



Branding, Uniform and Merchandise Policy

May 2016

Purpose

The purpose of this policy is to enhance Tuggeranong United's ability to place a commercial value on the Club's image, assist club officials to make decisions on uniforms and merchandise, and to protect the club's intellectual property.

Tuggeranong United has a strategic focus on increasing sponsorship, and control over the club's image and appearance is required to implement this strategy. Tuggeranong United also has a responsibility to ensure all use of the Club's image and logo to gain revenue benefits the Club and its members.

Scope

This policy applies to all TUFC teams and players, as well as the Tuggeranong United logo in all contexts.

Team Strips

All Tuggeranong United teams will be issued an official club playing strip, and if appropriate an away strip will be made available. This is the only strip to be worn for official fixtures.

No team is permitted to wear an unofficial playing strip, including one procured themselves, without the express permission of the TUFC Board.

Premier League teams must only wear an away strip when playing as the away team AND when the Tuggeranong United home uniform clashes with that of the home team. Tuggeranong United Premier League teams must never wear their away strip when playing as the home team, even if the opposition do not have an alternate strip. Tuggeranong United spends a considerable amount of money purchasing away strips and it is a requirement that opposition clubs do the same.

All other non-Premier League Tuggeranong United teams may wear an away strip (although not obligated to) when playing as the home team in order to facilitate a match going ahead, but only if the Tuggeranong United home strip does not display any sponsorship, and the opposition team has no alternative.

TUGGERANONG UNITED FOOTBALL CLUB

PO Box 1271
Tuggeranong DC, ACT 2900



Issued clothing and merchandise

Tuggeranong United may, at the discretion of the Board, issue members items of merchandise and/or equipment. These goods may carry sponsorship or advertising. All members are encouraged to wear and display these items widely in order to provide maximum exposure to the Club's sponsors.

Premier League players may be subject to a dress code for certain club activities, which will be contained within the Premier League Player Handbook each season.

Purchased merchandise

Tuggeranong United may offer, through merchandise partners or directly, official merchandise for purchase. TUFC officials can confirm if items are official Tuggeranong United merchandise if members are unsure.

Teams may arrange their own team merchandise if they choose, but any items using the Tuggeranong United logo or name must be approved by the TUFC Board. Approval will not be unreasonably refused, but the committee may ask for a certain supplier to be used, or refuse approval if the Club's image may be harmed due to inappropriate content etc. Purchasing team merchandise must be optional for any player, the only compulsory purchase for TUFC members is their registration payments.

Use of the TUFC logo

The Tuggeranong United logo remains the intellectual property of TUFC. Any use of the logo must be approved by the TUFC Board. Any company seeking to produce and/or sell merchandise featuring the TUFC logo must obtain the permission of the TUFC Board.

Tuggeranong United reserves the right to protect the Club's intellectual property through legal means if necessary.

Sponsors

Only the TUFC Board and their delegates may enter into sponsorship arrangements on behalf of any part of Tuggeranong United. Teams must not promote or display any business on any TUFC merchandise, team strip or match venue without approval by the TUFC Board.

Contact for sponsorships - Sponsorship@tufc.org.au

Contact for all other board contact - Secretary@tufc.org.au