



FUSION F.C. CLUB UNIFORM, BRANDING AND LOGO POLICY

In an effort to consistently brand, improve and properly market Fusion F. C. Soccer Club, its programs and events as well as maintain a consistent appearance and comply with our sponsorship agreements the following policies will be put into effect beginning September 1, 2023. Use of Fusion F.C. Club's brand(s), name(s), affiliation(s) and logo(s) without the written consent of the Fusion F.C. Soccer Club Board of Directors is prohibited.

- Fusion F.C. approved Uniform Kits cannot be altered in any way. This includes, but is not limited to, Game Uniforms and/or Training Uniforms.
- If a team wishes to wear game gear, including tournament game gear, that is not a part of the Fusion F.C. approved Uniform Kits, the gear must have a Fusion F.C. logo, as well as an ADIDAS logo due to contractual agreement between ADIDAS and Fusion F.C. The requested game gear must also be approved by a minimum of two Fusion F.C. Board Members prior to wearing the requested gear in any game play (ie. Pink jerseys to promote breast cancer awareness). If game gear is approved, the cost will need to be covered by the coach/sponsor, as this will not be the responsibility of the parents/players to cover.
- If a member seeks to use or reference any Fusion F.C. Soccer Club name(s), description(s), logo(s) or any other Club recognizable branding for any reason, it must be approved by a minimum of two Fusion F.C. Board Members. This includes, but is not limited to, adding any Fusion F.C. name(s), description(s), logo(s) or any other Club recognizable branding to t-shirts, sweatshirts, hats, game gear, practice gear or any other merchandise.
- Sponsor logo(s) may not be offered to any sponsor or potential sponsor without the authorization of the VP of Finance. If you have found a sponsor that is interested in supporting Fusion F.C. Soccer Club, they must contact the VP of Finance (vpfinance@fusionfcpa.org) to discuss sponsorship opportunities.
- Any team not in compliance with this policy will be directed to the Fusion F.C. Disciplinary Committee for immediate disciplinary action.

Approved by Board Vote, effective August 2023.