



DCuF's Sponsorpolitik

inklusive ECF's og WCF's cresting policy

DCuF tilstræber sig på at have en eller flere sponsorer tilknyttet. Et sponsorat kan f.eks. være opdelt i følgende kategorier, hoved sponsor, gulv, sølv, bronze sponsor eller tøj sponsor. Hvilken type sponsorat der vælges eller hvad man kalder sponsoratet aftales med den enkelte sponsor.

Følgende er en beskrivelse af retningslinjerne for DCuF.

- DCuF vil arbejde for en langsigtet og nær tilknytning til vore sponsorer, som bygger på et gensidigt udbytte af sponsoratet. Vi vil arbejde for at sponsorer også får oplevelser ud af deres sponsorat.
- Landsholds deltagere kan blive bedt om at deltage i sponsor arrangementer for DCuF
- Klubberne skal bidrage med reklamepladser etc. Ved Dansk Curling Forbunds arrangementer for at det bliver attraktivt for en sponsor at sponsorere Dansk Curling.
- DCuF vil give mulighed for at spillere kan tegne egne sponsorater og vil give dem klare retningslinier i forhold til hvilke sponsorater de selv kan tegne, ligesom DCuF vil sikre at disse ikke konflikter med forbundets og/eller EM/VM sponsorer.
- DCuF vil blandt andet benytte sig af agenter til at finde sponsorer.

Reklamer på spilleuniform ved internationale mesterskaber

For alle internationale turneringer eks. EM, VM, Junior VM, Junior Challenge, EM Mix, Par Mix VM, Senior VM, hvor et dansk landshold skal repræsentere DCuF gælder de internationale regler for reklamer på tøj og på udstyr.

Til ovenstående internationale turneringer har DCuF første prioritet til at profilere egne sponsorer efter de internationale regler for tøj og udstyr sponsor plads.

Størrelsen af sponsor logo og størrelsen af pladsen er nævnt i de internationale regler (ECF og WCF's cresting Policy) og disse regler skal overholdes ellers bliver holdet ikke spille berettiget og man vil blive bedt om at finde anden spilleuniform alternativ at fjerne sponsor logoer. Det samme gør sig gældende, hvis man har sponsor logoer, som ikke er blevet godkendt af både ECF eller WCF.

Hold som har egne sponsorer har ikke mulighed for profilering af egne sponsorer til internationale mesterskaber. Dette gælder både for tøj og udstyr med sponsor logo, med mindre andet aftales med DCuF's eliteudvalg. Sponsorer som er af samme brand som DCuF's egne sponsorer vil ikke blive godkendt pga. branche konflikt.

I tilfælde hvor DCuF ikke har nogen sponsor er der mulighed for det deltagende hold at profilere egen sponsor. Denne sponsor skal først godkendes af DCuF siden hen af ECF (hvis EM) eller WCF (hvis VM).

Reklamer på spilleuniform ved nationale mesterskaber

Ved nationale mesterskaber må holdene spille med lige så mange reklamer på tøj og udstyr, som holdene har lyst til, dog vil uetiske og stødende reklamer ikke blive accepteret, ej heller tekster der kan virke krænkende på tredjemand.

Hvis der er spørgsmål til ovenstående er man velkommen til at eliteudvalget v/elitekoordinator Ulrik Damm på Mobil: 51 17 53 30, eller email: curlingulrik@hotmail.com

ECF cresting Policy



There are **six** positions for the wearing of crests and badges; allotted areas shall be the following:

- **THE RIGHT CHEST (1) AND UPPER LEFT ARM (1)** will be reserved for the event sponsor of the European Championship, or an event crest of the Host Committee. Member Associations will be advised of the preferred placement for these crests.
- **THE LEFT CHEST (1) AND UPPER RIGHT ARM (2)** will be reserved for a team sponsor's crest or Member Associations emblem.
- **SIDE OF THE LEG (1) (between the knee and ankle)** will be reserved for a team sponsor's crest. All team members must wear the crest on the same leg and the crests must be at the same height.

Total crest size (edge to edge) shall not be greater than 10cm (4 inches) or not greater than 100 square centimetres (16 square inches). Only one crest for one sponsor is permitted in each area stated. All team sponsors' cresting must have the approval of the team's Member Association. A clothing manufacturer's trademark may be displayed provided it is not greater than 20 square centimetres (3.1 square inches) on jackets and trousers and not greater than 6 square centimetres (0.93 square inches) on any other item of clothing.

