True Sport Engagement Kit
for School Championship and Tournament Convenors

A guide on how to Join, Live and Grow True Sport in School Championships and Tournaments

(add your logo here)
Introduction – Schools and Sports:

“The purposes of the Canadian School Sport Federation and True Sport appear to be closely aligned. Part of the mandate of the CSSF is the goal of promoting and advocating for good sportsmanship and citizenship in our student-athletes and teacher-coaches. The ethical values of teamwork, fairness, equity, generosity in success and dignity in defeat are the ideals that the CSSF encourages and supports in school sport competition and administration.

“Schools have more influence on the lives of children and youth than any other social institution. They are an effective environment to influence behavioural and attitudinal changes and play an essential role in providing the foundations of a happy and healthy lifestyle. Schools provide the setting in which all children, regardless of their family’s financial or social status, have the opportunity to acquire the competencies that are fundamental to life-long healthy, active living. School sport contributes significantly to providing the opportunity for children and youth to learn the skills and develop the habits that serve as the foundation of future and continued participation in sport. Most Canadians experience their first opportunity for participation in organized sport through the school system.”

(excerpt from a Canadian School Sport Federation letter to the True Sport Secretariat)
WHAT IS TRUE SPORT?

True Sport is ... a national movement for sport and community which strives to ensure that positive sport values are central to the sport experience for athletes, coaches, teams, leagues, schools and in communities. Its core mission is to be a catalyst to help sport live up to its full potential as a public asset for Canada and Canadian society – making a significant contribution to the development of youth, the well-being of individuals, and quality of life in our communities. At the heart of True Sport are four core values: fairness, excellence, inclusion and fun.

It’s a Movement powered by people like you ... people who believe that – when we do it right – sport can transform lives and communities. People who care about the positive values that sport embodies, like teamwork and commitment. People who want to see sport in Canada live up to its potential. As someone who already believes in, and advocates for a values-centered sport environment, you have a great opportunity to be a powerful voice and role-model in “theming” your event a “True Sport Event”.

It’s easy to get involved ... This Kit outlines effective and easy-to-implement steps you can take to become part of the True Sport Movement. Stand up and be counted for the kind of sport you want played in your provincial/territorial Championship or Tournament. It’s simple. It’s practical. It’s full of ideas. Everything you need to get started is inside. The only cost is commitment.

GUIDING PRINCIPLES

The goal of the True Sport Movement is to engage teachers, coaches, teams, athletes, officials, event organizers, community leaders and community organizations to commit to fostering and demonstrating a culture of “good sport”, values-driven sport. To achieve this, it is important to incorporate the language of True Sport (i.e. “Principles for Sport” and “Principles for Communities”) into your event’s activities. In turn, this will create an environment which will permit teacher-coaches and student-athletes to “live” True Sport.

The following “True Sport Principles for Sport” and “True Sport Principles for Communities” will guide your Championship’s and Tournament’s engagement in the True Sport Movement.
Principles for Sport

Go For It
Always rise to the challenge. 
Discover how good you can be.

Play Fair
Play honestly and obey the rules.
Winning is only real when competition is fair.

Respect Others
Respect teammates, competitors and officials both on the field and off.
Win with dignity and lose with grace.

Keep it Fun
Have a good time.
Keep a positive attitude and contribute to a positive atmosphere.

Stay Healthy
Respect your body. Keep in shape.
Avoid unsafe activities.

Give Back
Do something that helps your community.
Principles for Communities

Recognize Sport as a Valuable Community Asset
Help sport live up to its full potential.
Enable it to contribute to the well-being of the entire community.

Champion Ethical Conduct
Commit to fair play. Make respect for the rules, officials, coaches and players a priority – on the field and on the sidelines

Promote Inclusion
Remove barriers. Encourage participation.
Make it possible for everyone to get involved and stay involved.

Strengthen Connections
Create opportunities for people to get together through sport.
Make newcomers feel welcome. Promote friendship, trust, cooperation and respect.

Support Excellence
Teams and athletes carry the hearts and hopes of the community wherever they compete.
Help them to be the best they can be.

Foster Healthy, Active Lifestyles
Inspire people to get active and stay active. Offer a variety of sport opportunities – both structured and unstructured – that are inviting, enjoyable and rewarding for all.

Create Safe and Welcoming Environments
Develop, protect and nurture places and spaces that are hospitable and conducive to the safe enjoyment of sport.

