

# New Zealand Inline Hockey Association Logos & Sponsorship User Policy

Valid from 2010

(This document is to be read in conjunction with Rule 307 from the current NZIHA Rule Book)

It is understood that many NZIHA affiliated clubs have club logos traditionally recognised as their club's "intellectual property" regardless of copy right.

The New Zealand Inline Hockey logo is also recognised as the official logo of the association, and if used, permission must be granted from the association and the logo must be presented in its entirety without modification.

The NZIHA Rule book ( Rule 307) states that;

*All players participating in NZIHA games must be dressed in matching team uniforms.*

- (a) *Each player and each goalkeeper listed in the line-up must wear an individual identifying number at least 20cm in height on the back of the sweater. All numbers assigned must be whole numbers between 0-99.*
- (b) *At the discretion of the Referees, the Home Team shall change its jersey if the colours of the competing teams conflict.*

Hockey uniform suppliers have the ability to sublimate unlimited designs and colours and this ability has also created an opportunity for clubs to seek sponsors and to have sponsors logos included at the design stage of the club uniform.

NZIHA acknowledge that the club playing jersey is recognised as a valuable resource and advertising logo space can be marketed to potential sponsors reducing the overall cost of the jersey to the club and to its players.

## Compliance with Rule 307 for all teams participating in NZIHA games

- Club teams MUST be dressed in matching team uniforms
- Clubs are free to obtain sponsorship for playing uniform subject to;
  - Each Player and goalkeeper listed on the team roster MUST wear an identifying number at least 20cm in height on the back of the jersey ( see Rule 307 for clarification on numbers)
  - Each Player and goalkeeper listed on the team roster MUST have either
    - The clubs "official" logo on the front of the playing jersey or
    - A space, centre front (approx 25 x 25 cm) must be left clear for club logo inclusion
- Where there is doubt about the acceptability of advertising on team uniforms the advice and permission of NZIHA shall be sought.

## Further, NZIHA advises

- Individual player sponsorship arrangements must not conflict with the requirement for the team to be uniformly dressed.
- Team playing pants (shell pants) must comply with Rule 307 (teams must be dressed in matching uniforms)
- That jersey numbers are recommended on the jersey sleeve where possible
- Both front "logo" area and back " number" area should remain clearly visible to game officials when jersey is being worn
- Jersey colours & design MUST be pre-approved by NZIHA prior to ordering.
- Clubs should have a light and dark jersey in case of colour clashes when meeting their opponent.
- Club may request the application of the "affiliated to NZIHA" logo to sublimate into their design. This can be supplied in JPG format. Placement location should be on the left or right jersey shoulder.
- Any applications of the NZIHA Logo must use the original colours. No other colours may be substituted in a colour rendition. For non-colour renditions, either 100% black or 100% white is acceptable. If NZIHA Logo is presented in 100% white, it can only be placed on a solid dark background. If NZIHA Logo is presented in 100% black, it can only be placed on a solid light background. A graphics free zone should be maintained around the perimeter of the NZIHA Logo. No lettering, lines, or images may cross over or hide the elements of the NZIHA Logo.



The "New Zealand Inline Hockey Association" name and/ or its derivatives and/or the NZIHA Logo may **NOT be** used for **any commercial purpose whatsoever** (i.e., the sale of shirts, jackets, caps, pucks or any other items) without first receiving the prior written permission of the NZIHA.

New Zealand Inline Hockey is granted use of affiliated clubs' logos for promotion purposes including;

- Insertion in e-bulletins, newsletters, official programmes
- Inclusion on website (electronic media e.g. facebook etc)
- Stored on database

Affiliated clubs are encouraged to send the NZIHA a copy of their club logo and/or jersey design for inclusion with club listing on NZIHA website and other official publications as necessary.