



Dragon Boat Canada Brand and Identity Naming Policy

1. Purpose

The purpose of this policy is to prevent confusion or misrepresentation by clubs or festivals. It ensures that National Teams and Provincial/Territorial Teams remain clearly distinct from club teams, and that DBC National or sanctioned provincial/territorial events are clearly distinguished from events held in Canada by other organizations.

2. Scope

This policy applies to all clubs, festivals, and events seeking affiliation or membership with Dragon Boat Canada (DBC).

3. Parameters

Club and event names must not directly or indirectly imply representation of Canada, any province, or any territory. This includes names such as “National Dragon Boat Club” or any similar phrasing that could reasonably lead to misinterpretation.

4. Process

- Clubs with names that fall within the scope of this policy and that have maintained uninterrupted DBC affiliation prior to 2009 may continue operating under their existing names.

- Any club or event name that may infringe upon this policy may be refused affiliation or membership under that name.
- All club and event names submitted for affiliation or membership will be reviewed by the Executive Director, and, if required, by the Board of Directors for final approval.