



## **KU-RING-GAI AND DISTRICT SOCCER ASSOCIATION INC.**

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### **KDSA Playing Strip Advertising Policy (on playing strip)**

The KDSA allows clubs to obtain private sponsorship. It is necessary for KDSA to set down policy in relation to sponsors advertising on playing strips to ensure integrity of the rules set down by Soccer Australia and NSWASF and to ensure that the purpose of coloured strips and club colours are maintained.

- The following products cannot be advertised on playing strip - alcohol or tobacco products or brands.
- Playing Strip predominantly black in colour is not permitted
- Other sponsor advertising on shirts is subject to KDSA Management Team approval based on suitability to the image of the code.
- KDSA must approve proposed advertising. All details of proposed advertising must be forwarded to KDSA for approval prior to implementation.
- Advertising must conform to the following size requirements on playing strips
  - Shirt Front 300 sq cm (approx 8\*35cm)
  - Shirt Back 180 sq cm (approx 6\*30cm) - not interfering with playing numbers
  - Shorts 25 sq cm (approx 5\*5cm)
- Up to 3 separate team sponsors are allowed to advertise on playing strip. One on each of the areas indicated above.
- Quoted size areas apply to Senior Strips; Junior Strip must be proportional to this sizing.
- A full strip photo must be supplied to KDSA.
- All proposed advertising must be submitted to KDSA Management Team for approval.