



**University of Nottingham Sport**  
Engage Inspire Excel

# Sports Club Kit Sponsorship Guidance

The following guidance is designed to help sports clubs:

1. Identify sponsorship and commercial opportunities
2. Deliver the University of Nottingham Sport brand in a professional and consistent manner

Please note all sponsorship agreements must be pre-approved by the students union.

Guidance here: [www.su.nottingham.ac.uk/sports/committee/contracts-and-sponsorship](http://www.su.nottingham.ac.uk/sports/committee/contracts-and-sponsorship)



Kit Type	1 Front	2 Left Sleeve	3 Right Sleeve	4 Back of Shirt
<b>Main Competition Kit</b>	<p><b>✗</b></p> <p>Not available for clubs to sell</p> <p>(CBTRC must be on all club's primary home and away kits)</p>	<p><b>✓</b></p> <p>Available for clubs to sell</p>	<p><b>✗</b></p> <p>Not available to Clubs</p> <p>(used by UoN Sport)</p>	<p><b>✓</b></p> <p>Available for clubs to sell</p>
<b>Second Competition Kit</b>	<p><b>✓ ✗</b></p> <p>Available to clubs who have a second competition kit e.g. National League kit</p> <p>(Cannot be away kit)</p>	<p><b>✓</b></p> <p>Available for clubs to sell</p>	<p><b>✗</b></p> <p>Not available to Clubs</p> <p>(used by UoN Sport)</p>	<p><b>✓</b></p> <p>Available for clubs to sell</p>
<b>Warm Up / Travel / Training Kit</b> (e.g Black Victory Layer Tee, Committee Tops, Midlayers)	<p><b>✓</b></p> <p>Available for clubs to sell</p>	<p><b>✓</b></p> <p>Available for clubs to sell</p>	<p><b>✓</b></p> <p>Available for clubs to sell</p>	<p><b>✓</b></p> <p>Available for clubs to sell</p>

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## Key Considerations

1. Carefully consider the implications on club or member's finances when the sponsorship agreement ends. For example:
  - a) If shirts are individually owned, and the club changes sponsor, will the individual need to pay for a new shirt?
  - b) If shirts are club owned, and the club changes sponsor, will the club be able to afford a new set of shirts? Can the original sponsorship amount cover this cost?
  - c) If the sponsorship agreement is not renewed, but the shirts are still worn, the sponsor will be given free exposure, and limits the club's ability to find a new sponsor.
2. Please be aware of the cost of kit, and get in touch with PlayerLayer if you need this information.
3. Please bear in mind the liaison and delivery time associated with ordering new kit (refer to the PL ordering calendar).
4. If the sponsor agreement is made before the kit is purchased, PlayerLayer may be able to sublimate the logo in to the kit at no extra cost to the club. Please note this depends on the item. If kit is already owned there will be embellishment costs that should be taken into considered.
5. Embellishment can be done by a provider of the clubs choice. Screen printing, iron on patches, and sew on badges should all be considered.
6. All kit sponsors will have to form part of an official sponsorship agreement. This must be approved by the Sponsorship and Fundraising department via [shea.mellor@nottingham.ac.uk](mailto:shea.mellor@nottingham.ac.uk).
7. If you have any questions or something is not covered in these guidelines please contact your Club Development Coordinator.