

Athlete Handbook

2024-25



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Unless specifically noted, references made to “NST Athletes” only pertain to athletes selected to the National Ski Team inclusive of Olympic and Paralympic streams. References referring to ‘athletes’ pertains to all athletes.

The Athlete Handbook provides key information for National Ski Team (NST), Athlete Assistance Program (AAP), NHPP and Nordiq Canada project and trip participants who are obliged to read, understand, and abide by any directions in the Handbook as per their signed contract with Nordiq Canada.

Not all information in this Handbook will apply to all athletes, depending on the agreement athletes sign with Nordiq Canada. Athletes unclear about any of the information should contact their designated Nordiq Canada contact for clarification.

Model agreements provided in appendices are samples only and are not warranted to be comprehensive or legally binding.

Every effort has been taken to ensure the information in the Handbook is current. This Handbook may be updated, and such amendments will be forwarded to athletes.

SECTION 1 - ORGANIZATION AND OPERATION

Nordiq Canada is the national sport organization (NSO) for cross-country skiing, and Para cross-country skiing and Para biathlon in Canada. The national head office is in Canmore, and operates within established policies, procedures, and legal requirements under the governance of an elected Board of Directors. The national office is responsible for implementing and supporting the organization’s goals within an established annual budget.

Nordiq Canada is financially supported by the Government of Canada under the Ministry of Sport through Sport Canada and Own the Podium, as well as private sponsorships and donations.

Nordiq Canada currently operates under the [2030 Strategic Plan](#) which was released in 2022.

1. Contacts and Staff

1. Complete list of [Nordiq Canada Staff](#)
2. [Nordiq Canada Board of Directors](#)

The following is a list of staff most pertinent to high performance athletes.

Privacy and SafeSport Officer	Megan Begley	Protection of personal information, and SafeSport program
SafeSport	SafeSport	Mental health supports, crisis, reporting, etc.
High Performance Director	Chris Jeffries	High performance program strategic direction for Olympic and Para nordic
Sport Development Director	Julie Beaulieu	Development program strategic direction for Olympic and Para nordic
Para Head Coach	Brian McKeever	Overall coaching direction for Para NST program

Lead Domestic High Performance	Eric de Nys	Domestic pathway management of the National High Performance Program.
Lead World Cup Team	Julia Ystgaard	World Cup team management and coaching.
Para Wax Tech	Ian Daffern	Wax and equipment lead for Para nordic program
Development Coach	Matt Smider	Development Athletes Program and APP system integration - Olympic
Para Athlete and Coach Development Manager	Bjorn Taylor	Manager of Para programming
Para Biathlon Coach	Menno Arendz	Coach of Para biathlon shooting program
IST Lead	Jess Kryski	IST services, Athlete Performance Profile
Para Medical Lead	Jodi Perras	Coordination of medical professionals and therapists for athletes
High Performance Coordinator	Cindy Chetley	Athlete services – AAP, CCES, uniforms, CAIP, invoicing and expenses
Marketing & Engagement	Nathaniel Mah	Social media, promotional items, website, etc.

SECTION 2 – ATHLETE SUPPORT

1. OLYMPIC – National High Performance Program

The National High Performance Program consists of multiple levels: National Ski Team (A and B Teams), National Group (NG1 and NG2) and the National Development Group (Development Team and Prospects Group).

National Ski Team – A Team

TRAINING PROJECTS

- Nordiq Canada will subsidize athlete costs for training projects based on the final 2024-25 NHPP budget and athlete IAPP.

INTERNATIONAL AND DOMESTIC COMPETITIONS

- Domestic race travel, logistics, accommodations, and costs are the responsibility of the athlete with race support provided through their club or team.
- International racing - in the official capacity of representing Canada – that is organized and fully supported by Nordiq Canada will be funded as per the Competition Trip criteria.
- Athletes will be responsible for covering charges, please refer to the Athlete Handbook (Athlete Travel, Athlete Expenses, and Athlete Project Fee Payment) for more detailed information.

IST AND TESTING

- NST athletes are part of a robust IST system, designed to optimize their performance through individualized planning tied to GMP metrics. Individualized plans will be coordinated through the national and DTE coaches and ISTs.
- Testing that is mandatory will not be charged to the athlete.
- Athlete travel costs for mandatory testing will be covered by Nordiq Canada
- CAIP health benefits at the GOLD level (see section 3.3).

National Ski Team – B Team

TRAINING PROJECTS

Nordiq Canada will subsidize athlete costs for training projects based on the final 2024-25 NHPP budget and athlete IAPP

INTERNATIONAL AND DOMESTIC COMPETITIONS

- Domestic race travel, logistics, accommodations, and costs are the responsibility of the athlete with race support provided through their club or team.
- International racing - in the official capacity of representing Canada – that is organized and fully supported by Nordiq Canada will be funded as per the Competition Trip criteria.
- Athletes invited to participate in projects outside of the Competition Trip criteria will be notified of the expenses they are required to cover.

INTERNATIONAL AND DOMESTIC COMPETITIONS

- Domestic race travel, logistics, accommodations, and costs are the responsibility of the athlete with race support provided through their club or team.
- International racing - in the official capacity of representing Canada – that is organized and fully supported by Nordiq Canada will be funded as per the Competition Trip criteria.
- Athletes invited to participate in projects outside of the Competition Trip criteria will be notified of the expenses they are required to cover.

IST AND TESTING

- NST athletes are part of a robust IST system, designed to optimize their performance through individualized planning tied to GMP metrics. Individualized plans will be coordinated through the national and DTE coaches and ISTs.
- Testing that is mandatory will not be charged to the athlete.
- Athlete travel costs for mandatory testing will be covered by Nordiq Canada.
- CAIP health benefits at the SILVER level (see section 3.3).

National Group – National Group 1 (NG1)

TRAINING PROJECTS

- Athletes may be invited to training projects based on the alignment of their IAPP.
- For Nordiq Canada training projects; fees can be charged to cover costs for accommodation, travel, and food costs.

INTERNATIONAL AND DOMESTIC COMPETITIONS

- Domestic race travel, logistics, accommodations, and costs are the responsibility of the athlete with race support provided through their club or team.
- International racing - in the official capacity of representing Canada – that is organized and fully supported by Nordiq Canada will be funded as per the Competition Trip criteria.
- Athletes invited to participate in projects outside of the Competition Trip criteria will be notified of the expenses they are required to cover.

IST AND TESTING

- NST athletes are part of a robust IST system, designed to optimize their performance through individualized planning tied to APP metrics. Individualized plans will be coordinated through the national and DTE coaches and ISTs.
- CAIP health benefits are available for purchase (see section 3.3).

National Group – National Group 2 (NG2)

TRAINING PROJECTS

- Athletes may be invited to training projects based on the alignment of their IAPP.
- Athletes will be required to self-fund.

INTERNATIONAL AND DOMESTIC COMPETITIONS

- Domestic race travel, logistics, accommodations, and costs are the responsibility of the athlete with race support provided through their club or team.
- International racing - in the official capacity of representing Canada – that is organized and fully supported by Nordiq Canada will be funded as per the Competition Trip criteria.
- Athletes invited to participate in projects outside of the Competition Trip criteria will be required to self-fund.

IST AND TESTING

- CAIP health benefits are available for purchase (see section 3.3).

Development Team

TRAINING PROJECTS

- Athletes will be invited to IAPP based training projects.

- For Nordiq Canada training projects; fees will be charged to cover costs for accommodation, travel, and food costs
- CAIP health benefits are available for purchase (see section 3.3).

INTERNATIONAL AND DOMESTIC COMPETITIONS

- Domestic race travel, logistics, accommodations, and costs are the responsibility of the athlete with race support provided through their club or team.
- International racing - in the official capacity of representing Canada – that is organized and fully supported by Nordiq Canada will be funded as per the Competition Trip criteria.
- Athletes invited to participate in projects outside of the Competition Trip criteria will be required to self-fund

IST AND TESTING

- CAIP health benefits are available for purchase (see section 3.3).

2. PARA NORDIC – National Ski Team Program

The Para Nordic National Ski Team consists of four (4) supported team levels: World Cup, NextGen, Development, and Prospects.

World Cup

TRAINING CAMPS

- All official Nordiq Canada Para Nordic training camp costs; accommodation, travel, and food costs will be covered by Nordiq Canada.
- Athletes will be responsible for covering nominal charges, please refer to the Athlete Handbook (Athlete Travel, Athlete Expenses, and Athlete Project Fee Payment) for more detailed information.

INTERNATIONAL AND DOMESTIC COMPETITIONS

- Domestic race travel, logistics, accommodations, and costs are the responsibility of the athlete with race support provided through their club or team.
- International racing - in the official capacity of representing Canada – that is organized and fully supported by Nordiq Canada will be fully funded.
- Athletes will be responsible for covering nominal charges, please refer to the Athlete Handbook (Athlete Travel, Athlete Expenses, and Athlete Project Fee Payment) for more detailed information.

IST AND TESTING

- NST athletes are part of a robust IST system, designed to optimize their performance through individualized planning tied to GMP metrics. Individualized plans will be coordinated through the national and DTE coaches and ISTs.
- Testing that is mandatory will not be charged to the athlete.

- Athlete travel costs for mandatory testing will be covered by Nordiq Canada
- CAIP health benefits at the GOLD level (see section 3.3).

NextGen

TRAINING PROJECTS

- Official Nordiq Canada Para Nordic training projects that NextGen athletes are invited to or qualify for will be funded for costs including accommodation, travel, and food. Trip fees may apply as per available budget allocation.
- Athletes will be responsible for covering nominal charges, please refer to the Athlete Handbook (Athlete Travel, Athlete Expenses, and Athlete Projects Fee Payment) for more detailed information.

INTERNATIONAL AND DOMESTIC COMPETITIONS

- Domestic race travel, logistics, accommodations, and costs are the responsibility of the athlete with race support provided through their club or team.
- International racing: as qualified and/or selected - in the official capacity of representing Canada – that is organized and fully supported by Nordiq Canada - will be funded as per the Competition Trip selection criteria. Trip fees may apply as per available budget allocation.
 - Athletes will be responsible for covering nominal charges, please refer to the Athlete Handbook (Athlete Travel, Athlete Expenses, and Athlete Project Fee Payment) for more detailed information.

IST AND TESTING

- NST athletes are part of a robust IST system, designed to optimize their performance through individualized planning tied to GMP metrics. Individualized plans will be coordinated through the national and DTE coaches and ISTs.
- Testing that is mandatory will not be charged to the athlete.
- Athlete travel costs for mandatory testing will be covered by Nordiq Canada
- CAIP health benefits at the SILVER level (see section 3.3).

Development

TRAINING PROJECTS

- Development athletes may be invited to official Nordiq Canada Para Nordic training camps.
- Costs, including accommodation, travel, and food, may be partially funded; trip fees may apply as per available budget allocation.

INTERNATIONAL AND DOMESTIC COMPETITIONS

- Domestic race travel, logistics, accommodations, and costs are the responsibility of the athlete with race support provided through their club or team.

- International racing: as qualified and/or selected - in the official capacity of representing Canada – that is organized and fully supported by Nordiq Canada will be funded as per the Competition Trip criteria.
- Athletes will be responsible for covering nominal charges, please refer to the Athlete Handbook (Athlete Travel, Athlete Expenses, and Athlete Project Fee Payment) for more detailed information.

IST AND TESTING

- NST athletes are part of a robust IST system, designed to optimize their performance through individualized planning tied to GMP metrics. Individualized plans will be coordinated through the national and DTE coaches and ISTs.
- Testing that is mandatory will not be charged to the athlete.
- CAIP health benefits are available for purchase (see section 3.3).

Prospects

TRAINING PROJECTS

- Prospects athletes may be invited to official Nordiq Canada Para Nordic training projects.
- Costs, including accommodation, travel, and food, may be partially funded; trip fees may apply as per available budget allocation.

INTERNATIONAL AND DOMESTIC COMPETITIONS

- Domestic race travel, logistics, accommodations, and costs are the responsibility of the athlete with race support provided through their club or team.

