

## **SPONSORSHIP GUIDELINES**

**SWHL recognises that sponsorship is an important part of hockey; sponsorship helps not only in the promotion of hockey but also enables clubs to compete in competitions and at a level that they might not otherwise be able to. SWHL also recognises the need to retain some control over the use of sponsorship logos on playing uniforms.**

SWHL encourages teams to seek sponsorship if they wish. However, the use of sponsorship logos must first be approved by the SWHL Committee and must conform to the following guidelines. The SWHL Committee reserves the right to disallow the use of sponsorship logos which is deemed to be inappropriate.

Teams are only required to seek approval for the use of sponsorship logos on playing uniforms. These guidelines do not apply to the use of sponsorship logos on track suits, walk out shirts or other off field attire.

1. Teams must obtain written approval from the SWHL Committee before adding any sponsorship logo to their uniform. Failure to do so may result in teams being prevented from taking the field until such approval is obtained.
2. Any wording or logos should not
  - a. Be obtrusive or interfere with the general appearance of the uniform. Logos on the front of a shirt should measure no more than 210 mm in length with height 150 mm. Logos on the back of the back of the shirt will need to be approved by the SWHL Committee.
  - b. Not interfere with the shirt numbers. Any logos or wording should be on the chest opposite the team/club logo (if appropriate), or on the sleeves, or on the front flap of the skirt.
  - c. Be suggestive, offensive, indecent or in poor taste.
  - d. Include tobacco or specified brand alcohol advertising
  - e. Include hotel/club/licensed premises advertising on junior players (ie Those under the age of 18 years)
3. These guidelines are to be read in conjunction with the SWHL Rules of Play Section 1.11.
4. Alterations to these guidelines may only be made at the SWHL Annual General Meeting