



Apparel supplier — 25 April 2025

Date	25 April 2025
Format	Video call
CF3	Simon Damborg, President
Apparel supplier	Amanda Gomes

WHY WE MET

The 2025 National Championships needed athlete and crew apparel, and CF3 wanted an online store where members can wear the federation's colours and support its work.

WHAT WE TALKED ABOUT

CF3's non-profit mandate and its goal of recognition as a sport in Canada, as the backdrop for how the brand should look. Launching a CF3-branded online store in support of the mission. Athlete and crew apparel for a Nationals run across two locations, with CF3 branding, "ATHLETE" on the athletes' shirts and a distinct crew colour so staff are easy to find on the floor. Shipping to both event locations. Commercial terms were discussed and are not recorded here.

WHAT IT MEANS FOR MEMBERS

CF3-branded gear for Nationals athletes and crew, and a store where any member can support the federation.

WHAT HAPPENS NEXT

Design mock-ups are being reviewed, members will be surveyed on logo placement and design versions, and production follows CF3's approval.