SECTION 3 – ATHLETE SERVICES

1. Uniforms

1. SWIX, through Lanctot Canada, is the official winter clothing provider of Nordiq Canada.
2. Athletes will receive a competition uniform upon selection to an international competition in which they are competing for Canada consisting of:
 - Competition jacket
 - Competition pant
 - Race suit and head gear
 - Warmup head gear
 - Gloves

Athletes will only receive one competition uniform to be used until the style is retired.

3. Clothing items and gloves sizes are variable and not guaranteed.
4. Athletes will wear team-supplied clothing for all ski-related training and competitive functions, including but not limited to; training, practices, competition, competition day warm-ups, opening and closing ceremonies, receiving awards, travel, media events and

- other applicable times when being identified as a member of the NST or actively representing Nordiq Canada or Team Canada.
5. Parkas can be borrowed for use on competition trips or purchased if there is availability. If a team parka is not provided a personal parka can be worn but it must meet the standards of Nordiq Canada and any event rules.
 6. Nordiq Canada is on a 4-year uniform cycle based on the Olympic quads to support the long-term target to move “toward environmentally responsible practices” as outlined in the 2030 strategic plan. Where possible, the same uniform will be used for the 4 years between the Olympic and Paralympic Winter Games. The 4-year period may be extended if the clothing item is available past the quad.
 7. All supplied clothing is Nordiq Canada property, as such Nordiq Canada controls all commercial marking rights related to the clothing.
 8. All clothing provided by Nordiq Canada is on a loan basis and may be required to be returned at any time. An athlete unable to return the requested clothing will be invoiced the full replacement price of the item.
 9. Clothing Nordiq Canada allows athletes or staff to keep must be retained for four (4) years following the date of issue or until that piece of clothing is retired. **Athletes and staff must not sell or give away any clothing they receive from Nordiq Canada during that time.** If it is determined an athlete or staff has done so the athlete will be invoiced the replacement price of the item(s).
 10. Athletes are responsible for the cost of replacing clothing lost or damaged due to improper care (e.g., not following washing instructions, left in airport). Items damaged due to wear and tear or manufacturing defects will be replaced once they are returned to the Nordiq Canada office.
 11. If an item needs to be returned due to incorrect sizing, the item to be exchanged must be received by Nordiq Canada before another is sent.
 12. Clothing must always be worn in a dignified, clean, and responsible manner, maintaining respect and consideration towards the public and Nordiq Canada’s sponsors.
 13. Nordiq Canada clothing must only be worn by the person for whom it is intended.
 14. The use of clothing from other international and domestic teams is prohibited when an Athlete is identified as a member of the NST, engaged in NST activities, competing on behalf of Canada, or serving as a representative of Canada in the sport of cross-country skiing.
 15. Alterations to clothing can only be made to provide optimal functional movement and performance, as requested by the athlete, and approved by Nordiq Canada. Race suits that need to be altered should be done with minimal damage to sponsor logos and in a neat and clean manner.
 16. Uniform infractions will result in the following monetary disciplinary sanctions to be paid within 30 days of notification unless other arrangements are made.
 - i. 1st offence: written warning

Sanction: Athlete may be prohibited from participating in the next competition or NST function.

ii. 2nd offence: written warning

Sanction: a fine of up to \$2,000.00 on the Athlete and prohibition from participating in the next competition or function.

iii. 3rd offence: written warning

Sanction: a fine of up to \$5,000.00. The Athlete will not be entitled to start in the next World Cup race or equivalent level of race applicable to their status.

iv. 4th offence: written warning

Sanction: Athlete will lose NST status (if a member) or be prohibited from representing Canada in a major competition.

17. The following are guidelines for what to wear for certain events and appearances unless otherwise specified or not provided.

18. Media conferences:

- Official team competition clothing if appropriate
- Clean dark pants with no visible logos
- Clean footwear
- Competition clothing if appropriate

19. Banquets, receptions and PR activities with sponsors and suppliers:

- Team clothing if appropriate
- Clean clothing with no discerning imagery or text
- Clean footwear

20. Outside opening ceremonies:

- Team parka and warm-up pants
- Team headgear (toque, headband or baseball cap)
- Team gloves
- Team footwear (if supplied)
- Team neckwear (if supplied)

21. All competitions, warm ups, racing, and transport to and from race site:

- Team competition gear

22. Team gloves

- Team headgear
- When on the World Cup circuit with a training/racing bib – Swix jacket with NC sponsors

23. Prize ceremonies:
 - Team warm-up jacket (for indoor ceremony)
 - Team warm up pants (indoor or outdoor)
 - Team competition headgear or baseball cap
 - Team gloves
24. Team underwear (if applicable, i.e. shirt with vest)
25. Eyewear may only be worn during prize ceremonies or media events if it does not cover or obscure any Nordiq Canada sponsor or supplier logos on team uniforms. Eyewear worn in a manner that covers or obscures a Nordiq Canada sponsor or supplier logo will be considered an infraction of the clothing policy and sanctions will be imposed.
26. An Athlete may receive a different protocol prior to any appearance based upon requirements, or the addition of new sponsors.

2. Equipment

1. All Para nordic equipment must meet IPC equipment rules (sit skis, specialty equipment, rifles, etc.)
2. The Para Nordic program does not have a direct goods contract.
3. Equipment provided to athletes by Nordiq Canada is on loan and is to be returned at the end of the season.
4. The Para Nordic Head Ski Technician and shooting coach select equipment for WC athletes in the fall based on specific needs of athletes determined in meetings held in August.
5. Assistance for equipment selection may be provided to Development skiers based on need. Otherwise, Para nordic athletes in other programs will work through their clubs or divisions for equipment selection and needs.
6. Other Para nordic equipment needs, such as rollerskis, are procured by the Head Ski Technician at any time during the season.
7. Athletes must properly maintain all equipment, especially rifles, which are on loan and must be safely stored by athletes.
8. Olympic athletes not under contract with a supplier can test equipment until September 1st. The Athlete must contact coaching staff then the companies arrange for equipment delivery. The Athlete should have a written agreement with the company. Details are generally outlined by the company and included in an umbrella agreement between Nordiq Canada and the supplier.
9. Equipment should be ordered at the start of the dry-land season with the Athlete's coach, and if applicable, Nordiq Canada. If the Athlete is having difficulty obtaining

equipment, they should contact their coach and Nordiq Canada. Generally, suppliers will provide replacement equipment due to breakage.

