



Commercial Mark and Branding Regulations –Club Playing Strip

INTRODUCTION

Manawatu Rugby Union recognises the importance to the Clubs to maximise the value of branded sponsor positions on team apparel. These regulations have therefore been developed to maximise the value of team apparel to the Clubs, without compromising the integrity and values of the competitions.

In an effort to ensure greater consistency and transparency the regulations are very prescriptive with respect to how the sponsor branding marks are measured.

REGULATIONS

As illustrated below, each sponsor mark on team playing apparel will be measured by an imaginary rectangle running only on a vertical and horizontal plane. All components of the logo including any background, clear space, text and symbols falling within this prescribed rectangle will be measured.



Team Jersey

The regulations allow for the following sponsor marks to appear on the playing jersey:

One mark on the front of jersey that shall not exceed 360cm².

One mark on the back of jersey shall not exceed 360cm².

One mark on the left jersey sleeve shall not exceed 80cm².

One mark on the jersey collar shall not exceed 16cm².

In addition to these, Provincial Unions will be allowed one manufacturer's mark to be placed on the front of the jersey, which will not exceed 80cm² and one Club mark that will not exceed 80cm².

Provincial Unions may also place a manufacturer's mark on the back of the collar to a maximum of 15cm² or within inside the base of each player number on the back of jersey to a maximum of 15cm² each. As a point of clarification each digit can carry a manufacturer's mark.

Team Shorts

The regulations allow for one sponsor mark that shall not exceed 80cm² to appear on the playing shorts.

In addition to this Clubs will be allowed to place one manufacturer's mark that shall not exceed 80cm²

Team Socks

The regulations allow for one manufacturer's mark to be placed on each sock that shall not exceed 15cm²

No other mark can appear on playing socks

THE COMPETITION MARK (Tony's Tyre Service)

The Competition Mark (Tony's Tyre Service) should appear on the right jersey sleeve of Senior 1 jerseys. Where this is not possible (due to an existing mark on old kit) it may be placed on the left jersey sleeve or on the front of either side of the shorts.

Where a Club has an existing and ongoing partnership with a competitor of Tony's Tyre Service, that Club does not need to apply the Competition Mark to playing kit. Please inform the MRU if this is the case.

Clubs renewing their jersey should inform the MRU of their requirement for new Tony's Tyre Service badges to be applied to the jersey. Where Clubs are using sublimated jerseys, they should request an electronic version of the Competition Mark that can be applied to the jersey during production.

MARKS AND BRANDING ON AGE GROUP TEAM APPAREL (up to U19)

The following marks or branding must not appear on any age group team apparel up to and including Under 19 teams:

Alcohol

Gambling

Tobacco

Individual establishments linked to alcohol or gambling (hotels, pubs, taverns etc)

Logos of Trusts are fine.

MRU AUTHORISATION OF NEW CLUB PLAYING STRIP

Clubs producing new team apparel for the season must forward to the MRU office a list and the dimensions of marks and branding for authorisation by the MRU prior to production, as well as the design of the new strip if there is a significant change from existing kit.

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