

Innisfail Minor Hockey Association Apparel Policy



The following parameters have been created by IMHA to help our members and teams purchase apparel for the 2020, 2021 & 2022 seasons.

The IMHA Board of Directors is focused on making the Innisfail Flyers a highly visible and recognizable brand in our community and across the province. We hope that this brand will instill pride in our members and be a symbol of unity for our association.

IMHA has established an Exclusive Apparel Program with Tom Bast Sports (TBS). By establishing partnerships with these companies, IMHA is looking to ensure long term reliability and stability that will benefit our entire association. **THIS PARTNERSHIP REQUIRES THAT ANY/ALL TEAM APPAREL BE PURCHASED THROUGH OUR EXCLUSIVE PROVIDER, TBS. NO EXCEPTIONS WILL BE MADE.**

IMHA has selected a line of apparel that will give our association an identity that will be recognized in Innisfail and any other place our teams travel. IMHA has chosen these apparel items in order to continue working towards a standardized look for our association. **IMHA recommends that teams placing apparel orders do so from the BAUER product line provided by TBS but may purchase any items that TBS supplies.**

The IMHA logo is the property of the Association. The logo and the Flyers name may be used on products, jackets or other garments and written/printed materials **ONLY WITH THE PRIOR WRITTEN APPROVAL OF THE IMHA PRESIDENT.** Items that appear in the IMHA Apparel Catalogue are already approved for the use of IMHA's name and logo.

The approved colors for all Association purposes are black, orange and white. Team jackets or any other identifiable apparel, shall be at a standard established by IMHA and must be dominant black with orange lettering. All authorized use of the Flyers name and logo must follow this color policy.

****The team officials of any team that violates this apparel policy will be suspended indefinitely and face a team fine (up to \$500) pending an in person hearing with the IMHA Board of Directors****