10. Tips for Developing the Supplier Relationship:

- Promote the Supplier favorably at every opportunity. Provide regular feedback (in the form of postcards and letters on results, opinions of the equipment, how to improve it during the season, etc.).
- Provide information and copies of any media exposure.
- Take hard goods (skis, poles) to media interviews and medal presentations.
- Appearances or additional photo shoots requested by the company should be negotiated. Normally they should cover expenses and a small per diem, i.e. an appearance at a ski show, local store, etc.
- Non-team clothing cannot be worn if any reference is made to the athlete being a member of the National Ski Team. Please keep these restrictions in mind when dealing with personal sponsors.
- Photographs for promotional purposes may be available from Nordiq Canada through the Marketing and Engagement Coordinator.

3. CAIP Health and Travel Insurance

1. NST Athletes are provided travel medical and extra health insurance coverage under the Canadian Athlete Insurance Program (CAIP) at differing levels of coverage depending on budget constraints.
2. CAIP insurance is to help cover the cost of IST services not covered through Nordiq Canada programming.
3. The Para nordic program will make submissions to an athlete's CAIP fund to recoup costs of services it provides using outside practitioners (massage, physio).
4. Non-NST athletes are eligible to enroll in the CAIP insurance program.
5. Unless otherwise specified, **the Athlete is responsible for submitting their own claims.** Nordiq Canada will provide a signed claim form that is required to be submitted with the first claim.
6. Claim forms can be found in the Forms section of the CAIP website: [Home – CAIP – CANADIAN ATHLETE INSURANCE PROGRAM \(CAIP\) \(mkirsch.ca\)](https://mkirsch.ca).
7. [Click here](#) for the CAIP summary of benefits. Athletes have the option of paying the difference to upgrade their CAIP package. Contact the High Performance Coordinator to make arrangements.
8. New NST Athletes who have existing insurance through CAIP need to contact the High Performance Coordinator to facilitate the renewal of their insurance through Nordiq Canada.

4. Financial Assistance

1. The following are financial assistance programs available to Athletes:
 - The Canadian Ski Association's Hugh Pomeroy Memorial Fund – For an application form and more information go to: <http://skicanadafoundation.ca/hugh-pomeroy-scholarship-information/>
 - Investors Group - Bursaries of \$5000.00 are awarded to eligible athletes. The application and more information is on the AthletesCan website <http://www.athletescan.com/>
 - CANFUND (Canadian Athletes Now) - The award is worth \$6000.00 and more information and application form can be found at the following link: <http://canadianathletesnow.ca/application/>
 - Other sources - Many funding and bursary programs are available in home provinces. The athlete should contact their provincial division for more details.
2. Nordiq Canada will nominate Athletes for funding opportunities, such as the Petro Canada FACE grant, based on the target of the opportunity (Olympic/Paralympic vs. National athlete), past race results, future performance benchmarks, athlete's ability to meet opportunity requirements and past performances in regard to obligation fulfillment.

5. SafeSport: Athlete Safety and Counseling Service

1. Athlete safety is of primary importance to Nordiq Canada. All Athletes are required to read and follow the Nordiq Canada SafeSport and associated policies and be a signatory of the Universal Code of Conduct to Prevent and Address Maltreatment in Sport (UCCMS).
2. Any athlete that is a member of the NST, NHPP, a competition trip team, or attending a Nordiq Canada project must fulfill all Nordiq Canada SafeSport requirements prior to being named to the team or attending a camp.
3. The Canadian Sport Helpline (<https://abuse-free-sport.ca/>) provides advice, guidance, and resources to Canadian sport participants of all levels. This is also where athletes report that someone has breached the UCCMS.
4. The Canadian Olympic Committee offers mental health support, strategies, and resources for NST Athletes to support a holistic approach to athlete development and life after high-performance sport through the [Game Plan](#) program.

6. Retirement

1. Athletes planning to retire who have been on the National Ski Team, participated in international competition trips, received AAP carding, or are in the NAP need to send official notification of their retirement to the Nordiq Canada High Performance Director so the following sport bodies can be notified:
 - CCES; in order to be removed from the NAP or RTP

- FIS Anti-doping; if a member of the FIS RTP
 - Sport Canada; in order to receive AAP retirement funding
2. Athletes can access career transition resources and planning through [Game Plan](#).

SECTION 4 - MARKETING AND SPONSORSHIP

1. Supplier Pool

2. Nordiq Canada operates an official supplier pool program that provides NST athletes, coaches and staff with equipment, clothing, and services as well as monetary contributions that support the National Ski Team.
3. NST athletes, and Nordiq Canada staff will wear, and promote, as applicable, products from the supplier pool program when engaged in any activities of National Team programming. This includes, but is not limited to: official training, practices, competition, competition-day warm-ups, opening and closing ceremonies, receiving awards, travel, media events and other applicable times when being identified as a member of the NST.
4. Nordiq Canada’s marketing program (defined as any sponsorship, licensing, advertising, public and donor relations, promotion of sanctioned or non-sanctioned events, youth programs and marketing programs) elevates the profile of cross-country skiing and Nordiq Canada programs, enhances the image of the team, and raises funds through corporate and private donations.
5. NST athletes are required to assist with the execution of Nordiq Canada’s marketing program by promoting sponsor services, products, and the sponsored program.
6. “Athlete Attributes” are defined as an athlete’s image, name, nickname, likeness, or other identifiable attribute linked to the athlete.
7. Athletes consent to Nordiq Canada using their athlete attributes for promotional purposes.
8. Athletes consent to the use of their Athlete Attributes being used by any sponsor or licensee of Nordiq Canada for promotional purposes in a group of no less than two (2) other athletes.
9. Athletes asked to participate in commercial promotions to promote sponsor(s) brands will be paid for their services with the fee to be agreed upon by the athlete and requesting sponsor or licensee unless stated otherwise in a separate commercial agreement between Nordiq Canada and the athlete.
10. NST athletes are responsible for safeguarding the interests of Nordiq Canada sponsors and suppliers, while upholding values of professionalism and respect.
11. To ensure consistency in public communications (including athlete personal accounts), all statements regarding Nordiq Canada sponsors and brands must be reviewed in advance by Nordiq Canada’s Marketing and Engagement Coordinator.
12. NST athletes agree to not enter into any contract, sponsorship, or ambassador venture without obtaining Nordiq Canada’s written consent. The Nordiq Canada CEO or

