

To ensure a consistent brand and appearance for the Guelph Ringette Association (GRA), this policy establishes standards for items associated with GRA that are used by member families. The GRA regulates the use of its logos and branding to promote these standards. While purchasing team apparel is optional for member families, any merchandise related to Guelph Ringette must comply with this policy. Such merchandise comprises, but is not limited to, apparel, bags, flags, drinkware, tableware, etc.

The names and terms “Guelph Ringette Association”, “Guelph Ringette”, “Predators”, “Guelph Predators”, “GRA” as well as the official logos of the Guelph Ringette Association are the property of the Guelph Ringette Association and may not be used or reproduced in any manner without the expressed written consent of the Guelph Ringette Association Board of Directors.

The GRA Board of Directors will determine and approve the official GRA merchandise and items associated with the Guelph ringette brand on a continual basis. Teams are able to request additional items to be added to the approved supplier inventory, or new vendors with separate inventory than existing suppliers, by written request through the Director of Marketing and Sponsorship. GRA Board of Directors approval is required for items to be added to the supplier inventory. The list of approved merchandise suppliers and their contact information will be made available on the GRA website under the ‘GRA Merchandise’ tab.

It is the responsibility of coaches/managers and families to ensure that this policy is followed. Coaches/Managers who fail to formally request permission to purchase items outside of the current club supplier will be required to appear before the Board of Directors and supply a rationale for their deviation from the process contained within this policy.

The consequences for deviating from the branding policy may include any of the following:

- the team will be required to immediately discontinue use of all unapproved merchandise
- forfeiture of games played while wearing unauthorized clothing
- team fines
- other penalties as deemed by the GRA Board of Directors