



## CALGARY RAIDERS HOCKEY BRANDING POLICY

### Raiders Logo Usage

The CRHC logo may only be used with the express written consent of the Raiders Hockey Board of Directors. Any unauthorized use is strictly prohibited.

### Raiders Apparel

Members and teams can purchase Raiders apparel through our approved vendors. Teams are fully responsible for approving and paying for their apparel orders; CRHC will not be held accountable for any payments. Purchasing CRHC-branded apparel from non-approved vendors, if available through approved vendors, is prohibited without prior written approval from the Board of Directors.

### Third Jerseys

Wearing a third jersey during any sanctioned CRHC game is strictly forbidden without prior written consent from the Board of Directors. If permission is granted, the third jersey must be purchased from CRHC's approved vendors.

### Advertising and Sponsorship on Apparel

Teams may secure corporate sponsors for team apparel. While CRHC encourages sponsorship, any team wishing to place a sponsorship logo on team apparel must obtain prior written consent from the Board of Directors. In doing so, the Board of Directors seeks to ensure that logos are appropriate in size and placement, suitable for children, and do not compete with any association-level sponsors or partners.

### Game Jerseys

If a sponsor wishes to place its logo on a Raiders jersey, the following conditions must be met: (i) the total sponsorship amount must exceed \$1,000.00, (ii) the sponsor must adhere to the Advertising and Sponsorship guidelines mentioned above, and (iii) prior written consent from the Board of Directors is required.

### Practice Jerseys

Teams may purchase practice jerseys from any provider. However, if a CRHC logo is to be added to a practice jersey from a non-approved vendor, prior approval from the Board of Directors is required.

### Non-Apparel Items

CRHC acknowledges that opportunities may arise throughout the season for teams to acquire Raiders products beyond apparel. We welcome teams and vendors to create items for tournaments, special occasions, and keepsakes. Any non-apparel items that differ from offerings by approved vendors must be submitted to the Board of Directors for approval, and the vendor must sign an NDA.

### Breach of Policy

We trust that all teams will comply with these policies. If CRHC discovers a breach, the team manager and head coach will be required to appear before the CRHC Discipline Committee, which will determine the appropriate penalty or fine.

### Approved Vendors:

- Adrenalin Source for Sports
- Custom LaserWorks (tammy@customlaserworks)
- Tuxedo Source for Sports
- Ashley Sawchuk (ashleystifora84@hotmail.com)

For an updated list of approved vendors, please contact the Director of Equipment.

