



# Bow Valley Hockey Society



## Apparel Policy

### **JERSEYS**

Jerseys are a major expense for any hockey organization. The BVHS cost per jersey is approximately \$150. We estimate that on average we get 3-5 years of use out of a set of jerseys if they are properly cared for. BVHS has decided that we will not permit name bars to be placed on BVHS jerseys, nor will we allow any team-level advertising on BVHS jerseys for the purpose of fundraising for that individual team. The sewing of crests onto jerseys is in many times destructive and can reduce the life of a jersey by 2 to 3 years. This is an expense to all BVHS members, and the benefit of damaging these jerseys is only received by an individual team. This is thought to be an unfair situation.

### **BVHS ADVERTISING PARTNERS**

BVHS will market sets of jerseys for advertising to local businesses on a long-term basis. For example, a previous partnership with Lowes for 3 years to brand all the BVHS U11 jerseys raised funds for the benefit of all BVHS members. We will continue to pursue strategic relationships with these "BVHS Advertising Partners".

### **TEAM APPAREL**

All BVHS teams on and off ice apparel must be ordered through Adrenalin Source for Sports.

### **TEAM PURCHASED JERSEYS**

Teams may purchase their own sets of jerseys or a single third set of jerseys with the team or donated funds "team owned jerseys", provided the jerseys are first approved by the BVHS Manager of Hockey Operations and or Executive Committee and are consistent with BVHS standard uniforms. If the team is in an age group that has an established BVHS Advertising Partner (i.e., U13 and Scotia Bank) the team must obtain and apply to the team-owned jerseys the cresting of the BVHS Advertising Partner before the team owned jerseys may be worn in a game. This is to maintain the value our BVHS Advertising Partners are expecting for their advertising dollars.

The team-owned jerseys may have name bars applied to the jerseys.

Any advertising on team-owned jerseys must be approved by the BVHS Manager of Hockey Operations and or the Executive Committee before being worn by any BVHS team in a game. Advertising thought to be inappropriate for children to be wearing will not be permitted, nor will advertising in competition with our BVHS Advertising Partners. It is recommended that any such advertising is in the form of a shoulder patch so that if a BVHS Advertising partner comes on board mid-season, the team will not have to remove their own advertising from the back of the jerseys. In an age group with an established BVHS Advertising Partner, only very subtle advertising may be permitted.



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### **APPAREL OTHER THAN JERSEYS**

Any advertising on any equipment other than jerseys (i.e., helmets, gloves, pants, pant shells, socks, or skates) must be approved by the BVHS Manager of Hockey Operations and or the Executive Committee before being worn by any BVHS team in a game. Advertising thought to be inappropriate for children to be wearing will not be permitted, nor will advertising in competition with the BVHS Advertising Partners. In an age group with an established BVHS Advertising Partner, only very subtle advertising may be permitted, if at all.