



**NORTHERN  
SUBURBS  
FOOTBALL**  
EST. 1957

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## **NSFA Playing Strip Advertising Policy (on playing strip)**

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The NSFA allows clubs to obtain private sponsorship. It is necessary for NSFA to set down policy in relation to sponsors advertising on playing strips to ensure integrity of the rules set down by Football Federation Australia and Football NSW and to ensure that the purpose of the coloured strips and club colours are maintained.

- The following products cannot be advertised on the playing strip – alcohol or tobacco products or brands.
- Other sponsor advertising on shirts is subject to NSFA Board approval based on suitability to the image of the code.
- NSFA must approve proposed advertising. All details or proposed advertising must be forwarded to NSFA for approval prior to implementation.
- Advertising must conform to the following size requirements on playing strips

Shirt Front	300sq cm (approx 8cm x 37.50cm)
Shirt back	180sq cm (approx 6cm x 30cm) – not interfering with playing numbers
Shorts	25sq cm (approx 5cm x 5cm)
- Up to 3 separate team sponsors are allowed to advertise on the playing strip. One on each of the areas indicated above.
- Quoted size areas to apply to Senior Strips: Junior Strip must be proportional to this sizing.
- A full strip photo to be supplied to NSFA.
- All proposed advertising must be submitted to NSFA Board for approval.