- designate will provide consent by way of written agreement or documented email exchange between the Athlete and Nordiq Canada.
13. A “Personal Endorsement Agreement” is defined as a commercial agreement between an Athlete and a corporation or an individual supporter.
 14. Nordiq Canada recognizes the athlete’s right to enter into “Personal Endorsement Agreements”, subject to the terms and conditions set forth in the Athlete Agreement and Handbook.
 15. The following steps must be followed for each Personal Endorsement Agreement made by the athlete:
 - i. Written consent from Nordiq Canada is required prior to negotiations with a potential sponsor. The athlete must disclose in writing to Nordiq Canada, the name of the potential sponsor, the contact person of the sponsor, as well as the product or service to be endorsed. Nordiq Canada’s consent will be withheld if the product or service to be endorsed by the athlete conflicts with any of Nordiq Canada’s sponsorship agreements, international federation and funding or governing bodies’ sponsorship rules or is deemed inappropriate, for example: tobacco, cannabis or alcohol.
 - ii. Nordiq Canada is to respond to the written notice within five (5) days. If consent is withheld, Nordiq Canada will provide reasons in writing for the decision, and the athlete is to cease all dealings with the potential sponsor.
 16. Copies of signed contracts must be filed with the national office to the attention of the CEO.
 17. Elements of a Personal Endorsement Agreement should include:
 - i. Term - All personal sponsorships should; be developed for one season with an option for the athlete to renew, state the term of the contract is one year (1), and that the athlete will give them the first right of refusal for subsequent years.
 - ii. Clothing - Clothing will be provided by Nordiq Canada. The athlete must wear NST clothing as outlined in the Athlete Clothing Policy and Handbook.
 - iii. Conflict of Interest - Include a statement regarding a conflict of interest with Nordiq Canada Suppliers and Sponsors. If Nordiq Canada contracts with a company that conflicts with an Athlete’s contract, the Athlete contract will terminate at the end of the current season.
 - iv. Disclosure - All Personal Endorsement Agreements will comply with all rules in the FIS International Ski Competition Rules, IPC, COC, IOC, CRA and Nordiq Canada.
 18. Agreements must not interfere with the Athlete’s training or competition schedule or NST obligations and appearances.
 19. The Athlete is responsible for servicing and implementing the Personal Endorsement Agreement
 20. See Appendix B for a sample Athlete Personal Endorsement Agreement.

2. Personal Sponsorship Clothing Accommodations

- Nordiq Canada will provide NST Athletes with space on team clothing for personal sponsor marks or logos as per availability. General guidelines for these provisions are outlined below, however available space may vary depending on clothing design. Full details are outlined in Uniforms. All commercial marks must be approved by Nordiq Canada prior to application onto any team clothing. Marks must be applied via embroidery, application of rubber badge or via heat transfer in the appropriate location as listed below:

Clothing Item	Location	Max # of Marks	Max Size of Any Mark ¹	Max Area for Personal Sponsor Marks ²	Recommended Sponsor Contribution
Toques & headbands	TBD	NA	NA	NA	NA
Race suit	TBD	2	10 cm ²	20 cm ²	\$10,000
Warm-up jacket	TBD	3	See footnote	90 cm ²	\$7,000
Team Parka	TBD	3	See footnote	90 cm ²	\$7,000
Casual jacket	TBD	3	See footnote	90 cm ²	\$7,000
Training tops	Sleeve	2	See footnote	60 cm ²	\$7,000

- Technical specifications about the size, form, and number of commercial markings on clothing are decided and published by FIS. Athletes will be responsible for paying any FIS fines levied against Nordiq Canada for improperly applied sponsorship markings and the replacement cost of the garment if it's ineligible for competition.
- Personal sponsor marks added to the racesuit must be done so via a heat seal or sticker. Personal sponsor marks cannot be printed into the racesuit design.
- Alterations (additions of personal sponsor marks) must be coordinated and approved through Nordiq Canada. An Athlete adding personal sponsor marks to Nordiq Canada clothing without prior approval will be sanctioned a fine of \$1,500 (no initial warning will be issued in these situations). Personal sponsor commercial marks added to the uniform will be the Athlete's responsibility and at the Athlete's cost. NST Athletes are provided promotional space in their athlete biography on the Nordiq Canada website for personal sponsors.

¹ Maximum logo size must be the same size or smaller than existing Nordiq Canada applied marks. Personal sponsor marks cannot exceed Nordiq Canada marks.

² The maximum area for personal sponsor marks must fit within the overall 450 cm² minimum set by FIS. As such, the maximum area cannot be guaranteed if Nordiq Canada is required to use more than 360 cm² to accommodate national team sponsors.

3. Public and Promotional Appearances

1. NST Athletes may be requested to appear on behalf of Nordiq Canada, either individually or with other members of the NST, at Nordiq Canada approved sponsored activities. Such activities may include: major announcements of sponsored teams, events or program properties; sponsor visits; sponsor receptions; or fundraising activities. As these activities generate funds for programs which benefit NST athletes, honoraria will not normally be paid.
2. NST Athletes are required to participate in two (2) non-commercial promotional ventures as requested by Nordiq Canada and approved by the NST HPD. Re-imbusement will be for expenses only. These appearances would be in addition to the request in 4.3.1.
3. Where more than two (2) appearances are requested, an honorarium may be provided. NST Athletes requested to appear in more than two (2) such individual appearances, can request consideration for use of their attribute. Nordiq Canada recommends a standard honorarium of \$250 - \$500. This payment, plus expenses, will correspond with the level of activity requested, disruption to normal training schedules, and the international ranking of the athlete and will be determined by Nordiq Canada.
4. NST and AAP Athletes are required to participate in reasonable non-commercial promotional activities as may be requested by Sport Canada on behalf of the Government of Canada where the arrangements for such activities are made through Nordiq Canada and are not for more than the equivalent of two (2) working days for any individual athlete unless incremental compensation is arranged and agreed to by the Athlete.
5. NST Athletes are required to attend race banquets and awards ceremonies. Athletes will ensure their warm-down is scheduled so that they are on time for the awards ceremony. Athletes who do not attend the awards ceremony and prize distribution will lose their right to receive the prize money.
6. Athletes may be requested to appear at non-commercial promotional events. This may include the activities noted under 4.1.1, but also include invitations to events, races or Club/Division activities.
7. Where an Athlete has retained the services of a third party to coordinate and manage their business affairs, including use of their attributes and/or managing their trust fund, the Athlete must notify Nordiq Canada in writing of this appointment using the form in Appendix C - Athlete Authorization for Agent or Advisor. A separate Agreement will be required between the Association, Athlete, and Athlete Agent in respect to managing trust funds.

