



Team Apparel Policy

The Board of Directors of BRBHA has chosen **Adrenalin Source for Sports** as our primary supplier of hockey equipment and apparel for the upcoming season. This relationship provides BRBHA families with a 10% discount off regular priced items (excluding BRBHA apparel) purchased in-store. In order to obtain this discount, you must advise the Adrenalin staff at the time of purchase that you are a BRBHA member. BRBHA teams and families will be able to purchase at competitive prices BRBHA apparel through an online store, administered by Adrenalin. Adrenalin will also carry, in-store, a variety of BRBHA apparel for purchase. See the BRBHA website for access to the online Store.

The Bow River Bruins logo adopted and used by the BRBHA from time to time is the sole and exclusive property of the BRBHA. No Member of the BRBHA shall use the Bow River Bruins logo for any purposes whatsoever other than carrying on the sanctioned and official business of the BRBHA on behalf of the BRBHA board, including, without limitation, affixing the logo to any apparel or other items not arranged, offered or purchased through the BRBHA's official apparel supplier, without the express prior written consent of the Board of Directors.

BRBHA encourages all players and families to take pride in their logo and association - all Bruins belong to a team and all teams belong to BRBHA! The benefits to BRBHA of having an exclusive supplier include:

- Enables BRBHA to control distribution and use of its brand and approved logos
- Creates a uniform look for all players fostering pride in BRBHA
- Opportunity for improved cost effectiveness to teams and families

Ordering Apparel

The online store for Bearwear can be found here:

<https://adrenalingroup.ca/collections/bow-river-bruins>

All team orders must be placed by team managers. Teams are entirely responsible for approving and paying for their Bearwear order and in no circumstance will BRBHA be held accountable for payment.



Purchasing BRBHA logoed apparel that ***Adrenalin Source for Sports*** has listed in the Bearwear online store from any supplier other than ***Adrenalin Source for Sports*** is strictly prohibited without prior written approval from the Board of Directors.

Third Jerseys

Wearing a third jersey during any sanctioned BRBHA game is **strictly prohibited** without the prior written consent of the Board of Directors. In the event that consent is given, it will be mandatory to purchase the third jersey from BRBHA's exclusive supplier.

U15 and Under

BRBHA has sanctioned several third jersey designs that will be available for purchase by the teams within the BRBHA on an optional basis. These jerseys must be supplied by ***Adrenalin Source for Sports***. Since the purchase of this third jersey is optional, is at the discretion of each team and will be funded solely by that team, it is important to ensure that team consent has been obtained prior to purchase.

U18 and Junior C

U18 and Junior C, as the teams near the end of their minor hockey engagement it is important, they take pride in the years playing Bow River Minor Hockey. As such these teams are permitted to custom design their own third jersey under the BRBHA design guidelines.

All logo & brand policies are to be followed and the final design must be approved by the BRBHA Board of Directors prior to purchase.

Under no circumstances should the numbers 0, 00 or 69 be used.

Advertising/Sponsorship on Apparel

Teams are from time to time able to secure corporate sponsors for the purchase of team apparel. BRBHA encourages and welcomes the sponsorship, however, in the event that the sponsor wishes to place its logo on the team apparel, prior written consent must be obtained from the Board of Directors. Although BRBHA encourages and welcomes the sponsorship, the Board of Directors want to ensure that the corporate logo or advertising is appropriate in size



and location, suitable for children to be wearing and not in competition with any association-level sponsors or partners.

Practice Jerseys

Team practice jerseys with a BRBHA logo must be purchased through ***Adrenalin Source for Sports***. Any other non-logoed practice jersey may be purchased from any apparel provider, so long as they abide by the Advertising/Sponsorship on Apparel notes above.

Game Jerseys

In the event the sponsor wishes to place its logo on a Bow River Jersey, (i) the total amount of the sponsorship must be greater than \$1,000.00, (ii) they must abide by the Advertising/Sponsorship on Apparel notes above, and (iii) prior written consent must be obtained from the Board of Directors.

Breach of Policy

We have confidence that all teams will work with BRBHA to ensure these policies are adhered to. In the event that BRBHA becomes aware of a breach of the above policies the team manager and head coach will be required to appear before the BRBHA Discipline Committee. The BRBHA Discipline Committee will be entitled to determine the appropriate penalty or fine.