

LION FOUNDATION NETBALL CHAMPS

Apparel Branding Rules

Updated July 2011

Relevant to Lion Foundation Netball Champs 2011
To be held from 3 – 30 September 2011



GUIDELINES AND APPROVAL PROCESS

The following guidelines apply to all clothing items worn by all teams competing in the 2011 Lion Foundation Netball Champs (LFNC). All teams must follow the rules as outlined in this document. Please note, the examples depicted are neither definitive, nor exhaustive.

The Apparel Branding Rules document will be updated each year and sent to Regional Managers in advance of the competition. This 'July 2011' document is relevant only to the 2011 event.

Competition and appearance uniform

It is the responsibility of each team competing in the Lion Foundation Netball Champs to provide suitable uniforms for the entire team.

All teams are responsible for branding match uniforms, team tracksuits and 'other' items in accordance with the guidelines released by Netball New Zealand and depicted in the supporting PDF document, *LFNC Apparel Branding Diagrams – 2011*.

All measurements outlined are maximums, and it is at individual regions discretion to sell branding opportunities at an appropriate size, as long as it does not exceed the dimensions outlined in this document.

All teams must submit an outline of which sponsors will occupy which branding opportunities by email to the Event Manager prior to the start of the competition.

Sponsors / Partners

Regions must ensure that all marketing and media collateral produced contains the correct event logo and that the competition is referred to correctly at all times – the 'Lion Foundation Netball Champs'.

Netball New Zealand and Regions need to be aware of the potential for sponsor conflicts – i.e. a regional sponsor may conflict with a Netball New Zealand sponsor. We will endeavor to advise regions of any new sponsors as soon as possible and ask that Regions inform NNZ of any existing and new partners/sponsors.

Match Uniforms

All teams must wear their 'match uniforms' when on-court in a match environment. A match uniform can be either of the following:

- Dress
- Top* and skirt
- Top* and skort
- Warm-up tee

A top* can be either a singlet or a cap-sleeved tee.

Team Tracksuit

All teams must wear their team tracksuit when appearing as a representative of their region in promotional activity (i.e. mall visits, signing sessions, event sponsor leverage initiatives).

'Other'

Any 'other apparel' item worn outside of the match uniform or team tracksuit must be submitted to Netball New Zealand for branding approval on a case-by-case basis. This item cannot be worn in an official capacity unless branding is approved in advance by Netball New Zealand. All submissions must be made in writing no less than four weeks prior to the start of Round One. Please note: preparation games and training sessions are not considered as 'official'.

Bibs

Please see page 5 of this document for guidelines and specifications.

REGIONAL BRANDING OPPORTUNITIES

Please see PDF document entitled *'LFNC Apparel Branding Diagrams – 2011'*, for diagrams relating to all points outlined below.

MATCH UNIFORM

Region Logo

- A team may have one (1) region logo on the front of each match dress, positioned on the left chest, no bigger than 6cm long x 5cm high [as demonstrated in *'LFNC Apparel Branding Diagrams – 2011'*].

At all times the region logo must appear on the left chest.

- A region logo is the logo belonging to your specific region. Netball New Zealand currently does not allow incorporated logos, and therefore regional sponsor logos may not be incorporated with region logos in the same branding space.
- Under no circumstances may two logos appear in one branding space on the match uniform – e.g. the region logo and regional sponsor logo. At all times only one logo may be placed in the area allocated.

Regional Sponsor

- A team may have one (1) regional sponsor logo on the front right chest of the match dress, to not exceed 6cm long x 5cm high.
- A team may have two regional sponsor logos positioned on the side panel of the match uniform. These logos may be different organizations (x1 logo per panel) and must not exceed 25cm long x 5cm high [as demonstrated on *'LFNC Apparel Branding Diagrams – 2011'*].

Should a team wear a t-shirt or singlet instead of a dress, the side logo position must appear on the top, and should begin 5cm from the underarm seam. No branding can be placed on the skirt/short.

- A team may have one (1) regional sponsor logo on top back of the dress, which must not exceed 18cm long x 5cm high [as demonstrated on *'LFNC Apparel Branding Diagrams – 2011'*]. Should a team not print names on the back of the uniform, this back sponsor position may be lifted to be in place of the name. Once a sponsor has taken the place allocated to teams names, player names cannot be printed on the dress/top.