SECTION 5 - POLICIES

1. Passports

1. The Athlete must have an up-to-date passport.
2. The Athlete should carry a photocopy in case of misplacement.

3. The Athlete must carry their passport to Canadian events if there is a possibility, they will be leaving Canada afterward.
4. A passport is required for travel to the United States.
5. Passports must be valid for 4 to 6 months past the return date of the trip, it is the Athlete's responsibility to ensure their passport is valid for the times required by the trip destination.

2. Team Vehicles

1. Athletes are not allowed to drive Nordiq Canada vehicles including rental vehicles and sponsored vehicles. Refer to the Nordiq Canada Driving policy for more information.

3. Licenses

1. Athletes are responsible for obtaining and renewing all required licenses related to their program and events such as Nordiq Canada race licenses, FIS, PAL, and IPC.
2. Athletes are responsible for checking competition start and results lists to ensure the following information is included: the athlete's FIS license number, the athlete's correct racing license number and the correct club, team and divisional affiliation is identified.

4. Coaching Course

1. Nordiq Canada provides NST Athletes free access to technical level coaching and will facilitate Athletes obtaining certification and coaching experience while an NST member. Contact Stephen Novosad for more information.

5. Travel

1. Travel arrangements to and from the project or trip will be the responsibility of the athlete unless otherwise specified by Nordiq Canada.
2. Any extra costs to travel to and from the Athlete's residence will be the Athlete's responsibility.
3. Accommodations for Athletes participating in Nordiq Canada-sponsored training, competitions or events will be organized by the National Team staff in alignment with Nordiq Canada's SafeSport policies. People external to the Team will not be allowed use of these accommodations unless organized by the trip leader. The Athlete is responsible for any costs they incur against the room such as phone bills, internet access, snacks, etc.
4. Boulevard Travel and Custom Travel are the travel agencies for Nordiq Canada.
5. Athletes are responsible for their own luggage and any extra charges associated with their luggage unless requested by Nordiq Canada to assist with the transport of extra equipment, in which case Nordiq Canada will cover the charges of any Nordiq Canada equipment or bags.
6. Athletes must travel with a credit card or other means of accessing funds in case of an emergency.

6. Athlete Expenses

1. Only expenses pre-approved by the project or competition trip manager or the Nordiq Canada budget manager in accordance with the [Travel and Expenses Policy](#), will be eligible for reimbursement.
2. Refer to the Nordiq Canada [Travel and Expenses Policy](#) for timelines for expense claim submissions and payments.
3. Upon approval from Nordiq Canada, when a personal vehicle is needed for team travel over 40 km, costs will be reimbursed to the owner at the mileage rate listed in the [Travel and Expenses Policy](#).
4. Long distance phone calls, email hookups and internet cost are the Athlete's responsibility.

7. Athlete Fee Payment

1. Athletes may be required to pay the cost of some Nordiq Canada projects and competition trips.
2. Athletes will be informed of the costs they are expected to cover, and when possible, the total or estimated amount they are responsible for before the start of a project or trip. Competition trip fees are listed in the competition trip selection criteria.
3. Pre-payment may be required for some projects or trips. For trips or projects not requiring prepayment, Nordiq Canada will invoice the Athlete for any amount owing within 30 days of completion. This timing may be extended if it conflicts with an Athlete's participation in a Major Event. The Athlete will have 30 days to provide payment. Athletes unable to complete the payment within the allotted time must contact the High Performance Coordinator to make other arrangements for payment.
4. Failure to complete payment or contact the High Performance Coordinator within the 30 days could result in the Athlete being suspended from NHPP activities. If the Athlete is no longer a member the matter will be handed to a third party for resolution.

8. Athlete Health

1. Athletes are responsible for informing Nordiq Canada staff (head coach or trip manager) prior to departure and during the trip of any health-related problems or other reasons that would prevent the Athlete from optimal performance as soon as possible.
2. Ill Athletes will be quarantined from other Team members. The amount of time in quarantine will be established on the advisement of the Team Physician or a local doctor.
3. Decisions to alter the Trip, associated training and travel plans due to illness will be made by the Trip Head Coach on advisement from the Team Physician if applicable.
4. Athlete long-term health, appropriate recovery time and optimal performance will be the primary consideration when judging when an Athlete can return to training or competition.

9. APPENDIX A Sponsor and Supplier Pool Information

Hard Goods:

Skis	Atomic, Fischer, Rossignol, Salomon, Madshus
Boots	Atomic, Fischer, Rossignol, Salomon, Madshus, Alpina
Poles	Swix, Ski Go, Exel, KV+
Bindings	Salomon, Rottefella
Wax	Swix, Start, Vauhti, Ski Go, MasterWax

Soft Goods:

Gloves and Mitts	Auclair
Clothing	Swix
HR Monitors	Polar
Shoes	Norda

Training Tools:

HyperIce
Concept 2

Pool suppliers change throughout the season as contracts expire and renew. Up to date sponsor/supplier pool information can be accessed through the Marketing and Communications Coordinator.