Celebrate Contribution
Recognize and honour the people – coaches, organizers, officials and volunteers – whose contribution makes sport possible and positive in the community.
HOW DO WE GET INVOLVED?

It’s easy. The **first step** is to... **JOIN TRUE SPORT!**

The True Sport Movement is rooted in its simple Principles. By committing to these Principles during your Championship or Tournament you, along with the participating school teams, coaches and student-athletes, join a growing Movement of Canadians who believes that sport has the power to shape character and express values, promote inclusion and inspire excellence. Joining True Sport means...

1. Engage in a **discussion** with your Championship/Tournament Organizing Committee about having your event themed a “True Sport Championship/Tournament”. Make this a committee wide discussion and commitment.

2. Log on to [www.truesport.ca/declare](http://www.truesport.ca/declare) and complete the online declaration to officially enroll your Championship or Tournament as a member of the True Sport Movement.

The **second step** is to... **LIVE TRUE SPORT!**

Bring the True Sport Principles to life within your event. True Sport Principles reinforce behaviours that build character, well rounded student-athletes as well as personal and team excellence. They set standards that all True Sport supporters share. The principles are universal but their application depends entirely on your event’s situation. In many cases, you’ll see you are already promoting them as part of your event in one form or another. How participating athletes and coaches **LIVE** the True Sport Principles during your Championship or Tournament will then be a reflection of your desire for “good sport – values-based sport”.

Here’s how your Championship/Tournament can **LIVE** True Sport in your province/territory...

- Maintain True Sport as a regular business item on your event organizing committee meeting agendas to monitor and discuss how True Sport is being reflected.

- If you operate an event website, add any of the True Sport logos to its home page. Download one from the True Sport website at [http://www.truesportpur.ca/logos](http://www.truesportpur.ca/logos). Dedicate a page or text highlighting your event’s engagement in True Sport.

- Add the True Sport logo to your Championship/Tournament banners.

- Add True Sport logos to all your Championship/ Tournament materials (e.g., program, passes, letterhead, results board, souvenir T-shirts, etc...)
✓ Laminate and prominently display True Sport “Principles for Sport” posters in your Championship/Tournament change rooms, spectator stands and venues.

✓ Display True Sport banners in your Championship/Tournament venues.

✓ At your coaches meeting, encourage participating teams, coaches and athletes to join the True Sport Movement through the True Sport website.
  o Live by the True Sport Principles.
  o Talk about your expectations.
  o Distribute copies of the True Sport School Coach Engagement Kit to all participating teams.

✓ Think about strategies by which you’ll make parents/spectators aware of your event’s True Sport theme and your expectation on their comportment.

✓ Depending on your event’s budget, consider purchasing True Sport products to support your Championship/Tournament theme. Use them as draw prizes (see order form p. 9-12).

✓ If you host a Championship/Tournament banquet, be sure to highlight the True Sport theme. Display a True Sport banner. Show the True Sport video – “True Sport Lives Here”

✓ Speak about the importance of the True Sport Principles to assembled athletes and coaches. If you have a guest speaker, encourage him/her to weave True Sport Principles into his/her speech.

✓ During the Opening Ceremonies, declare the event a True Sport Championship/ Tournament. Have representatives of the Host Committee along with a coach, athlete and official take an oath to the True Sport Principles and sign a True Sport declaration on behalf of their peers.

✓ If you hand out medals/trophies as part of your Championship/Tournament, consider adding the True Sport logo to them.

✓ If you recognize an “Athlete of the Championship/Tournament”, consider recognizing him/her as a “True Sport Athlete” (not necessarily the MVP). Use the True Sport “Principles for Sport” to guide the selection criteria. Display the True Sport logo on the Award.

✓ The same could be done with any “Coach Awards”.

What other actions could your organizing committee undertake to “LIVE” True Sport? Please send any additional ideas that could be added to this guide to info@truesport.ca.
The **third and final step** is to... **GROW TRUE SPORT!**

Now that your Championship/Tournament has joined and become a member of the True Sport Movement, you can add momentum to the Movement by spreading the message and sparking a similar commitment among other Championship/Tournament Convenors. Talk to others about the True Sport Movement! Engage them into discussions about the benefits of values-based sport, giving them examples of how your Championship/Tournament has benefited from this engagement. Invite them to do the same with their event and direct them to the True Sport website. The True Sport Movement relies on people like you—people who understand the value and power of school sport—to let others know they can become part of a nationwide effort committed to making sport the best it can be.

