



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 BRBHA 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

BRBHA Logo

Reference to the term 'BRBHA Logo' shall include:

- The names "Bow River Bruins", "Bruins", "Bow River", "BRBHA"
- The letter "B",
- Any version of the team logo used by the Bow River Bruins, past or present
- Any imagery that could reasonably be interpreted as representing the Bow River Bruins



Ordering Apparel

The online store for Bearwear can be found here: [Link: Bearwear Online Store](#)

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.

Practice Jerseys

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

[Link: Adrenalin Practice Jerseys](#)

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.

U18 and Under (excluding U7 - Timbits and U11 - Atomic sponsored jersey)

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*** and have been previously approved by the Board of Directors. 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.

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



[Link: Third Jersey Options](#)

Junior C

Junior C 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.

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.



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