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Policy on Snow Valley Racing Association Branding and Usage of Branding

Approved: August 22nd 2006

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Snow Valley Racing Association (SVRA) strives to be a leader in alpine ski racing and maintaining a professional image is a very important factor in achieving this objective. As such, SVRA recognizes the importance of high quality branding instruments as well as the importance of proper use of such branding instruments. This policy has two parts, the first one establishing the process of creating branding material, the second concerning the usage of such material.

The Board of Directors and/or Program Directors are responsible for the approval of branding material (including but not limited to trademarks such as SVR, Snow Valley Racing, SNOW, letterheads, logos & team apparel). Such material must be professional, tasteful and appropriate for a youth sport organization.

Usage of any SVRA branding material must have formal approval by the Secretary and/or Program Directors. This includes logos or trademarks put on team apparel, promotional items as well as correspondence.

It is a major infraction to use any of these trademarks or their elements for any purpose without written permission. In the event of non-compliance with this policy, any branding material must be removed promptly at the request of the Secretary and/or Program Directors. SVRA members who fail to comply with this policy may be sanctioned as per the SVRA Discipline Policy.

"Our programs provide well organized, challenging, and rewarding experiences for everyone, whether you are a recreational racer or an aspiring Olympian"