

An Treoir Oifigiúil
Cuid a cúig

Official Guide Part 5

Mandatory Code
on Sponsorship

Effective from
May 6th 2024



**THE
CAMOGIE
ASSOCIATION**
An Cumann Camógaíochta



This is An Treoraí Oifigiúil Cuid V (Official Guide Part V).

The other binding parts are as follows:

THE OTHER BINDING PARTS OF THE OFFICIAL GUIDE ARE AS FOLLOWS:

- Part I Official Guide
- Part II Playing Rules
- Part III Code of Practice for all Officers of the Association
- Part IV Disciplinary Code and THDC Mandatory Procedures
- Part VI Code for Camogie Supporters' Club
- Part VII Code of Behaviour (Underage)

Codes of Conduct:

Camogie Association Code of Conduct

Match Official Code of Conduct

These documents can be downloaded from www.camogie.ie/administration

Effective from May 6th 2024

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Introduction

Official Guide Part I, Rule 24 specifies:

Sponsorship may only be accepted by Units within the Association when the sponsorship meets the criteria set down in the binding Code on Sponsorship.

This document constitutes the binding Code on Sponsorship.

1. Definition of Sponsorship

Sponsorship is the provision of assistance, financial or otherwise, from commercial or other sources for the promotion of activities approved by the Camogie Association, which confers a benefit of any kind of return.

2. Eligible for Sponsorship

Sponsorship may be accepted for the following and subject to the limitations in section 5 below:

2.1 Official Playing Gear

Only in connection with an officially approved sponsorship agreement may any commercial brand name, distinctive mark or logo be openly displayed. Such display may be worn on:

- Jerseys, skorts, socks
- A goalkeeper's tracksuit
- Helmets
- Hurleys
- Hurley grips
- Base Layers/Skins

2.2 Non-playing gear and equipment such as:

- Trophies: All official medals and trophies should be of Irish manufacture, where possible. Inscription, if any, shall be in Irish.
- Training bibs, cones, hurley grips, kit/boot bags

2.3 Publications, events and activities such as:

- Promotional aids and materials
- Award schemes
- Seminars
- Administration courses
- Approval is required for overseas exhibition games and tours
- Coaching, refereeing and cultural and social events

2.4 Grounds, stadia, stands and terraces owned, leased or used by Camogie Association units.

3. Approval Process

3.1 Official Application Form

Applications for sponsorship approval must be made on the official form C.C.7

3.2 National level sponsors

All national sponsorship, i.e. those organised on behalf of Ard Chomhairle or its sub-committees must have the prior sanction of Ard Chomhairle. Any agreement entered into by Ard Chomhairle in relation to any sponsorship will be binding upon each county or other unit of the Association, if Ard Chomhairle so decides.

3.3 Club level sponsors

A Club shall not be entitled to enter into a sponsorship agreement with regard to the use of a sponsor's brand name(s), distinctive marks or logo on playing gear unless it has obtained the prior written approval of the County Committee.

3.4 County level sponsors

A County shall not be entitled to enter into a sponsorship agreement with regard to the use of a sponsor's brand name(s), distinctive marks or logo on playing gear unless it has obtained the prior written approval of the relevant Provincial Committee. MANDATORY CODE ON SPONSORSHIP 3 County Sponsorship arrangements, once approved by the relevant Provincial Committee must be brought for attention, as a matter of information, to the Commercial Manager of the Camogie Association.

3.5 Provincial level sponsors

A Province shall not be entitled to enter into a sponsorship agreement with regard to the use of

a sponsor's brand name(s), distinctive marks or logo on playing gear unless it has obtained the prior written approval of the Commercial Manager of the Camogie Association. 3.6 Education sector In the education sector, second and third Level sponsorships must be brought to the attention of the relevant governing unit and once approved, brought to the attention, as a matter of information, to the Commercial Manager of the Camogie Association. It is recognised that in the education sector that some scenarios may occur where schools/colleges may have shared sponsors across different codes which may present difficulties to adhering with this code. Such scenarios should be brought to the attention of the Commercial Manager of the Camogie Association for investigation.

3. Suitable Sponsors

The Official Guide of the Camogie Association states that one of the objectives of the Association is to support Irish industries.

The following would be considered suitable sponsors:

Products and/or services of Irish companies, or of companies with majority Irish involvement, acceptable to the Camogie Association.

