

Shrewsbury RUFC Tour Kit Policy

Mini and Junior Age Groups (Under 6 - U18)

Policy Owner: Mini & Junior Chair
Approved by: Executive Committee
Review Cycle: Annually in June

1. Purpose and Scope

The purpose of this policy is to ensure that all tour kit associated with Shrewsbury Rugby Club reflects positively on the Club, upholds its values, and maintains consistency with its recognised identity and reputation.

This policy provides clear guidance on the approval, funding, design, and use of branded tour kit, and sets out the Club's expectations in relation to the use of Club intellectual property (IP).

This policy applies to:

- All age-grade tours, both domestic and international.
- All branded tour kit, including both playing kit and leisurewear (hoodies, polos, t-shirts, caps, etc.).

2. Design and Approval

- All age-grade tour kit designs must be approved by the Mini & Junior Chair prior to order.
- For any non-age-grade tours, approval is required from the Club Treasurer.
- Tour kit must maintain an element of Club colours, though novelty designs are permitted.
- All designs must be in good taste and free from profane, suggestive, or inappropriate references, implied or otherwise.
- Nicknames may be included on garments alongside player numbers, provided they meet the same standards of good taste.
- Sponsorship of tour kit is permitted, including from non-club sponsors, provided this does not conflict with existing club sponsorships (e.g. competitor brands).
- Designs must be submitted as part of the tour permission process, a minimum of 12 weeks prior to the tour.

3. Funding and Ordering

- The Club will not fund tour kits. Funding is the responsibility of the touring team.
- Teams are encouraged to support costs through fundraising activities and/or sponsorship, provided these comply with the Club's Fundraising Policy.

- Sponsor logos are permitted subject to approval at the outline stage and must comply with Club and RFU guidelines.
- The team is responsible for managing the order and stock of tour kit.
- For financial transparency, all payments must be processed through the Club, with collected funds deposited and reallocated accordingly. The Club must have oversight of all fund flows associated with tour kit.

4. Use of Club Intellectual Property (IP) and Branding

- The Shrewsbury RUFC badge, crest, name, and any identifying marks may only be used on approved tour kit or Club-sourced apparel.
- These marks may not be reproduced, copied, or used in any form on independently sourced items without prior written approval.
- Unauthorised use of Club IP constitutes a breach of this policy and may result in disciplinary action or the withdrawal of approval for future tours.
- The Club does not currently operate a formal Brand Guidelines document, but the principles of consistency, taste, and respect for Club heritage apply at all times.

5. Wearing and Usage

- Approved tour kit may be worn at training and tour-related events.
- Tour kit may also be worn at supplementary festivals or fixtures, provided all players are able to participate wearing the same kit.
- Tour kit must be clearly differentiated from official Club matchday kit, while maintaining elements of Club colours.
- Off-field wear is permitted, provided that the kit maintains the standards of taste and conduct expected when representing Shrewsbury RUFC.

6. Supplier and Quality

- Tour kit is not required to be sourced through the Club's approved supplier.
- Teams may use local printers or direct-from-manufacturer sources to manage costs or meet timelines.
- There is no requirement for Club officers to check quality, colour matching, or logo placement prior to production, but teams are expected to act responsibly to uphold Club standards.

7. Governance, Conduct, and Compliance

- Tour organisers must submit a Tour Pack, including kit mock-ups, for sign-off as part of the tour approval process.
- The Club reserves the right to request amendments to ensure compliance with this policy and with RFU regulations relating to safeguarding, sponsorship, and commercial activity.
- Any breaches of this policy will be referred to the Executive Committee or Mini & Junior Subcommittee, as appropriate.

Jan 24

Appendix: Tour Kit Approval Checklist/Form

Tour Kit Approval Checklist

Requirement	Completed / Attached
Tour approval request submitted (12 weeks prior)	<input type="checkbox"/>
Kit design mock-ups included	<input type="checkbox"/>
Colours consistent with Club palette	<input type="checkbox"/>
No profane or inappropriate content	<input type="checkbox"/>
Sponsor(s) declared and approved	<input type="checkbox"/>
Payment route via Club confirmed	<input type="checkbox"/>
Use of Club badge/logo authorised	<input type="checkbox"/>
Compliance with RFU and Club policies confirmed	<input type="checkbox"/>

Approvals

- Tour Organiser: _____ Date: _____
- M&J Chair / Treasurer (as applicable): _____ Date: _____
- Executive Committee Confirmation (if required): _____ Date: _____