



Cochrane Minor Hockey Association (CMHA)

Policy Title: Name Bar and Advertising Jersey Policy

Effective Date: September 15, 2024

Website: www.cochraneminorhockey.com

1.0 Purpose

The purpose of this policy is to establish clear guidelines for the inclusion, placement, and design of name bars on sports jerseys within the Cochrane Minor Hockey Association (CMHA). This policy is intended to ensure uniformity, professionalism, and alignment with CMHA's values and brand standards.

2.0 Applicability

2.1 This policy applies to **all players and teams** within CMHA, across all divisions and competition levels.

3.0 Name Bar Placement

- 3.1** Name bars **shall not** be placed on the back of **standard CMHA-issued jerseys**.
 - 3.2** A third custom jersey may be used by **U13–U18 teams** (excluding U11 BVTW), at the team's own expense.
 - 3.3** These third jerseys **may include name bars** and will be retained by players at the end of the season.
-

4.0 Enforcement

- 4.1** Team Managers are responsible for ensuring compliance with this policy.
 - 4.2** Non-compliance by a team or player may result in disciplinary action.
 - 4.3** Teams that place name bars on standard CMHA jerseys will be subject to a **\$1,000 fine**.
-

5.0 Advertising Logo Placement

- 5.1** Advertising logos must be placed on the **lower back portion** of the jersey only.
- 5.2** This placement must be **consistent** across all jerseys to maintain a professional and uniform appearance.



5.3 It is **strictly prohibited** to place sponsor names or logos on the name bars themselves.

6.0 Policy Revisions

6.1 CMHA reserves the right to review and revise this policy periodically.

6.2 Any modifications will be communicated promptly to all relevant parties.

6.3 CMHA may exercise discretion in applying or modifying this policy to accommodate individual situations in the best interest of the Association.

7.0 Contact Information

7.1 For questions or concerns about this policy, please contact the **CMHA Equipment Director** at: equipmentdirector_2023@cochraneminorhockey.com

CMHA Advertising Logo Placement Policy:

Regarding CMHA advertising logos, they should be placed on the backside lower portion of the jerseys. This positioning should be consistent across all team jerseys to maintain a professional and uniform appearance. It is strictly prohibited to include sponsors' or advertisers' names or logos on the name bars.

By adhering to this Name Bars on Sports Jersey Policy, CMHA aims to maintain a professional and consistent appearance, reflecting our commitment to the sport and our values. CMHA acknowledges that this policy may be subject to periodic review and revision.

CMHA reserves the right to exercise discretion and modify this policy as deemed necessary, considering individual circumstances and in the best interest of the association.