Ideas to help you **GROW** the Movement...

- Where appropriate, consider aligning your Championship/Tournament rules, regulations, policies, procedures with True Sport values and principles.

- During an event post-mortem ask yourself – what worked well? What could have been done differently? How could it be improved? Share these learnings with your Provincial/Territorial School Sport Association and others through info@truesport.ca.

- Showcase your event’s great ideas and resources with other Convenors across Canada through the Resource Section of the True Sport website. Others can then learn from you and make use of your tips, tools or stories. For more on how to submit postings, contact info@truesport.ca.

What else can you do to “**GROW**” True Sport?
**RESOURCE ORDER FORM**

Completed forms can be sent by mail, by fax or online

If you have any questions please contact True Sport at (613) 521-9533

**MAIL:** c/o Canadian Centre for Ethics in Sport (CCES)
955 Green Valley Crescent - Suite 350  Ottawa, ON  K2C 3V4

**FAX:** (613) 521-3134
**Email:** info@truesport.ca

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**RESOURCES AVAILABLE**

*The following resources marked with an asterisk can be ordered free of charge and/or downloaded (at no cost, up to 10 items)*. For groups or organizations wishing to make an order of 11 or more items, shipping and handling costs may apply. A True Sport representative will be contacting you shortly to confirm your order, product costs and to determine your preferred method of payment.

<table>
<thead>
<tr>
<th>Photo</th>
<th>Item Description</th>
<th>Unit Price</th>
<th>QUANTITY</th>
</tr>
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</table>
| ![True Sport Start-up Kit](image1) | **True Sport Start-up Kit**  
Includes:  
Community Action Kit  (including 20 Stickers, 20 Tattoos)  
Fridge Magnet, Fling Ring, Pen, Highlighter,  
Note Pad, Movement Brochure, DVD | **$ 5.00** each |            |
| ![True Sport Lives Here DVD](image2) | **True Sport Lives Here DVD**  
Includes English and French versions  
A seven minute video featuring a variety of community leaders and elite athletes  
(Steve Nash, Chantal Petitclerc) | **$ 7.50** each |            |
| ![Community Action Kit](image3) | **Community Action Kit**  
Includes:  
20 True Sport Stickers, 20 True Sport Tattoos  
A Principles for Community Poster, A Principles for Sport Poster, A True Sport Declaration | Free* (up to qty 10) **$ 5.50** each |            |
| ![True Sport Movement Brochure](image4) | **True Sport Movement Brochure**  
5 panel design  
bilingual  
20 brochures per package | Free* (up to qty 10) **$10.00** each package | _____ packages |
| ![True Sport Stickers](image5) | **True Sport Stickers**  
1.25" x 2" vinyl stickers  
Fabric safe adhesive  
20 stickers per package | Free* (up to qty 10) **$ 0.85** each package | _____ packages |
| ![True Sport Tattoos](image6) | **True Sport Tattoos**  
1.5" x 1.5"  
20 tattoos per package | Free* (up to qty 10) **$ 1.20** each package | _____ packages |
# RESOURCES AVAILABLE

**The following resources can be ordered for the price indicated; taxes, shipping and handling costs may apply. A True Sport representative will be contacting you shortly to confirm your order, product costs and to determine your preferred method of payment.**

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<tbody>
<tr>
<td><img src="image1" alt="Photo" /></td>
<td>True Sport Poster 36” x 26” (folded)</td>
<td><em><em>Free</em> (up to qty 10) $ 0.50 each</em>*</td>
<td></td>
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<tr>
<td><img src="image2" alt="Photo" /></td>
<td>Principles for Sport Poster 11” x 17” (folded)</td>
<td><em><em>Free</em> (up to qty 10)</em>*</td>
<td></td>
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<tr>
<td><img src="image3" alt="Photo" /></td>
<td>Principles for Community Poster 11” x 17” (folded)</td>
<td><strong>$ 0.45 each</strong></td>
<td></td>
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<tr>
<td><img src="image4" alt="Photo" /></td>
<td>True Sport Official Member Declaration 8.5” x 11”</td>
<td><em><em>Free</em> (up to qty 10)</em>*</td>
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## CLOTHING:

