

# **Men's Section Bye-laws**

## **ADVERTISING ON UNIFORMS**

- 1.1 Advertising in the form of a company's name, logo or trademark is permitted when expressly authorised by the HKHAMS, as described below:
- (i) on the front of the player's shirt – size not exceeding 350 sq cm;
  - (ii) on the upper arm of both shirt sleeves – size not exceeding 80 sq cm each;
  - (iii) on the reverse of the player's shirt below the shirt collar – size not exceeding 80 sq cm;
  - (iv) on the reverse of the player's shirt below the player's number – size not exceeding 200 sq cm;
  - (v) on the front of the shirt collar (both sides) – size not exceeding 40 sq cm each;
  - (vi) on the side panels of the shirt (both sides) – size not exceeding 100 sq cm each;
  - (vii) where a team wears a singlet style (i.e. no collar) replacement advertisements of size not exceeding 40 sq cm each may be placed near the neckline of the shirt;
  - (viii) on the back of the player's shorts below the waistline – size not exceeding 100 sq cm;
  - (ix) on one front leg of the players' shorts – size not exceeding 80 sq cm;
  - (x) there are no restrictions on the size of the Club's name, crest or logo
- 1.2 All measurements are taken as the area within a rectangle drawn around the advertisement. Please refer to the diagrams (attached) for further information on the positions of the advertising sites.
- 1.3 The written prior approval of the HKHAMS is required before a club can accept any sponsorship. The club is required to provide the HKHAMS with images or diagrams of the proposed advertisement(s) and await the approval of the HKHAMS before it enters into any sponsorship agreement.

- 1.4 Should an approval become out of date, because a sponsor contract has expired, the club is not required to inform the HKHAMS. Changes to approved advertisement or new advertisement must be approved by the HKHAMS before use.
- 1.5 No advertisement will be permitted that is deemed by the HKHA to be detrimental to the positive image of the game.
- 1.6 The advertisement shall not in any way conflict with any code of ethics issued by the HKHA.
- 1.7 No tobacco or alcohol advertising shall be permitted with the exception of beer advertising which shall be permitted only in activities organized primarily for adults (e.g. Men's, Women's and Mixed leagues, cup competitions and tournaments). No beer advertising will be permitted in activities organized for young people under the age of 18 (e.g. Youth League, Mini Hockey).
- 1.8 Clubs contravening any of the above By-laws will be liable to a fine to be determined by the HKHAMS.