Call**

- This is a chance for the athlete to meet the project leads, whether COC or Partner affiliated, test the technology, set an understanding for run of show, speaking points, scripting, etc. It also provides the athlete a chance to ask any questions they may have on the engagement.

*Activations with Corporate Partners also need to align with partner activation guidelines around athletes.



THANK YOU MERCI

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