

The HBC Bursary program will support athlete bursaries designed to assist those that require that support to help them reach the Olympic podium. The purpose of the program is to have the selected athletes invest the money towards activities that will benefit their development in their sport.

The nomination period for HBC Bursary has officially commenced. Each selected athlete shall receive \$10,000 in funding each year that they meet the eligibility requirements.

OBJECTIVES

- Target national level athletes who have potential for continued competitive success
- Fund fifty (50) athletes annually (until 2020)
- Support athletes to reach and be named to an Olympic Team

Eligibility for the HBC Bursary program is as follows:

- Athlete must be of legal age at the time of the application or have parental approval to take part in the program
 - Athlete's sport and event must be included on the official program of the next Olympic Games
 - Athlete must be committed to train and compete for their NSF, representing Canada, for the upcoming year
 - Athlete must hold a Canadian Citizenship
 - Athlete's application must be endorsed by their NSF to secure athlete is in good standing with their NSF and must be considered an Olympian or Olympic hopeful
 - Olympian or Olympic hopeful process requires that one of the following performance criteria must be met at the time of the application:
 - Athletes who have qualified by name to the next Olympic Games;
 - Athletes who have achieved a Top-16 at the most recent World Championships AND are considered Olympic hopefuls;
 - Athletes who were on the official roster at the time a team sport qualified for the Olympic Games via a qualification event AND are still being considered for final team selection for the Games;
 - Athletes who are on the national team roster of a team sport that is targeted by Own The Podium;
 - Athletes identified by the COC and NSF who have strong future potential for the Olympic Games but did not meet the criteria as described above
 - Athlete must not be serving an anti-doping rule violation sanction
 - Athlete will receive funding year over year until 2020 as long as they continue to meet program eligibility
 - Annual check-in will take place in to the Fall to confirm eligibility for the following year
- ** NCAA athletes may not be eligible to apply. Please work with your NSF and educational institution to inquire about NCAA rules and ensure that if you are selected to receive a HBC Bursary program, doing so will not jeopardize your NCAA eligibility.***
- A total of 50 spots are available for funding

- Individual sport nominations and performances will be evaluated in relation to each other
- The Selection Committee is committed to achieving a balance of summer and winter sport representation, and male and female recipients
- Competition results from 2015 and 2016 will be taken into consideration (international and Olympic events will take precedence where possible) as will use of funds

Athlete Responsibility

Each recipient completes a COC and COF contract that allows for use of their likeness and/or event attendance in association with the HBC Bursary program.

A combination of the following possibilities would be explored:

- Up to 2 appearances per year. This can include, but not limited to Hudson's Bay events, photo shoot, media interviews.
- Up to 2 phone interviews per year
- Up to 5 social media posts per year (in relation to athlete appearances/product launches)
- Image usage boundaries can include the following:
 - In-store signage, store windows
 - Print communications - national flyers, newspaper, catalogues
 - Digital communications - email, thebay.com, social media
- Any future use of their likeness by Hudson's Bay must be approved by the individual athlete and go through the COC Athlete marketing department
- HBC to cover travel and accommodation costs for photo shoots and/or events if applicable.

For any questions please contact:

Katie Cheesbrough - HBCbursary@olympic.ca or 416 324-4130

Marie-Ève Marleau - mmarleau@olympic.ca or 514 861-5058