



GUIDELINES FOR ADVERTISING/SPONSORSHIP ON PLAYING UNIFORMS

Background

The Association allows clubs to obtain private sponsorship. It is necessary for the Association to set down policy guidelines in relation to sponsors advertising on playing uniforms to ensure integrity of the rules set down by Football Federation Australia and Football NSW and to ensure that the purpose of the coloured strips and club colours are maintained.

guidelines

- a. The following products cannot be advertised on the playing uniforms – alcohol, tobacco, gambling/betting product brands, adult industry services or private enterprise academies.
- b. Other sponsor advertising on the playing uniform is subject to Association Board approval based on suitability to the image of the code. All proposed advertising must be submitted to the Association Board for approval; however, the Board may delegate its authority to approve advertising to the CEO from time to time. Approval for any sponsorship or advertising which meets the requirements laid out in this policy will not be unreasonably withheld.
- c. Sponsor advertising of a family venue or accommodation venue where main purpose is not the sale or supply of tobacco, alcoholic, gambling, or adult entertainment products (e.g., Canada Bay Club, Wests Ashfield, or Outback Steakhouse) will be permitted on the playing uniform for teams all teams.
- d. Sponsor advertising of a hotel/pub provided the venue is family friendly and has a bistro/restaurant on site which permits entry by minors (e.g., The Henson and White Cockatoo Hotel) will be permitted on playing uniforms for all teams.
- e. The number of sponsors and the dimension of the sponsors advertising displayed cannot distort the playing uniform. The registered colours of the club's main playing uniform, and alternate playing uniform, must be maintained as the pre-eminent colours.
- f. An image of the playing uniform with sponsors displayed is required to be lodged annually as part of the Club's Participation Agreement as a Member or Associate Member of the CDSFA.
- g. A full strip photo to be supplied to the Association.



Grandfather clause

In order to facilitate and permit clubs to prepare for the implementation of these guidelines, noting some Clubs may already have long term sponsorship agreements in place, the implementation of this policy guideline will take full effect from the commencement of the 2023 season.

Preferred style guide

A preferred style guide for the placement of sponsorship advertising on playing uniforms is below:

