



Kalamunda Districts Rugby Union Club

BRANDING & MERCHANDISE POLICY

This policy applies to all KDRUC teams and players, as well as Kalamunda Districts Rugby Union Club's logo in all contexts. It is important that there is consistency across the club regarding what merchandise is being worn or used. It is also important to ensure that the design and procurement of merchandise including the use of the club logo, occurs only with the proper authorisation at club level.

Purpose

Kalamunda Districts Rugby Union Club logo, name and/or clothing and merchandise items are protected.

The purpose of this policy is to enhance Kalamunda Districts Rugby Union Club'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.

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

Club members may not and shall not, use any name, logo, trademark, brand name, service mark, or any other mark that is identical or similar to the Club logo and/or name without the prior written permission of the Club Committee.

The Club logo, name and/or clothing and merchandise items are not to be used for any team-based recognition, encouragement, or achievement awards, without the prior written permission of the Club Committee.

All requests for the use of Club logo, name and/or clothing and merchandise items should be forwarded to the Club's Merchandise Manager in writing before any commitment is entered into.

The Club Committee reserves the right to withhold its permission for any reason and/or include additional terms/conditions on the use of the Club logo, name and/or clothing and merchandise.

The Club will not be liable for any costs that Club members may incur as a result of any commitments entered into without the written approval of the Club Committee.

The following process shall be followed for seeking approval for the use Club logo, name and/or clothing and merchandise:

1. The Club member(s) shall submit complete materials with the plan for the usage of the logo, name and/or clothing and merchandise (including the proposed location of the logo and/or name and the quantity of item(s) produced), to the Club Merchandise Officer by email: merchandise@kalamundarugby.com.au
2. The Club Committee shall review the proposed use and will respond in writing to the Club member with approval or rejection within 10 days. If the Club Committee does not respond during this time period, the use shall be considered to be rejected.
3. Once the Club Committee has decided that decision will be final.



TEAM STRIP - JUNIORS

All KDRUC junior teams will be issued an official club playing jersey to be returned to the team manager after every game. This is the only jersey 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 Club Committee. i.e a tour strip.

Under no circumstances should players be issued with a playing jersey to keep for the season. We have had to many kits returned at end of season; with many tops missing.

It is the responsibility of the team manager to ensure the kit that issued at beginning of season, is returned fully at end of season.

Playing shorts and socks are available to purchase on training nights, from the merchandise manager.

PURCHASED MERCHANDISE

KDRUC will be starting a partnership with O'Neils Sportswear for the upcoming 2021 season. Merchandise will be able to be purchased via an online portal where members can purchase approved club merchandise and have it posted directly to your homes.

Each year we will provide a fresh range of designs whilst keeping in line with the "*Bulls*" traditional clothing styles.

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. KDRUC officials can confirm if items are official Kalamunda Bulls merchandise if members are unsure.

Purchasing team merchandise is optional for any player, the only compulsory purchase for KDRUC members is their registration payments and club shorts and socks. Premier League players may be subject to a dress code for certain club activities.

SPONSORS

Only the Club Committee and their delegates may enter into sponsorship arrangements on behalf of any part of KDRUC. The committee works hard to secure sponsorship for the benefit of all members of KDRUC. Teams must not promote or display any business on any KDRUC merchandise, team strip, or match venue, without approval by the Club Committee.

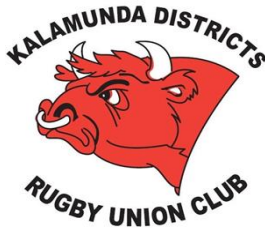
If you have any questions relating to branding or sponsorship, contact the Marketing Director :
marketing@kalamundarugby.com.au



This Policy is to add context to the Constitution Rule 13 Club Uniforms, Logos and Imagery.

Kalamunda Districts Rugby Union Club Registered Logo

Kalamunda Districts Rugby Union Club's official logo is a Bulls Head with the wording Kalamunda Districts Rugby Union Club around the outside creating an oval shaped logo:



The text on the logo can be reproduced in either black or white, dependent on the background colour it is being placed on.

If black background, white text is to be used and if a red background black text is to be used.

At no times, should the bull head logo be used without the text.

Additional text can be added in the same font and colour underneath the logo for special events. For example:

Indigenous Round 3rd July 2021 Kalamunda v Wests

The "Bulls Head" logo is copyrighted to the Kalamunda Districts Rugby Union Club and cannot be used without written permission from the Club.

Playing Kit

Kalamunda Districts Rugby Union Club's colours are Red and Black. Consisting of a Red and Black hooped jersey; black shorts (optional - with red paneling or piping) and black or black & red socks.

Each November / December the Club will finalise its playing and training strip for the coming year. We anticipate 2-3 years in the same playing strip design and colour scheme.

Logo Placement

The Kalamunda "Bull" logo should always be placed on the left breast of the playing jersey and left leg of the playing shorts. It should not be any smaller than 70cm in width.

Sponsor logos can be positioned on the playing jersey, front, sleeves and back within the guidelines provided by RugbyWA.

RugbyWA may also request the Club to position RugbyWA and RugbyWA sponsor logos on the playing jersey. This should only be done if it is not at the expense of KDRUC paying sponsors.

Sponsor logos can also be positioned on the front right leg and right and left legs on the back of the playing shorts.



Example of a playing kit design:



From time to time, KDRUC may design limited edition playing jerseys that are not in the Clubs colours for special fundraising events; (i.e. for Beyond Blue or the Breast Cancer Foundation).

For these events, the custom designed jerseys should always have the KDRUC logo in the correct positioning and colours and the Clubs sponsors logos as well as the specific charity logos.

Kalamunda Districts Rugby Union Club – Mascot

In addition to the Club's official logo, we have a "Mascot" logo that can also be utilised in conjunction with the official logo.

The purpose of the Mascot is to provide additional branding opportunities to the Club and to engage with the younger members of the Club.

The Mascot logo will not replace the official logo on any playing kit.

It can be used on training kit, Club merchandise and supporter clothing.

On a shirt, if being used alongside of the official logo, the mascot can be positioned on the right breast, sleeve or back of the garment.



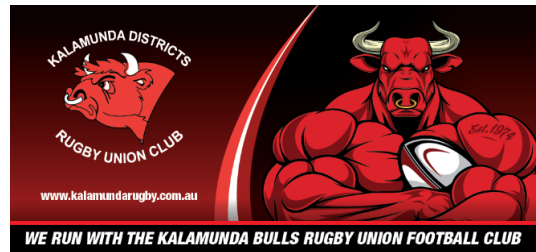
Mascot Logo complete



Mascot Logo without the Bulls can also be used in certain instances

Examples of using the Mascot logo are:





For more information regarding the Clubs Branding & Merchandise Policy
and logo use please contact the marketing director:

marketing@kalamundarugby.com.au