5. Limitations on Sponsorship

- 5.1 Annual Congress, Provincial, County, Colleges' Conventions, Club AGMs and meetings at all levels, are excluded from consideration for sponsorship. Peripheral activities may however be considered.
- 5.2 Sponsorship will not be accepted from tobacco companies, gambling companies, political parties, commercial and other sources adjudged by Ard Chomhairle as unacceptable to the Camogie Association.
- 5.3 Sponsorship or advertising by alcohol drink companies, public houses, off licenses or other predominantly alcohol distributors, of minor or underage field games, gear, events or activities, is not permitted.
- 5.4 No rights are granted to the sponsor by the Camogie Association with regard to use of or appearance of any players. The Camogie Association will encourage the sponsor to avail

of the services of players for the promotion of the product and sponsor's association with the sponsored camogie activity and will co-operate and assist the sponsor in this regard. Player promotion of alcohol, tobacco or gambling products or companies is not permitted. The sponsor will be solely responsible for obtaining the required player consents and agreements in these instances while adhering to the Association's status as a voluntary body (Rule 2.4 Official Guide Part I).

- 5.5 A maximum of three sponsors' trademarks/logos per playing gear as defined in playing rules 6c subject to sponsorship guidelines issued by Ard Chomhairle.
- 5.6 A brand name(s), distinctive marks or logo or other advertising materials shall not be displayed on boots, gloves, hand-guards, shin-guards, headbands or any other playing items or accessories worn or displayed during official matches, or in prematch or post-match television or video interviews or photographs, other than the manufacturer's or supplier's brand name(s), distinctive marks or logos.

6. Application of Camogie trademark

The trademarked crest of the Camogie Association must be displayed on the front of the jerseys and the front of the skorts; both on the same side.

The markings allowed on a uniform are: the Club, County or Provincial crest, the trademarked camogie crest or the Club, County or Provincial name.

Such markings shall be of standard dimensions which are:

- Crests: 6cm x 5cm (2.5" x 2")

Club, County or Provincial name in letters of not more than 2.54cm (1") in height.

7. Specified Use of Trademarked Gear

The Camogie Association logo shall be displayed on all jerseys worn by players during official matches, in pre-match and post-match television or video interviews and photographs.

All jerseys, skorts, socks, tracksuits and kitbags,

worn and or used for official matches, in pre or post-match television or video interviews and photographs, shall be of Irish manufacture if possible. This requirement shall also apply to replica playing gear.

8. Commercial Brand Arrangements

Where a commercial brand name, distinctive mark or logo is displayed it must conform to the following dimensions:

- Maximum letter height or width 5cm.
- Maximum imprint area: 350 square centimeters.

That area shall be calculated by measuring the total area, including background highlighting, covered from one extremity to the other. The calculation of the size does not refer to the area covered by individual letters of a name or distinctive marks or logo but to the total area.

Background highlighting must be taken into consideration in determining imprint area.

The sponsor(s) name or logo may appear on the jersey, front and rear and on the camogie skort in one position only, and opposite to the camogie logo as part of an officially approved sponsorship arrangement. Sponsorship of playing socks is allowed, as part of an officially approved sponsorship arrangement.

In the event that a competition sponsor wishes to place their logo on the jersey/skort/socks for specific games, namely All-Ireland Finals, they must receive approval/permission from the respective teams, particularly in the instance where a team has dual sponsorship on their playing jersey.

9. Responsibility Of a Sponsor

It is the responsibility of the sponsor to honour both the form and the spirit of the agreement entered into, with particular reference to abiding by agreed dates and other conditions incorporated.

Of the Association

The Camogie Association will endeavour to honour all approved agreements entered into, both in form

and in spirit, and will, within the limits of its rules, promote the best interests of the sponsor at all levels within the Association.

10. Sponsorship Standards

Sponsorship should be legal, honest, truthful and within the acceptable bounds of good taste.

All advertising from sponsors should comply with the code of advertising standards for Ireland as outlined by A.S.A.I. (Advertising Standards Authority for Ireland).

The Camogie Association will be indemnified in the event of disagreements, even where the sponsorship has had prior approval from the Ard Stiúrthóir.

11. Penalty

Any member or unit of the Camogie Association adjudged guilty of a breach of the foregoing by the Unit Executive of the body designated as the approval body in Section 3 above will be penalised through a fine of not less than €100, and not more than €500 as deemed appropriate.

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