

	<b>Title</b>	Apparel, Banner and Printed Material Policy
	<b>Policy #</b>	Administration – 3.6
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	<b>Owned By</b>	Executive Committee

## 1.0 OVERVIEW

Airdrie Minor Hockey Association (AMHA) is proud of our association and wants to ensure teams are proud of their home association as well. To promote this, AMHA will be regulating various aspects of team apparel and what will be approved for teams to use. **Players are not required to purchase team apparel, but should a team choose to, we ask that you stay within this policy.**

## 2.0 POLICY

This policy will apply to all divisions within AMHA, U7 to U18, including AA and for AAA (see 5.8 and 5.9).

## 3.0 VENDORS AND LOGOS

Several vendors have been issued the AMHA logo including but not limited to:

- Times2 Promotions
- East Side Sports
- MMH Apparel
- Dangleshow Hockey
- Deker
- GT Promotions

If you have a vendor not on this list you will need to contact the office to get the approved logo.

## 4.0 SPONSORSHIP

AMHA recognizes that sponsors are an important part of the association and for teams. Sponsorship logos are permitted on AMHA branded clothing but must be within applicable guidelines (see 6.0 chart for specifics). AMHA's Lightning logo must be the prominent logo on the item. **Sponsorship funds can NOT go to purchase safety equipment for teams, i.e Helmets or gloves.**

## 5.0 APPAREL

### 5.1 Third Jerseys

Third Jerseys are available only to **U18 Teams** and must contain AMHA's Lightning logo and colours. AMHA will not be responsible for any costs associated with U18 third jerseys. Teams should be mindful of any league regulations regarding third jerseys. They must have the player's number and may have the player's name. **A mock up of the jersey needs to be approved by the Executive Committee prior to ordering.**

### 5.2 Practice Jerseys

Practice Jersey's must **only** contain the AMHA Lightning logo on the chest or shoulder. Sponsor logo can go anywhere, including center front, if the AMHA logo is on the shoulder(s). Jerseys can have players' names and numbers. **Jerseys can only be used for practice.**

### 5.3 Socks

CAHL and RHL teams must have two sets of socks, primarily black and white with red accents. Team socks can be either wool or nylon but must be consistent throughout the team. U7, U9 and U11 teams should have socks matching their jersey colours. **No logo is allowed on socks.**

### 5.4 Track Suits/Dress Jackets

Must be black in color. Female teams can get a female cut track suit/dress jacket, if available. The AMHA logo is on the front left chest, for both track jackets and dress jackets. If teams want to add player names and numbers, they must go centered on the upper back of the jacket or on the left sleeve. The AMHA logo must be on the front left upper leg, and if teams want, the player number can go on the back lower right leg. Sponsor logos can go on the bottom back of jackets.

### 5.5 Pant Shells

The AMHA Lightning logo should be on the front lower left leg for **primarily black pant shells** for all CAHL and RHL teams wishing to purchase.

### 5.6 Hoodies/T-shirts

Hoodies must be black, gray, white or red but do not have to be a specific brand. Logos should be placed on the front left chest or centre. If teams want to add player names and numbers, they must go centered on the upper back of the hoodie/t-shirt or on the left sleeve.

### 5.7 Joggers

Joggers must be black or gray but do not have to be a specific brand. The AMHA logo must be on the front left upper leg, and if teams want, the player number can go on the back lower right leg.

## 5.8 AA Teams

An Apparel package for the AA teams will be ordered prior to the season, including but not limited to: Pant shells, home and away socks, track suit or jogger pants and hoodie, hockey bag, t-shirt, shorts and cinch bag. Should AA teams wish to vary from this policy, they will require approval from the Executive Committee, who will review the recommendations as provided by the Director High Performance and then either approve or decline.

**AA players must have a black helmet and predominantly black gloves.**

## 5.9 AAA Teams

An Apparel package for the AAA teams will be ordered prior to the season from the AEHC, including but not limited to: Pant shells, home and away socks, jogger pants, winter jacket, hockey bag, t-shirt, shorts, hoody and cinch bag. The U18 AAA will also be getting gloves. Should AAA teams wish to vary from this policy, they will require approval from the Executive Committee, who will review the recommendations as provided by the Airdrie Elite Hockey Committee Chair and then either approve or decline.

**AAA players must have a black helmet and predominantly black gloves.**

## 6.0 LOGO SIZES AND PLACEMENT

The logo size can be determined by the vendor, with AMHA's logo being more prominent.

Apparel	AMHA Logo Placement	AMHA Logo Size approx.	Sponsor Logo Placement
Dress Jacket	Left Chest	2.75" H x 3.75" W	N/A
Track Jacket	Left Chest	2.75" H x 3.75" W	Lower Back
Track Pants	Left Front Upper Leg	2.75" H x 3.75" W	Right back lower leg
Practice Jersey	Front Chest or Shoulder	9.75" H x 11.5" W; Or 3" H x 4" W	Front Chest or Shoulder
Pant Shells	Lower Left Leg	2.75" H x 3.75" W	N/A
Hoodies	Left Chest or centre	2.75" H x 3.75" W	Lower Back
Joggers	Left Front Upper Leg	2.75" H x 3.75" W	Right back lower leg

## 7.0 BANNERS AND OTHER PRINTED MATERIALS

Banners, programs and other printed material should display the proper and applicable AMHA Lightning logo.

Sponsors and other logos may be also on the banners, but AMHAs logo should be the most prominent one.

## 8.0 NON-COMPLIANCE

Teams not following this policy may be subject to a monetary fine. These fines will go to support our benevolent or scholarship funds. The consequence of not paying the fine will be no Travel permits granted or canceled ice for practices and/or home games canceled with the team being responsible for any fines or fees from the applicable league.