

November 2012
Nanaimo Minor Hockey Association
Logo & Merchandise Policy
Article I. Scope

Section 1.01 Nanaimo Minor Hockey Association logo may NOT be used without the express written consent of the Nanaimo Minor Hockey Association.

Section 1.02 The scope of this document is to control the use and dissemination of the Nanaimo Minor Hockey Association's logo and to ensure a standardized supply of material to our Association's teams, tournaments and members.

This policy will be governed by the NMHA

Executive Council and adhere to the following limitations and rules:

- (a) Teams, tournaments and Association members must use an approved supplier if the item being purchased is branded with the NMHA logo.
- (b) Teams, tournaments and Association members must use common sense in ordering apparel and must act accordingly to preserve the image of NMHA.
- (c) Teams, tournaments and Association members do not have to follow this policy if the items they are purchasing are not branded with the NMHA logo.
- (d) Competitive Teams and tournaments will be required to declare in their financial reports the gross expenditures related to NMHA branded merchandise.
- (e) Recreational Teams are encouraged to purchase NMHA branded merchandise which proudly and prominently displays the NMHA logo.
- (f) Competitive Teams wearing branded merchandise must display the NMHA logo in a manner that is most prominent.
- (g) Tournament wear and tournament programs must display the NMHA logo. Any NMHA tournament wishing to use an additional "tournament logo" must have that logo pre-approved by the Executive Council.

Article II. Jerseys

Section 2.01 NMHA Supplied Jerseys - The colours of NMHA are green, white and gold for recreational and orange, black and white for competitive. Jerseys supplied & logo'd by NMHA will be in these colour schemes and/or will prominently display the NMHA Clipper ship on the front or the word Nanaimo.

(a) All NMHA Representative Teams will adhere to this Section.

(b) Sponsor name bars may be displayed on the back or sleeve of the jerseys worn by NMHA Representative Teams.

NO 3rd Jerseys are to be created for ANY teams, without written permission by the Nanaimo MHA Board of Directors.

Section 2.02 Jerseys

Recreational teams MUST wear their NMHA jerseys at all times: games and tournaments. Sponsorship contracts include jerseys to be worn at all times.

NO 2nd Jerseys are to be created for ANY teams, without written permission by the Nanaimo MHA Board of Directors.

Article III. Team Wear

(a) Teams wishing to purchase team clothing using the NMHA logo must have approval from the Ways & Means director prior to ordering

Teams must use the NMHA logo as per policy. *The colours of NMHA are green, white and gold for recreational and orange, black and white for competitive.*

(b) All team jackets and pants must be black in color ONLY. No other coloring on the jacket other than the NMHA logo will be approved.

(c) Teams may add their sponsors logo on the back or the sleeve of the jacket

(d) Athletic wear must be black in color, special requests may be submitted to change this if necessary.

Article IV. Suppliers

Section 3.01 NMHA Suppliers must meet the following criteria:

(a) Must hold a valid City of Nanaimo business license.

(b) Must be of good reputation.

(c) Must have clients other than NMHA.

(d) Must be a licensed supplier pursuant to Section IV of this document.

(e) In the event that an "uncommon" product cannot be provided by an approved supplier at a competitive rate

then a team, tournament or Association member may make application in writing to the NMHA Executive Board to purchase that product elsewhere.

- i. Upon receiving such application the NMHA Executive may canvass the approved suppliers to ensure that they are not able to provide the product sought.

Section 3.02 Approved suppliers

(a) The NMHA executive can either add or remove from the list any supplier.

(b) Additions or deletions from the list can occur at any time during a year.

(c) Approved suppliers for 2011-2012 season in alphabetical order are:

- i. Ezone Embroidery
- ii. Out of The Box
- iii. Reaction Sports
- iv. Threadscape
- v. Top Drawer

Contact information for the approved suppliers is attached or can be found at request from the office.

Article V. Suppliers and Sponsorship Fees

Section 4.01 Licensing of the NMHA image is controlled as follows:

(a) Each year the NMHA will provide each supplier with the current season's logo.

(b) Licensing fees are due August 1st of each year and license the supplier for a period of 11 months.

(c) Yearly dues are not pro-rated through the year.

(d) All licenses expire at midnight June 30th regardless of when the license was purchased.

(e) Yearly License Fees are \$500 or a minor hockey team sponsorship and are reviewed and set by the Executive Council annually.

Section 4.02 Further to the annual Licensing Fee the licensee is required to pay a percentage of their annual sales of NMHA branded merchandise.

Article VI. Breach of Merchandise Policy

Sanctions

(a) Coaches/Team Officials

i) violation of the Merchandise Policy by a Coach or other Team Official may result in suspensions or a fine. Failure to pay the fine will result in the

team's forfeiture of Jersey
Deposits.

ii) where a suspension is made, it shall be considered to be indefinite pending a review by the Discipline Committee.

(b) Tournaments

i) violation of the Merchandise Policy by a member of an NMHA Tournament Committee may result in a suspension and/or fine.

(c) Association Members

i) violation of the Merchandise Policy involving a parent or other member of the Association will first be reviewed by the Division Director.

Depending on results of this review, matter could be referred to Disciplinary Committee.

(d) Merchandise Suppliers

i) violation of the Merchandise Policy by a supplier will result in the immediate suspension of use of logo and sponsorship

ii) on review by the Executive Council the supplier may be removed from the "approved supplier" list. Furthermore the Association may choose to purchase it's hockey clothing and equipment from other suppliers.

Any Supplier that is using the NMHA logo or parts of without prior consent, NMHA will request to discontinue use of, if it is not, NMHA will seek legal counsel on the matter.