Apparel provider

- A team may have one (1) apparel provider logo on each item of clothing (see below for further clarification regarding underwear). First option is front middle chest of the dress, and must not exceed 6cm long x 5cm high [as demonstrated on *'LFNC Apparel Branding Diagrams – 2011'*].
- If teams wear a dress, only one apparel provider logo may appear. If a skirt and top is worn, one apparel provider logo may appear on each item.
- Should player's apparel be supplied from the manufacturer with an apparel provider logo on the right chest, the region sponsor logo may be positioned in the centre middle of the dress (i.e. the apparel provider and regional sponsor logos may swap positions). At all times the regional logo must appear on the front left chest.

Name

- Teams may print player surnames on the back of dresses, to take up a position no greater than 18cm long x 5cm high [as demonstrated on *'LFNC Apparel Branding Diagrams – 2011'*]. Please note: a second position has been released as alternative position to place the name – see dotted line shown on *'LFNC Apparel Branding Diagrams – 2011'*.
- Teams may choose the font, but it must be legible for fans and TV audiences. Netball New Zealand recommends that a sans serif font is used.
- Please note, player names are optional, and regions are not required print them on match uniforms.

Underwear

- Netball New Zealand is against branding on netball underwear, and at all times regions are to attempt to source underwear with no branding. However, in instances where an apparel provider's logo appears on the knickers an exception will be made. Under no circumstances are regions allowed to sell branding opportunities to sponsors on player's underwear.

TEAM TRACKSUIT

Region Logo

- A team may have one (1) region logo on the front of the tracksuit jacket, positioned on the left chest, no bigger than 8cm long x 5cm high [as demonstrated in *'LFNC Apparel Branding Diagrams – 2011'*].

At all times the regional logo must appear on the left chest.

- A region logo is the logo belonging to your specific region. Netball New Zealand currently does not allow incorporated logos, and therefore regional sponsor logos may not be incorporated with region logos in the same branding space.
- Under no circumstances may two logos appear in one branding space on the match uniform – e.g. the region logo and regional sponsor logo. At all times only one logo may be placed in the area allocated.

Regional Sponsor

- A team may have one (1) regional sponsor logo on each sleeve of the tracksuit jacket (one logo per sleeve). These logos may be different organizations, and must not exceed 8cm long x 5cm high [as demonstrated in *'LFNC Apparel Branding Diagrams – 2011'*].
- Each team may have one (1) regional sponsor logo on the outside collar of the tracksuit jacket [as demonstrated in *'LFNC Apparel Branding Diagrams – 2011'*]. The logo must appear on the left hand side of the collar and must not exceed 6cm long x 4cm high.
- A team may have one (1) regional sponsor logo on the top-back of the tracksuit jacket [as demonstrated in *'LFNC Apparel Branding Diagrams – 2011'*]. The logo must not exceed 25cm long by 10cm high.

Tracksuit Pants

- There are no regional sponsor or regional branding positions available on the team's tracksuit pants. Only an apparel provider logo may appear on tracksuit pants, as supplied from by manufacturer.

OTHER

'Other' Apparel

- Regions may brand items outside of the match uniform and team tracksuit, however, a list of the item(s) and an outline of the preferred branding must be submitted to Netball New Zealand for approval on a case-by-case basis

All submissions must be made in writing to Netball New Zealand no later than 4 weeks prior to the start of the tournament.

- On all 'other' items, two logos may be placed in one branding space – e.g. Region logo and regional sponsor logo may appear side-by-side, so long as the total space used does not exceed the maximum measurement indicated. This is only relevant to 'other' apparel and excludes the match uniform and team tracksuits.

Travel and gear bags, backpacks and caps

- Regions may place a maximum of three logos on travel and gear bags, backpacks and caps – including one (1) region logo and two (2) regional sponsor logos. The size and placement of these logos is at the discretion of individual regions.
- Any other items outside of those outlined above must be submitted to Netball New Zealand for approval (item and placement of logo) before production.

BIB BRANDING

Netball New Zealand offers regions the opportunity to sell the bib branding for the 2011 competition only.

There are guidelines that you will need to adhere to:

- NNZ must approve any company whose logo will appear on the team bibs
- The companies who sponsor must not be in competition with any NNZ sponsors/partners
- The size of the logo must fit into a space no larger than 15cm wide x 3.2cm high and be positioned above the playing position letters
- Logos may appear in colour
- You can sell both bibs (front and back of a player) but only to one company
- Understand that this offer is relevant only to the 2011 Lion Foundation Netball Champs tournament

All regions must submit their bib branding sponsors to Sara Farr (saraf@netballnz.co.nz) for approval no later than Friday 19 August.