

# COMMERCIAL MARK & BRANDING REGULATIONS CLUB PLAYING STRIP



## **INTRODUCTION**

Manawātū 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.

## **THE COMPETITION MARK (McDonald's)**

The Competition Mark (McDonald's) 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 McDonald's, that Club does not need to apply the Competition Mark to playing kit. Please inform Manawātū Rugby Union if this is the case.

Clubs renewing their jersey should inform the Manawātū Rugby Union of their requirement for new McDonald's 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 dimensions of marks and branding for authorisation by the Manawātū Rugby Union 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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