

Start your True Sport journey here. Because good sport can make a great difference.

## JOIN

**Join** thousands of Canadians who are committed to good sport and ensure your event exemplifies all that good sport has to offer!



## FOLLOW

**Subscribe** to the True Sport mailing list and follow @TrueSportpur on Twitter and Facebook for inspiring stories, news and resources.



## PROMOTE

Talk about and **promote** your commitment to True Sport through your communication channels.



## ACTIVATE

Host an outreach booth to increase awareness to your commitment to **True Sport** and provide an opportunity for stakeholders to understand what that means.



## INSPIRE

Use the **True Sport Oaths** as part of your opening ceremonies or welcoming remarks to allow athletes, coaches and officials to publicly pledge their commitment to True Sport.



## HONOUR

Create a **True Sport Award** to recognize teams, athletes, coaches, parents, officials and volunteers who embody the True Sport Principles.



## DISPLAY

Profile **True Sport materials and signage** throughout your event facilities. Consider **co-branding promotional items** for giveaways.



## SHARE

Use the **#TrueSport-Moments** hashtag to share your event's **True Sport stories** on social media.