Team or Member Associations sponsors cresting will only be permitted if they advertise companies or organisations who carry out business in the country represented by the team concerned, and do not conflict with any Sponsor of European Championships.

The ECF has removed the 4 week prior approval of sponsor's badges. The onus is now on the players and/or national associations to have them correct. The allocation of the sponsor's

badges will however be checked by the ECF or an ECF umpire at the Team Meeting and, if not placed correctly, will have to be removed before playing at the championships. .

Cresting placement should be the same for all team members on all playing-garments.

No cresting shall be permitted in any other area, or on other item of clothing or curling equipment without prior application to, and approval of the European Curling Federation.

Each team member shall wear identical uniforms for all games. Each garment: shirt, jacket or sweater, shall have the player's surname, in 2-inch (5cm) letters across the upper back of the garment and the country name, in 2-inch (5cm), or larger letters, across the back above the waist. If desired, a national emblem may also be worn on the back, but only in addition to the country name and should be displayed between the player's surname and the country name.

The members of a team shall wear light-coloured shirts when throwing stones with light coloured handles and team members shall wear dark-coloured shirts when throwing stones with dark handles. Upper playing garments of all team members must be the same colour during the competition.

When two players have the same surname, the first letter of their given name shall be added to the player's name on the garment. If the first letter is also the same either another initial should be added, or the full or abbreviated given names shown.

All Member Associations shall register the colour of the outer garments, jackets or sweaters, to be used by their teams when competing in European Championships.

ECF June 2009

WCF cresting Policy



There are **six** (6) positions for the wearing of crests and badges; allotted areas shall be the following:

- **THE RIGHT CHEST (1) AND UPPER LEFT ARM (1)** will be reserved for the event sponsor of the World Championship, or an event crest of the Host Committee. Member Associations will be advised of the preferred placement for these crests.
- **THE LEFT CHEST (1) AND UPPER RIGHT ARM (2)** will be reserved for a team sponsor's crest or Member Association's emblem.
- **SIDE OF THE LEG (1) (between the knee and ankle)** will be reserved for a team sponsor's crest. All team members must wear the crest on the same leg and the crests must be at the same height.

Total crest size (edge to edge) shall not be greater than 10cm (4 inches) or not greater than 100 square centimetres (16 square inches). Only one crest is permitted in each of the six areas stated. All team sponsors' cresting must have the approval of the team's Member Association. A clothing manufacturer's trademark may be displayed provided it is not greater than 20 square centimetres (3.1 square inches) on jackets and trousers and not greater than 6 square centimetres (0.93 square inches) on any other item of clothing, including caps.

Caps: The only logo permitted, in addition to the manufacturer's logo, is either that of the Event, or the athlete's Member Association.

Team or Member Associations sponsors cresting will only be permitted if they advertise companies or organisations who carry out business in the country represented by the team concerned, and do not conflict with any Sponsor of World Championships. Member Associations shall register sponsor names, and business category with a photograph or diagram in actual size with the WCF **no later than 25 February 2011**. The WCF will confirm approval in writing. Every effort will be made to facilitate the acceptance of team sponsor requests. Sponsor names registered later, or not registered, may not be approved by the WCF. Crests that are not approved must be removed from the on-ice uniform.

Cresting placement should be the same for all team members on all playing-garments.

No cresting shall be permitted in any other area, or on other items of clothing or curling equipment without prior application to, and approval of the World Curling Federation.

All members of team support staff with On Ice Accreditation must also adhere to the stated cresting policy.

Each team member shall wear identical uniforms for all games. Each garment: shirt, jacket or sweater, shall have the player's surname, in 2-inch (5cm) letters across the upper back of the garment and the country name, in 2-inch (5cm), or larger letters, across the back above the waist. If desired, a national emblem may also be worn on the back, but only in addition to the country name and should be displayed between the player's surname and the country name. The members of a team shall wear light-coloured shirts when throwing stones with light-coloured handles and team members shall wear dark-coloured shirts when throwing stones with dark handles (red is considered a dark colour). Upper playing garments of all team members must be the same colour during the competition.

When two players have the same surname, the first letter of their given name shall be added to the player's name on the garment. If the first letter is also the same either another initial should be added, or the full or abbreviated given names shown.

All Member Associations shall register the colour of the outer garments, jackets or sweaters to be used by their teams when competing in World Championships.

WCF 2011