

	Title	Apparel Policy
	Policy #	Administration – 3.6
	Draft Date	December 1, 2019
	Approved Date	March 31, 2020
	Revised Date	
	Owned By	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 – Initiation to U18 – Midget).

3.0 VENDORS AND LOGOS

Several vendors have been issued the AMHA logo including:

- Times2 Promotions (on-line store) (all three logos)
- East Side Sports (home logo and CAHL/RHL logo)
- MMH Apparel (home logo and CAHL/RHL logo)
- Dangleshow Hockey (home logo and CAHL/RHL 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 logo must be the prominent logo.

5.0 APPAREL

5.1 Third Jersey's

Third Jerseys are available only to U18 (Midget) Teams and must contain AMHA's logo and colours. AMHA will not be responsible for any costs associated with U18 (Midget) 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.

5.2 Practice Jersey's

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

5.3 Socks

CAHL teams must have two sets of socks, red and white; RHL teams must have two sets of socks, black and white. Team socks can be either wool or nylon but must be consistent throughout the team. U7 - Initiation, U9 - Novice and U11 - Atom city teams should have socks matching their jersey colours.

5.4 Track Suits/Dress Jackets

Must be the Canada Sports Wear Brand and only in black, however 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 right upper leg, and if teams want, the player number can go on the back lower left leg. Sponsor logos can go on the bottom back of jackets.

5.5 Pant Shells

The AMHA logo should be on the front lower left leg for plain black pant shells.

5.6 Hoodies/T-shirt's

Hoodies must be black but does 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 hoodie/t-shirt or on the left sleeve.

5.7 AA Teams

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.

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
Track Jacket	Left Chest	2.75" H x 3.75" W	Lower Back
Dress Jacket	Left Chest	2.75" H x 3.75" W	N/A
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	2.75" H x 3.75" W	Lower Back

7.0 NON-COMPLIANCE

Travel permits for teams who are found in non-compliance of this policy may be denied and/or home games cancelled with the team being responsible for any fines or fees from the applicable league.