



**NORTHERN
SUBURBS
FOOTBALL**
EST. 1957

PD11B - NSFA Sponsorship and Promotion Policy

The Northern Suburbs Football Association (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 playing strips and club colours are maintained.

- All details of proposed advertising must be submitted to the NSFA Chief Executive Officer (CEO), Chief Operating Officer (COO) or Delegate for approval prior to implementation.
- The following products or services cannot be advertised or promoted by Clubs including (but not limited to) on playing strips and signage – alcohol, tobacco, gambling and adult entertainment products or brands.
- Other sponsor advertising, including on playing shirts, is subject to the approval of the NSFA CEO, COO or Delegate based on suitability to the image of the code and the Association.
- The NSFA must approve all proposed sponsorship advertising including on playing shirts. All details of proposed sponsorship or advertising – including on playing shirts - must be forwarded to NSFA CEO, COO or Delegate for approval prior to implementation.

- All sponsorship and promotion activities of Clubs, including but not limited to playing shirts and signage, is subject to [Football NSW's Sponsorship and Promotion Policy](#):
- Any exceptions to Football NSW's Sponsorship and Promotion Policy should be communicated by Clubs to the NSFA CEO, COO or Delegate from whom written approval should be sought.
- Playing shirt sponsor advertising must conform to Football NSW's Equipment, Commercial and Media Regulations Guidelines which are [available here](#).
- These regulations include the following:
 1. Up to 5 separate team sponsor logos are allowed on playing shirt strips – one of each area indicated in the Football NSW Guidelines including the left sleeve which the NSFA allows to be used for sponsor advertising (ie one sponsor logo on front of shirt, two sponsor logos on back of shirt and one sponsor logo on each sleeve)
 2. Up to 3 sponsor logos on shorts
 3. No sponsor logos – except for gear brands – are permitted on socks
 4. Size of sponsor, club and gear supplier logos is as per the [Football NSW Equipment, Commercial and Media Regulations Guidelines](#)
- Clubs must supply the NSFA Office with images of club playing uniforms including logos in accordance with the NSFA Playing Strip Policy NSPD11A ([available on the NSFA website](#)).