



PROCESS & INFORMATION RELATING TO ADDITIONS OR CHANGES TO SPONSOR LOGOS ON OFFICIAL VAFA CLUB APPAREL

Clubs are reminded of the procedure to be followed should the club wish to have a sponsor's name appear on on-field match apparel, including home jumper, away/clash jumper, shorts or socks.

The VAFA must be provided with the sponsor logo that is to appear. This must be provided via email with a description of how it is intended to be displayed on the garment.

Based on this information, VAFA staff will work with the VAFA approved manufacturer/supplier to create artwork files for VAFA & club review.

The club may contact and deal directly with the VAFA approved manufacturer/supplier to make adjustments to the artwork until the club is satisfied.

Once the club and VAFA have given approval, the artwork will be used in all subsequent official apparel orders.

In the event the club provides no further feedback after receiving artwork design revisions within a one month period, the VAFA will assume the artwork is approved.

The VAFA board have final approval in relation to alterations to club official match apparel including sponsor logos. However, most approvals are provided by GM – Football Operations, or if required, the VAFA CEO.

It is preferred if sponsor logos are sublimated during the manufacture process (no cost). However, if this is not possible, logos can be created and applied using a heatseal methodology (additional cost).

SPONSOR LOGO ON FRONT OF JUMPER

Logos appearing on the front of the jumper must appear on the left chest area only. The logo is to be no larger in area than 8x8 cm. This 64cm squared space can be configured to suit the logo design orientation but cannot exceed 12cm high or wide. It is permitted for two sponsors to use this space.



SPONSOR LOGO ON BACK OF JUMPER

The size of the sponsor's logo to appear on the back of the jumper and under the number must fit into an area no larger than 30 centimetres wide by 10 centimetres high.

SPONSOR LOGO SIZE ON SHORTS

Logos appearing on shorts must appear on the right leg and be no larger in area than 8 x 8 cm. This 64cm squared space can be configured to suit the logo design orientation but cannot exceed 12cm high or wide. It is permitted for two sponsors to use this space.

SPONSOR LOGO ON SOCKS

All socks are required to carry the VAFA logo only.

Enquiries can be directed to Sue Anderson, (sue@vafa.com.au) VAFA Administration.

Current VAFA apparel manufacturer/supplier

KooGa/BLK Sport.