



## CALGARY RAIDERS HOCKEY BRANDING POLICY

The Board of Directors of the Calgary Raiders Hockey Club (CRHC) has chosen Tuxedo Source for Sports (Tuxedo) as the exclusive supplier to teams wishing to purchase CRHC apparel for their players and fans for the 2023-2024 hockey season. CRHC encourages all players and families to take pride in their logo and association - all Raiders belong to a team and all teams belong to Raiders! The benefits to CRHC of having an exclusive supplier include:

- Enables CRHC to control distribution and use of its brand and approved logos
- Creates a uniform look for all players fostering pride in CRHC
- Opportunity for improved cost effectiveness to teams and families
- Enables CRHC to ensure quality standards, delivery times and service standards are being met

### Raiders Logo

The CRHC logo may ONLY be used with the express written consent of the Raiders Hockey Board of Directors. Any use without PRIOR permission is strictly prohibited.

### Ordering Apparel

The Raiders Online Store can be found on our website, all apparel must be purchased either through the Raiders Online Store or through Tuxedo directly.

All items on the Raiders Online Store have been discounted to reflect the team rates. Please note that any individual apparel ordered through the online store is subject to an 8% platform fee incurred by Tuxedo.

All team orders for apparel are to be placed directly through Tuxedo. All team orders must be placed by team managers only. Teams are entirely responsible for approving and paying for their Raiders apparel order and in no circumstance will CRHC be held accountable for payment. Please email team orders to: [TEAMAPPAREL@TUXEDOSPORTS.CA](mailto:TEAMAPPAREL@TUXEDOSPORTS.CA)

Purchasing CRHC logoed apparel that Tuxedo has listed on the Raiders Online Store from any supplier other than Tuxedo is strictly prohibited without prior written approval from the Board of Directors.

### Third Jerseys

Wearing a third jersey during any sanctioned CRHC game is strictly prohibited without the prior written consent of the Board of Directors. If consent is given, it will be mandatory to purchase the third jersey from CRHC's exclusive supplier.

### Advertising/Sponsorship on Apparel

Teams are from time to time able to secure corporate sponsors for the purchase of team apparel. CRHC encourages and welcomes the sponsorship, however, if the sponsor wishes to place its logo on the team apparel, prior written consent must be obtained from the Board of Directors.





Although CRHC encourages and welcomes the sponsorship, the Board of Directors want to ensure that the corporate logo or advertising is appropriate in size and location, suitable for children to be wearing and not in competition with any association-level sponsors or partners.

### **Practice Jerseys**

Team practice jerseys may be purchased from any apparel provider, so long as they abide by the Advertising/Sponsorship on Apparel notes above. If a CRHC logo is to be added to the practice jersey, please ensure you choose a vendor who has been approved by the Board of Directors.

### **Game Jerseys**

In the event the sponsor wishes to place its logo on a Raiders Jersey, (i) the total amount of the sponsorship must be greater than \$1,000.00, (ii) they must abide by the Advertising/Sponsorship on Apparel notes above, and (iii) prior written consent must be obtained from the Board of Directors.

### **Pant Shells**

Teams can purchase Raiders pant shells directly through Tuxedo. Pant shell orders must be placed as a team order, no individual orders will be accepted.

### **Non-Apparel Items**

The CRHC understands that opportunities arise throughout the season for teams to purchase Raiders products other than apparel. We welcome teams and vendors to create products for tournaments, for special occasions, and keepsakes. Any non-apparel items that differ from what is offered on the Raiders Online Store are to be presented to the Board of Directors for approval, and an NDA must be signed by the vendor.

Recommended vendors for CRHC non-apparel products are:

#### Medals/Trophies

Custom Laserworks  
tammy@customlaserworks.ca

#### Dressing Room Flags

Ashley Sawchuk  
ashleysstifora84@hotmail.com

*\*\*\* For an updated list of recommended and/or approved vendors, please contact the Vice President of Off-Ice at [vpoff-ice@raidershc.ca](mailto:vpoff-ice@raidershc.ca).*

### **Breach of Policy**

We have confidence that all teams will work with CRHC to ensure these policies are adhered to. If CRHC becomes aware of a breach of the above policies the team manager and head coach will be required to appear before the CRHC Discipline Committee. The CRHC Discipline Committee will be entitled to determine the appropriate penalty or fine.

