

## **Kilmacud Crokes Club Brand and Sponsorship Policy**

### **1. Purpose**

This policy aims to ensure consistent and professional use of the club's brand and to establish clear guidelines for interaction with Club sponsors.

### **2. Scope**

This policy applies to all members, teams, and volunteers of the club. It is especially important that fundraising committees are made aware of this policy and adhere to it all times, the responsibility to ensure this is done rests with the Chair of each section, delegated as appropriate to coaches. A sub-committee shall be appointed by the Executive Committee to oversee governance of this policy specifically in respect of brand use guidelines as it pertains to commissioning Kilmacud Crokes apparel. This sub-committee will be chaired by the Commercial Officer and its composition reviewed and approved annually by the Executive Committee.

### **3. Brand Use Guidelines**

All teams within the club will only wear standard design Kilmacud Crokes jerseys when playing official fixtures under GAA, LGFA and camogie associations (containing the official club logo, colours, and bearing the official club fonts).

Jerseys must bear the official club name: Kilmacud Crokes/Cill Mochuda na Crócaigh.

No individual team can, whether for special fundraising or event/tournament purposes commission bespoke apparel or clothing/sports gear of any kind without the express permission of the Executive Sub-Committee.

All teams within the club seeking to commission special purpose Kilmacud Crokes tops/gear as part of a fundraising exercise or in preparation for tournaments/special events must ensure our main sponsor/s logos are represented on such gear and seek approval to proposed designs from the Executive Sub-Committee before agreeing with one of the clubs approved suppliers to produce such gear on a team's behalf.

A condition of being on the club's approved supplier list will be compliance with approved design for all produced apparel.

Only teams at or above under 12 age groups will be permitted to commission special purpose apparel.

All teams will only wear club gear purchased/ordered through the club shop.

For events specifically supported by main sponsors (and advised every calendar year), which shall include but not limited by: football/hurling/camogie mini's, the 7's, the festival of football/hurling/camogie, and féile; every effort shall be made to utilise jerseys bearing the logo of the main sponsors in a prominent position and no additional gear should be commissioned

without main sponsor/s logos. Any requests to include additional commercial or other logos for such events requires Executive Sub-Committee approval.

All the following teams will at all times wear jerseys and tops bearing the main sponsor/s logo when playing official fixtures in league, championship or cup:

- Senior A and B teams, Minor A (Under 17 & 18) and U15 féile teams in each of Camogie, Ladies Football, Men's Football and Hurling.

Specific guidance for Féile teams is laid out in Appendix 1, this (along with the policy itself) should be shared with all coaches responsible for Féile teams at the start of the year, and distributed to fundraising committee members.

#### **4. Engagement with Main Sponsors**

Official communication with Main Sponsor's should be channelled through the Commercial Officer who under the auspices of the Executive Committee will represent the club in dealings with the main sponsor/s. The PRO will be responsible for liaising directly with the club sponsor/s in relation to requests for external communication in support of the sponsorship and aligned with our sponsorship agreement.

On an annual basis the Commercial Officer and the PRO shall agree a list of club events with all section chairs/secretary's; to be incorporated into the main sponsor/s activation plan for the year and these shall be shared with the Executive Committee.

Each section will nominate a member to act as a liaison with the Commercial Officer in support of facilitating main sponsor/s activation at agreed events.

Outside of the event list formally agreed at the start of each calendar year, if opportunities arise throughout the year to facilitate and expand sponsors involvement in activities these will be agreed by the Exec Committee and arranged via the Commercial Officer working in tandem with the relevant sections and their appointed representative.

No section or team should enter into bilateral arrangement with sponsors (either the main sponsor/s or additional external corporate entities) to facilitate specific activation of events not listed or previously endorsed by the Executive Committee and without the knowledge of the relevant section chair.

It is the responsibility of each section's representative to liaise with the PRO to support promotion of the sponsors activities.

#### **5. Monitoring and Compliance**

Breaches of the policy should be reported to the appropriate Heads of Section and/or to the Chair of the Executive Committee.

#### **6. Review**

This policy will be reviewed every year by the Executive Committee to assess its effectiveness and practicality, and to align with feedback from main sponsor/s and the Executive Committee.

## Appendix 1 – FEILE FUNDRAISING AND GENERAL GUIDELINES

- 1) Fundraising is mandatory for all Feile teams – no funds will be forthcoming from the Executive or from the individual sections' committees.
- 2) Boys (Hurling and Football) and girls (Camogie and Ladies Football) will fundraise separately but will keep in contact to ensure that fundraising dates don't clash (so that fundraising opportunities are maximised across all codes).
- 3) All monies raised must be deposited in club accounts – Football/Hurling for the boys and Camogie/Ladies Football for the girls. **Payments will be made by the relevant Treasurer on foot of invoices.**
- 4) All funds incoming and outgoing must be fully reconciled **as per the attached spreadsheet.**
- 5) All codes are to obtain the same three items of gear – a short-sleeved training top, a long-sleeved top and a bag. Boys and girls fundraising teams may design their own gear **which must be in line with club policy which includes the club crest on the front left and the main club sponsor (Beacon Hospital) on the front right of both short and long-sleeved tops.**
- 6) Dual players get one set of gear only.
- 7) **Coaches/Mentors may get the same long-sleeved top as the players.**
- 8) Additional sponsors may be sourced and can receive branding on any of the three items of kit **for a minimum contribution of €1500.** That sponsor's logo should be approved by the sponsor prior to finalising the gear order. **Any such sponsors must be in keeping with the club's ethos and cannot be in direct competition with the club's main sponsor.**
- 9) Where club colours are being used, the correct shade of purple and yellow must be used, the colour codes can be obtained from the club shop.
- 10) **All gear must be supplied by one of the companies on the preferred supplier list (reviewed by the Exec Sub Committee).**
- 11) Orders must be placed via the club shop **and the shop must be involved at all stages of the design process.**
- 12) **The final design must be approved by the Feile Committee Chairperson with any queries being directed to the club's Commercial Officer. If necessary, the Executive Sub-Committee will make the final decision.**
- 13) "A" teams in all codes must wear Beacon jerseys for all matches – this is specified in the sponsorship contract. These jerseys are club property and will be passed on to next year's group at the end of the year.
- 14) Second, third and fourth teams do not have to wear Beacon jerseys – they will receive jerseys from the previous year's group in due course. If funds are raised to buy new jerseys for any of these teams, they must be exclusively Beacon branded.
- 15) All monies raised for Feile must be distributed evenly across the teams covered by that fundraising – boys and girls will be accounted for separately in line with their fundraising.
- 16) Any remaining surplus after all Dublin Feile costs have been discharged should be distributed equally among the relevant teams. Such monies should be used for the benefit of that team and not for any unnecessary activities.
- 17) Should any team advance to an All-Ireland Feile, further fundraising may be required.