



POLICY TITLE: BRANDING AND APPAREL

Effective Date: September 6, 2019

DEFINITIONS

The following terms have these meanings in this Policy:

- a. Association: Spruce Grove Ringette Association
- b. Association apparel: a line of products offered by an approved vendor/supplier for teams to purchase for team apparel. These items allow for all teams within the Association to have a consistent appearance.
- c. Members: All categories of membership defined in the SGRA Bylaws.
- d. Participants: Players, Coaches, Managers, Trainers and Officials registered with SGRA.
- e. Parents/Guardians: Legal representatives of participants where participants are under the age of 18.
- f. Member/ Volunteers and Employees: Any person performing paid or unpaid service to a member of SGRA.
- g. SGRA: Spruce Grove Ringette Association
- h. Team Staff: Coaches, Managers and Trainers may collectively be referred to as team staff.

PURPOSE

Association approved apparel will ensure that every member of Spruce Grove Ringette Association has consistent clothing from year to year and team to team. This policy ensures that members can reuse apparel purchased for more than one year. Spruce Grove Ringette Association players will only wear approved Association apparel to games and tournaments to ensure professional and consistent representation of the brand of Spruce Grove Ringette Association. This change is intended to standardize what teams wear when representing SGRA in public.

Ringette Alberta conducted a parent survey in 2018 about the costs of participating in ringette. Apparel and tournaments were highlighted as a significant cost to families.

SCOPE

This policy applies to Members, Participants, Team Staff when they are representing Spruce Grove Ringette at all league games, tournaments, SGRA activities and special events.

REQUIREMENTS

SGRA Name, Logo and Colours

The Spruce Grove Ringette Association name and logo are registered trademarks and copyright protected. Under no circumstance is the SGRA logo be altered.

A standard set of colors provides for recognition of teams when participating in league play, tournaments, provincials, westerns and nationals. It is a unifying influence for players, team officials and fans. Also, it provides season-to-season continuity and keeps costs reasonable for families. The official colors of SGRA are hunter green, black, Vegas gold, white and grey.

The use of SGRA name, logo and colors are permitted for use for fundraising and sponsorship purposes as directed by the SGRA Executive. These shall not be used by individual teams unless granted permission prior to use by the SGRA executive.

The Sweetheart Tournament name, logo and colors are different than the official SGRA logo and colors. They are to be used as directed by Tournament Coordinators for Sweetheart Tournament planning and during Sweetheart Tournament weekend only.

Apparel must have the SGRA logo and must be purchased through the SGRA approved vendor only. Previously purchased Entropy or Go Logo Image Wear or UR Store apparel with SGRA logos are also approved.

Association Uniforms

1. Only SGRA issued jerseys and purchased custom game pants will be worn by teams/players during games in any league and/or tournament play.
2. Spruce Grove Ringette Association custom ordered pants are mandatory for all divisions playing in the Black Gold League (BGL). Players that are not playing in BGL may wear generic ringette pants or hockey shorts/socks.
3. SGRA jerseys and custom game pants are the approved uniform for the Association. No alterations to either are allowed without board approval.

Apparel

1. The purchase of Association apparel is optional for teams and determined by each team.
2. Images for SGRA, Spruce Grove Ringette Association, and its logos must go through an approved apparel vendor/supplier, as these vendors/suppliers have our logos on file, work with all teams, get volume discounts to keep prices reasonable and give back to the Association.
3. Association apparel must be ordered through the approved Spruce Grove Ringette Association vendor/supplier.

4. Association apparel purchased through the approved Spruce Grove Ringette Association vendor/supplier may not be altered by another vendor/supplier.
5. The SGRA logo must be the primary artwork on all Association apparel worn by teams at all sanctioned SGRA events, league and/or tournament play.
6. Player initials and names can be added to Association apparel. Team specifics, like team name and Jersey numbers are not recommended on apparel to ensure it is transferable from season to season.
7. A team sponsor name/logo may be added to Association apparel but will be limited to size and location as directed by the SGRA executive.
8. All teams will have access to specific items on the approved vendor/supplier's website.
9. The approved vendor/supplier may do custom items for teams, however standard Association colors must be maintained.
10. It is recommended that team-specific apparel be limited to one low-cost item, such as water bottles or decals. There cannot be any mention of SGRA on them. Higher cost items (such as hoodies, pants, bags, practice jerseys, hats) shall be SGRA branded, to allow for players to use them after the current season and for families to pass along to other players if desired.
11. If any team decides to create an apparel item outside the standard colors or go with another vendor/supplier, the name SGRA, Spruce Grove Ringette Association, and the logo cannot be used and it cannot be worn at all sanctioned SGRA events, any league and/or tournament play.
12. The guidelines outlined above are for all Association apparel that is purchased by an individual, by a team or by sponsorship.

Compliance and Consequence

1. Failure to comply with the guidelines outlined within this policy may result in a fine to the team of up to five hundred (\$500.00) and the head coach and manager may be subject to further discipline in accordance with SGRA's Discipline Policy.