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<tr>
<td><img src="image5" alt="Photo" /></td>
<td>True Sport Vest (bilingual) Available in Men's: Small, Medium, Large, X-Large Women's: Small, Medium, Large, X-Large</td>
<td><strong>$ 40.00 each</strong></td>
<td>_____ quantity _____ sizes</td>
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<tr>
<td><img src="image6" alt="Photo" /></td>
<td>True Sport Long Sleeve ¼ Zip Pullover (bilingual) Available in Men's: Small, Medium, Large, X-Large Women's: Small, Medium, Large, X-Large</td>
<td><strong>$ 40.00 each</strong></td>
<td>_____ quantity _____ sizes</td>
</tr>
<tr>
<td><img src="image7" alt="Photo" /></td>
<td>True Sport Performance Long Sleeve (bilingual) Available in Men's: Small, Medium, Large, X-Large Women's: Small, Medium, Large, X-Large</td>
<td><strong>$ 35.00 each</strong></td>
<td>_____ quantity _____ sizes</td>
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<tr>
<td><img src="image8" alt="Photo" /></td>
<td>True Sport Iron-On Patch 2” x 3” - Sold as 10 patches per package You can apply the patch to any fabric</td>
<td><strong>$ 8.00 for 10 packages</strong></td>
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<tr>
<td><img src="image9" alt="Photo" /></td>
<td>True Sport Ball Cap Youth and Adult sizes True Sport logo embroidered both sides (bilingual)</td>
<td><strong>$ 15.00 each</strong></td>
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<tr>
<th>**<strong>True Sport Toque</strong> One size fits all (bilingual)</th>
<th><strong>$ 15.00 each</strong></th>
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<tr>
<td><strong>Waffle Beanie Style - black</strong> Made in Canada</td>
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| **True Sport Rally Scarf** Made in Canada             | **$ 25.00 each** |

| **MISCELLANEOUS:**                                  |                  |

| **True Sport Highlighter/Pen Combo**                | **$ 2.00 each**  |
| (bilingual)                                         |                 |

| **True Sport Pen** (bilingual) Sold as 10 pens per package | **$ 10.00 for 10 packages** |

| **True Sport Gel Bracelets** **Individually** imprinted with the True Sport Principles for Sport (bilingual) | **$ 1.00 each** |
| Special Package – Buy a set of each principle (6) for $5.00 |                 |

| **True Sport Fling Ring** 9” diameter (bilingual) Sold as 10 fling rings per package | **$ 8.00 for 10 packages** |

| **True Sport Bike Water Bottle** Imprinted with the True Sport Principles for Sport (bilingual) | **$ 1.50 each** |

| **True Sport Bottle – Stainless Steel** Imprinted with the True Sport Logo and Web Address (bilingual) | **$ 15.00 each** |

| **True Sport Tumblers** No-Spill, Stainless Steel, Insulated (bilingual) | **$ 15.00 each** |
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<tr>
<td>True Sport Banner (indoor/outdoor - 42&quot; X 66&quot;) &quot;Principles of Sport&quot;</td>
<td>$100.00 each</td>
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<tr>
<td>True Sport Banner (indoor/outdoor - 42&quot; X 66&quot;) &quot;Principles for Communities&quot;</td>
<td>$100.00 each</td>
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<tr>
<td>True Sport “Lives Here” Banner (indoor/outdoor - 42&quot; X 66&quot;) Available in French and English</td>
<td>$100.00 each</td>
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<td>True Sport “Luggage” Tags 2&quot; x 4&quot; Show your support around the world</td>
<td>$4.00 each</td>
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<tr>
<td>True Sport Magnetic Photoframes 8&quot; x 5.75&quot; 2 magnets in one, guaranteed to brighten up any fridge, filing cabinet or locker</td>
<td>$1.50 each</td>
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<tr>
<td>True Sport Note Pads 5.5&quot; x 8.5&quot; (bilingual) White paper, ruled</td>
<td>$2.25 each</td>
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<tr>
<td>True Sport Note Book Red Soft Cover, White paper, ruled with margin 9 1/4&quot; x 7 1/4&quot;</td>
<td>$20.00 each</td>
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<tr>
<td>True Sport Skate Towel Imprinted with the True Sport Principles for Sport (bilingual)</td>
<td>$2.50 each</td>
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<tr>
<td>True Sport Pucks In Glas Co Official made in Slovakia</td>
<td>$1.00 each</td>
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<tr>
<td>True Sport Tote Bag Environmentally friendly Black – 12&quot; x 14&quot; x 8&quot;</td>
<td>$3.00 each</td>
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