

2021 AMG Games Merchandise and Use of Logo Policy

External

As at 20 January 2021

Policy Objective

The aim of this policy is to provide an outline of the process and procedures in place for the supply of Games Merchandise for the Australian Masters Games (AMG) and the use of the AMG logo on clothing and other goods.

Policy Key Principles

Event Merchandise

- All AMG merchandise is supplied by the official Games merchandise provider Sports Centre.
- Sports Centre are responsible for the receipt, payment, supply and delivery of all Games merchandise orders during the pre-event merchandise sales period and event time merchandise sales period.
- AMG merchandise sales revenue is retained by AMG / Sports Centre.

Sport Specific Merchandise

- Sport specific AMG merchandise is supplied by the official Games merchandise provider Sports Centre
- Sport specific AMG merchandise sales revenue is retained by AMG / Sports Centre.
- Sporting bodies that have been engaged by AMG to deliver the sport on behalf of the AMG may sell club/association only branded merchandise at the Games venue with AMG approval, as per the AMG Sport Agreement.

Competition Uniforms

- Participants and teams may be permitted to use the AMG logo on competition uniforms **only** with written approval from the AMG General Manager.
- Competition uniform refers to individual or team uniform that is worn by participants whilst competing in their chosen event/s. This does not include team wear (or other goods) worn or used outside of competition and when travelling, including but not limited to polo shirts, jackets and caps.
- All logo usage on competition uniforms must adhere to the AMG Logo Use Guidelines and be approved by the AMG General Manager in writing.
- The 2021 AMG reserves the right to take legal action if Games-related merchandise is produced by an entity other than Sports Centre (e.g. 'pirate merchandise'), using the official AMG logo or reference to the 2021 Australian Masters Games (or Australian Masters Games).
- [Sports Centre](#) provides an AMG teamwear and competition uniform service, and participants and teams are encouraged to contact them for a quote.

Procedures/Processes

Sport Specific Merchandise

- Sporting bodies wishing to sell club/association branded merchandise at the Games venue are required to seek written approval from the AMG General Manager. Please send requests and all related information to amg.admin@unisport.com.au.

Competition Uniforms

- All participants or teams wishing to use the 2021 AMG logo on their competition uniform are required to seek written approval from the AMG General Manager. Please send requests and all related information to amg.admin@unisport.com.au.

Related Documents

- [AMG Logo Use Guidelines](#)

Related Policies

- [AMG Privacy Policy](#)
- [AMG Ambush Marketing Policy](#)
- [AMG Sport Sponsorship Policy](#)