10. APPENDIX B Sample Athlete Personal Endorsement Agreement

SAMPLE - ATHLETE PERSONAL ENDORSEMENT AGREEMENT

THIS ENDORSEMENT AGREEMENT (hereinafter referred to as "the Agreement") is made this _____ day of _____, 20__

BETWEEN:

<name & address of sponsor>

(hereinafter "the Sponsor")

AND:

<name of athlete> as a member of the Canadian National Cross-Country Ski Team, and having a principle residence in:

address of athlete

(hereinafter "the Athlete")

WHEREAS Nordiq Canada (NC) is the National Sport Governing Body for cross-country skiing in Canada;

AND WHEREAS NC organizes, selects and provides ongoing training, financial and administrative support, including maintenance of an Athlete Trust Fund, to members of Canada's National Cross-Country Ski Team (NST);

AND WHEREAS the Sponsor wishes to be associated with and provide financial support to the athlete in his/her pursuit of excellence on the World Cup and domestic ski circuit;

AND WHEREAS the Athlete is a member of the National Ski Team and desires to be associated with the Sponsor;

AND WHEREAS the Athlete has retained the services of <name of agent if applicable> (Athlete Agent) to be an agent for his/her business affairs:

NOW THEREFORE, in consideration of the mutual covenants, agreements, benefits and obligations herein and subject to the terms and conditions herein, the Parties agree as follows:

1. Term

The term of this Agreement shall commence on <beginning date> and shall continue until <end date>

Each contract year beginning <beginning date as above> is subject to the approval of <name of sponsor>, the Athlete and <name of agent if applicable>. If either party desires to discontinue this Agreement, written notice shall be provided at least 60 days prior to the start of the next contract year

2. Obligations of the Athlete

The Athlete grants to the sponsor the right to use the Athlete's likeness or image in Sponsor-produced promotions or advertising for the term of the contract providing the Sponsor receives prior approval of the Athlete, the <name of agent if applicable> and NC.

The Athlete grants to the Sponsor the right to use the following phraseology in connection with promotions or advertising:

- Proud corporate sponsor of <name of athlete>,
- Proud to be a personal sponsor of <name of athlete>,
- Proud to support National Ski Team member <name of athlete> in his/her pursuit of excellence,
- Proud to support World Cup and National Team athlete <name of athlete> in his/her pursuit of excellence, and
- Other phraseology as mutually agreed to by the Parties.

Note: The Canadian Olympic Committee will only provide COC sponsors access to Olympic marks or imagery. Sponsors of National Sport Governing Bodies or National Team Athletes are not allowed to use these images in any corporate activity.

<Outline terms of personal appearance schedule on behalf of the sponsor and any fees associated with first or subsequent appearances> The Athlete agrees to make up to (#) personal appearance per year on behalf of the Sponsor during the term of this contract from the options outlined in the attached Schedule A. Subsequent appearances may be negotiated at a fee of (\$) per appearance.

The Sponsor agrees that all appearances are subject to the Athlete's training and competitive schedule and further agrees that failure of the Athlete to meet all personal appearance obligations does not constitute a breach of contract.

<Define typical personal appearances and obligations of athlete at appearances> The Athlete acknowledges that personal appearances may include attendance at corporate functions at the Sponsor's place of business, media events, fund-raising activities, audio-visual presentations and

training sessions. The Parties agree that where possible they will identify the elements expected of the Athlete during personal appearances in Schedule A.

<Exclusivity Clause> It is understood that under this Agreement, the Athlete provides non-exclusive industry rights to the Sponsor.

3. Obligations of the Sponsor

The Sponsor agrees that any promotions or advertising using the Athlete's photo, likeness or phraseology is only undertaken with the prior written approval of the Athlete, the Athlete's Agent (if applicable) and NC. Such approvals will be provided in a timely fashion and will not be unreasonably withheld.

The Sponsor agrees to provide the Athlete all corporate logos in the size and quantities as outlined in Schedule B. Sponsor marks should be provided as an embroidered badge. The Sponsor should note that the entire surface of the badge is used when complying with FIS, NC and NST/PNST size regulations.

The Sponsor agrees to cover all related travel, accommodation and out of pocket expenses incurred by the Athlete while undertaking personal appearances on behalf of the Sponsor. In addition, the Sponsor agrees to make all travel arrangements on behalf of the Athlete subject to confirmation by the Athlete and the <name of agent if applicable> prior to booking. The Sponsor understands that appropriate training and rest periods, as discussed with the Athlete, must be incorporated into all personal appearance schedules. The Athlete will provide the Sponsor's contact person receipts for all out of pocket expenses.

4. Sponsorship Fees

<Outline Fees, payment schedule, and how payments are made, to whom, etc.>

Sponsor will pay to the Athlete's Trust Fund, on behalf of the Athlete, an amount of <indicate yearly payment amount> for the duration of the contract. Payments may be made on a regular schedule, negotiated with the Sponsor, and paid in advance. Makes cheques payable to "Nordiq Canada in trust for Name of Athlete", and send to:

Nordiq Canada
1995 Olympic Way
Canmore, AB T1W 2T6
Attention: Accounting Manager

5. Conflicting Sponsors

The Athlete, as a member of the National Ski Team, has certain obligations to NC and NST Sponsors. The Athlete is not allowed to enter into a sponsorship agreement that conflicts with existing NC and NST Sponsors. In the event the Association engages in an exclusive sponsorship contract after this Agreement is signed, the existing Agreement may stay in effect until the end of the term but cannot be renewed.

6. First Opportunity of Renewal

The Athlete hereby provides the Sponsor first opportunity to renew their sponsorship 90 days prior to the end of the term, at a fee to be negotiated between the Sponsor and the Athlete and Agent.

7. Period of Renewal

The Parties agree to initiate renewal discussions no later than 120 days prior to the end of the term. The Sponsor and Athlete agree to negotiate in good faith for a period not to exceed 30 days. If, upon completion of this 30 day period, the Parties are unable to agree on renewal, the Parties may terminate the relationship without prejudice.

8. Victory Schedule

Include details of agreed to Victory Schedules, if any. A Victory Schedule is often provided by sponsors to athletes to recognize significant accomplishments in major international events. The Association encourages the Sponsor to review the Athlete's performance during the term of the contract when negotiating the renewal of the contract and to consider an appropriate recognition program.

