



Kit, Shirts & Merchandise Policy

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Policy Statement & Purpose

Branded merchandise and team kits are beneficial to the club in many ways: team psychological performance, training attendance, general club morale, support & sponsorship as well as a source of profitable income from sale of merchandise to members and supporters.

In recent years it has become easier and faster to create and design playing shirts, training kit and general merchandise. The relative ease at which kits can be created makes it necessary to introduce a policy and guidelines to ensure that neither the brand integrity, nor club cohesion is compromised

Benefits

- to protect the club's brandmark and identity of the club and teams
- to ensure that the club can enjoy the benefits of attractive and well-designed, high-quality kit that is popular with members and supporters.

Who should know this policy

All club members, in particular, the Merchandise Officer, playing chairs, team managers and Club Management Committee.

Definitions

CMC – The Club Management Committee

Club – Millwall Rugby Club (including Men's section, Venus Youth and Touch Rugby)

Club Logo – usually meaning the round club logo, but also including the Millwall Lions Lion and the Venus rugby ball V device and any other mark that is used to identify or associate with the Club

Club Colours – meaning one of or a combination of one or more of red, black and white.

Kit – meaning playing or training kit such as training shirts, shorts, tracksuits, waterproofs, shorts, socks

Merchandise – promotional items such as pens, caps, T-shirts, mugs, Oystercard holders etc

Shirt – meaning team playing shirts, supporter shirts, tour shirts, event shirts – to include those made for small groups or sub-groups of the Club.

Scope

- Any Kit, Shirt or Merchandise that :
 1. bears the **Club Logo** OR
 2. bears the **Club's name** OR
 3. is **produced in Club Colours** for or by members or players associated with the club OR
 4. is **paid for** in part or full by the club OR
 5. is **paid for** and on behalf of the club.

Policy Specifics

1. Prior approval

- 1.1. Any Kit, Shirts or Merchandise that falls within scope as defined above must be submitted to CMC for approval prior to being ordered or advertised to members/players. CMC must approve the cost and design of such. Circulation by email with a reasonable time for comments will usually be sufficient for this, if not practical to wait for a meeting.
- 1.2. Use of a club Logo in the design of Kit, Shirts or Merchandise must be referred to the Communications Officer who will ensure the correct version is used.
- 1.3. Where Kit, Shirts or Merchandise are sponsored by a company, organisation or individual, the Club CMC must approve such sponsorship prior to ordering.

2. Suppliers

- 2.1. New suppliers of Kit, Shirts or Merchandise must be endorsed by the Club's Merchandise Officer and approved by the Club's Management Committee prior to any order being placed.
- 2.2. Wherever possible, suppliers should make available samples and try-on sizes to enable members to order correctly and this should be a factor considered when selecting a supplier to work with.

3. Stockholding

- 3.1. Stockholding should be avoided or minimised wherever possible. Exceptions for regularly purchased items such as shorts or socks, may be agreed by CMC. It is recognised that some items of Merchandise will be subject to minimum orders/print runs.
- 3.2. The Merchandising Officer shall be responsible for managing stock levels in conjunction with the Treasurer.

4. Payment

- 4.1. The club must receive pre-payment for Kit, Shirts or Merchandise that is produced to-order before any such order is placed with a supplier.
- 4.2. In the case of items sold, the Club expects there to be a modest but not excessive mark-up (10-20% as a guide) as contribution to the club. Selling costs such as outward postage, inward delivery, VAT and card transaction fees should be considered when setting the sale price and might be additional costs.

5. Generally available

- 5.1. In principle, Kit, Shirts or Merchandise produced for the club, with the exception of special one-off runs such as tour shirts or anniversary shirts, should, wherever possible, be available for any qualifying club member to order or purchase on demand at any point during the year, subject to stock considerations in 3 above.
- 5.2. It is expected that the Merchandise Officer will advertise training Kit at least once a year, usually at the start of the season and place a bulk order to take advantage of bulk-order discounts.