9. Failure to Perform

In the event the Athlete is unable or unwilling to meet the obligations of this Agreement the sponsor may terminate this letter agreement immediately should the athlete:

- breach any of the above-noted terms or any other term of this Agreement,
- commit any act or be involved in any situation or occurrence which materially reduces the value of the Likeness and brings the athlete or the sponsor into public disrepute, or
- should there be significant negative publicity concerning the athlete;
- the sponsor may terminate this letter Agreement for any reason whatsoever and at any time upon 30 days written notice to the athlete. Upon termination, the athlete will be entitled to keep grants already provided; however, no additional grants will be paid to the athlete or their family.

Cancellation of participation

The athlete may terminate their participation at any time by sending a written notice at least 30 days beforehand to the sponsor. No reimbursement will be required for the amounts already paid out unless the last payment was made in the 60 days preceding receipt of a cancellation notice. Once terminated, no additional grants will be paid to the athlete.

10. Arbitration

If any disagreement arises between the Athlete and the Sponsor with respect to the provisions of this Agreement, or the rights and obligations of any of them under this Agreement, such disagreement shall be submitted to arbitration by a single arbitrator pursuant to the provisions of the Alternate Dispute Resolution Program (ADR) for Amateur Sport administered by the Centre for Sport and Law. Appointment of the arbitrator shall be made by the Centre for Sport and Law in accordance with the rules of procedure of the ADR for Amateur Sport. Any award by the arbitrator under this Agreement is final and binding upon the parties and there shall be no appeal there from.

The arbitration shall take place in the City of Calgary, AB unless otherwise agreed by all parties in writing.

No Party shall be entitled to maintain any action at law or suit in equity with respect to any matter to be submitted to arbitration pursuant to the provisions of this Agreement until any such matter shall have been referred to and decided by arbitration as herein provided.

The Laws of the Province of Alberta shall govern this contract.

11. Notices

Any notice, request, direction or other communication that either party may desire, or have the right, or be obligated to give under this Agreement, will be in writing and is effective if delivered in person, sent by mail, by email, by telex or by facsimile addressed to the Party for whom it is intended at the following address:

To: <Name and Address of Athlete and/or Agent (if applicable)>

To: <Name and address of Sponsor

Facsimile:

Email>

To: Nordiq Canada
100 – 1995 Olympic Way
Canmore, AB, T1W 2T6

Any notice, request, direction or other communication shall be deemed to have been received, if sent by email or facsimile, one (1) working day after it is sent; if by mail, eight (8) calendar days after it is mailed. A working day is a day that banks are open for the transaction of business in Calgary, AB.

Any party may change the address shown on this Agreement by informing the other parties of the new address, and such change shall take effect fifteen (15) days after the notice is received.

12. AMENDMENT

Amendments and revisions to this Agreement must be made in writing by duly authorized officers or signatories of all parties.

13. SEVERABILITY

If any section, paragraph, word or other portion of this Agreement shall be held illegal, invalid or unenforceable, then the illegal, invalid or unenforceable portion shall only in the circumstances then under adjudication be stricken from this Agreement and the remaining provisions of this Agreement shall be considered as though the portion so struck does not form part of this Agreement.

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the date first written above:

Name of Sponsor

Dated

Name of Athlete

Dated

Schedule A

Typical Personal Appearance Schedule for <Name of Athlete> on Behalf of <Name of Sponsor>

The athlete acknowledges that personal appearances may include attendance at corporate functions at the sponsors place of business, media events, fund-raising activities, audio-visual presentations and training sessions. The parties agree that where possible they will identify the elements expected of the athlete during each personal appearance.

List of Appearance Options:

Schedule B

Corporate Logo Requirement for <Name of Athlete>

The Sponsor agrees to provide the athlete all corporate logos in the size and quantities as noted below.

Sponsor marks should be provided as an embroidered badge. The sponsor should note that the entire surface of the badge is used when complying with FIS, Nordiq Canada and NST size regulations.

Please consult Nordiq Canada or refer to Athlete Clothing before negotiating with personal sponsors in regard to specific logo branding commitments.

11. **APPENDIX C** Athlete Authorization for Agent or Advisor

ATHLETE AUTHORIZATION FOR AGENT OR ADVISOR

I, _____ (athlete's name), hereby request of Nordiq Canada

that _____ be authorized to act as:

an Agent, to manage my business and marketing affairs, including use of attributes, PR schedules, sponsorships; and/or

an Advisor, to manage my trust fund pursuant to the provisions of the Association's policy on use of athlete trust funds as outlined in the Athlete Handbook.

Dated this _____ day of _____, 20_____.

Athlete

Witness

Name of Advisor: _____

Name of Agency/Firm if any: _____

Duration of Agency/Athlete Agreement: _____

Contact Person: _____

Tel. # of Contact Person: _____

Email of Contact Person: _____

Address of Agency: _____

12. APPENDIX F Definitions

“**CADP**” means the Canadian Anti-Doping Program.

“**CCES**” means Canadian Centre for Ethics in Sport.

“**COC**” means the Canadian Olympic Committee .

“**CPC**” means the Canadian Paralympic Committee.

“**Designated Contact**” means the individual designated by Nordiq Canada as the Athlete’s main contact for questions, concerns and communication.

FIS” means the Fédération Internationale de Ski.

“**Fee Schedule**” means the schedule of when an Athlete will have to pay any fees or costs associated with participation on the national team, and the amount.

“**HPD**” means High Performance Director.

“**HPM**” means High Performance Manager.

“**IOC**” means the International Olympic Committee.

“**IF**” means International Federations.

“**IPC**” means the International Paralympic Committee, Nordic Skiing.

“**NST Coach**” means the national team coach designated by Nordiq Canada.

“**NST**” means National Ski Team and is inclusive of the Para Nordic program.

“**NSO Sponsor**” means any entity, whether characterized by NSO as a sponsor, supplier, licensee or otherwise, with whom the NSO has a contract to use, market, advertise, or promote their products or services.

“**Personal Information**” means information collected about an identifiable individual, which may include information concerning:

- the physical or mental health of an individual;
- any health service provided to an individual; or
- the donation by the individual of any body part or any bodily substance of the individual or information derived from the testing or examination of a body part or bodily substance of the individual.

“**SDRCC**” means the Sport Dispute Resolution Center of Canada.

“**WADA**” means the World Anti-Doping Agency.

