



ORANGE CRICKET

APPAREL GUIDELINES 2023 - 2024

AUGUST 2023



Orange Cricket Overview

Together the Orange District Cricket Association (ODCA) & Orange District Junior Cricket Association (ODJCA) will work together in the guise of “**Orange Cricket**” being two of the largest and most prominent Cricket Associations in the Central West of NSW. With a history dating back to the 1850's, we currently compete in representative competitions organised by the Central West Cricket Council & Western Cricket Zone.

This season, 8 clubs will contest competitions across multiple age groups & grades played at venues throughout Orange and District.

Purpose of the Commercial Guidelines

These Commercial Guidelines seek to:

- Provide Clubs with an understanding of the allocation of the commercial rights between **Orange Cricket** and the Clubs, i.e., who has the right to promote what;
- Provide Clubs with clarity around the obligations between **Orange Cricket** and its commercial partners;
- Encourage Clubs to think about further sponsorship opportunities available at Club level;
- Maximise the professionalism and commercialisation of **Orange Cricket** competitions; and
- Raise the profile of **Orange Cricket** Competitions.

A. APPAREL GUIDELINES

1. Apparel Guiding Principles:

1.1. The guiding principles to be applied in the positioning and size of logos on **Orange Cricket** Club shirts are:

- I. The positioning and size is consistent across all Clubs;
- II. The overall appearance of the shirt is uncluttered;
- III. The Major Sponsor of the ODCA (McDonald's) will feature on the playing shirts of all **ODCA** participants including Bonnor Cup shirts;
- IV. All playing apparel designs, including the application of logos and marks including logo size and position, must be approved by the competitions controlling body (**ODCA / ODJCA Executive**) prior to production;
- V. If a club has an existing partnership that impacts on the division of the uniform branding assets, the competitions controlling body (**ODCA / ODJCA Executive**) will work in good faith with that club to find an agreeable solution;
- VI. **Alcohol or Tobacco** sponsorship is **NOT** permitted to be worn on any **ODJCA** competition apparel, this includes the use of any establishment that supplies Alcohol e.g. The Canobolas Hotel, the Royal Hotel and may also include any name associated with such establishments.

Note: All playing apparel designs that may be associated to any alcohol sponsorship, must be approved by the competitions controlling body (**ODJCA Executive**) prior to production



ORANGE CRICKET

APPAREL GUIDELINES 2023 - 2024

AUGUST 2023



2. Playing Apparel

2.1. The assignment of rights for use on playing apparel is summarised in the table below and shown in the diagram in Schedule 1:

Asset	Usage	Max Size
Front of Shirt	Club sponsor	375 sq cm e.g. 25cmx15cm
Back of Shirt	Club sponsor's	250 sq cm
Left Chest	Club logo (no sponsor)	64 sq cm e.g. 8cm x 8cm
Right Chest	Apparel manufacturer's logo or club sponsor	64 sq cm
Left Arm	ODCA Major Sponsor – McDonald's	64 sq cm
Right Arm	Club sponsor logo	64 sq cm
Left Pants Leg	Club logo (no sponsor)	64 sq cm
Right Pants Leg	Club sponsor logo	64 sq cm

2.2. The assignment of rights above applies to both coloured and white clothing.

2.3. Playing apparel is subject to prior approval by the competitions controlling body, Clubs must submit playing apparel artwork to the relevant ODCA / ODJCA Executive for approval. The Executive of the ODCA / ODJCA reserve the right to prohibit the use of any sponsor's logo in its sole discretion.

3. Training Apparel

3.1. It is at the Club's discretion as to which sponsor/s will appear on all training apparel, dress polo or tracksuit jackets.

4. Colours and Designs

4.1. Playing Shirts:

- I. Shall be plain white or cream;
- II. Coloured piping may be used to emphasize a seam; Piping is a hollow tube of fabric that is used to emphasise or furnish a seam or edge of a garment. Piping must not be more than 4mm thick when laid flat;
- III. Coloured V-Neck is permitted, except on the outer-facing seam;
- IV. The colours and design of the shirts shall be uniform to all members of the same team;
- V. The left sleeve shall carry the red McDonald's logo.
- VI. Refer examples in Appendix as a guide.



ORANGE CRICKET

APPAREL GUIDELINES 2023 - 2024

AUGUST 2023



4.2. Coloured Clothing - Bonnor Cup:

- I. Coloured Clothing is compulsory in the above competitions only, subject to the prior approval of design by the ODCA's Executive;
- II. the left sleeve shall carry the McDonald's logo.
- III. Shirts, Sweaters and Trousers - the base colour shall not be white, cream or light grey;
- IV. Batting Pads - colour optional;
- V. Wicket keeping pads - colour optional;
- VI. Headbands and Wristlets - shall not be white, cream or light grey.

4.3. Numbers:

- I. Numbers of players will be carried on the back of all playing shirts, and comply with the following specifications;
- II. Number (height): between 22cm and 25cm;
- III. Number (character width): between 11cm and 12cm;
- IV. A player's shirt number shall be either one or two digits, must be clearly legible and positioned in the centre back of the shirt and entirely visible when the shirt is tucked into the trousers;
- V. The numbers must be Sublimated, sewn on or fixed by heat transfer and must not be affixed by Velcro or any temporary means;
- VI. Numbers of players must not be carried on the playing trousers.

4.4. Undergarments including "Skins" and T-Shirts (worn under playing shirt):

- I. Shall be plain white, or
- II. Bonnor Cup competition, the same colour as the base colour of the playing shirt, or plain white provided they do not protrude from the sleeves).

4.5. Sweaters:

- I. Shall be plain white/cream (except in Bonnor Cup Competition matches) and may incorporate each club's colours.

4.6. Trousers:

- I. Shall be plain white/cream (except in white-ball matches, refer point 4.2 above).

4.7. Socks:

- I. Shall be white, cream or light grey.

4.8. Headbands and Wristlets:

- I. Shall be plain white (except in white-ball matches, refer point 4.2 above).

4.9. Caps and Sunhats:

- I. The colours and design of caps and sunhats shall be uniform to all members of the same team.

4.10. Turbans and Bandanas:

- I. Shall be plain black or plain white. Note: A bandana may only be worn as a cover to a turban or beneath a helmet.

Schedule 1: Uniform Examples

PLAYING SHIRT

Right Hand Side

- 1 - Club Sponsor Logo
- 2 - Apparel Manufacturers Logo or Club Sponsor

Left Hand Side

- 3 - Club Logo (**No Sponsor**)
- 4 - ODCA / ODJCA Major Sponsor

Front of Shirt

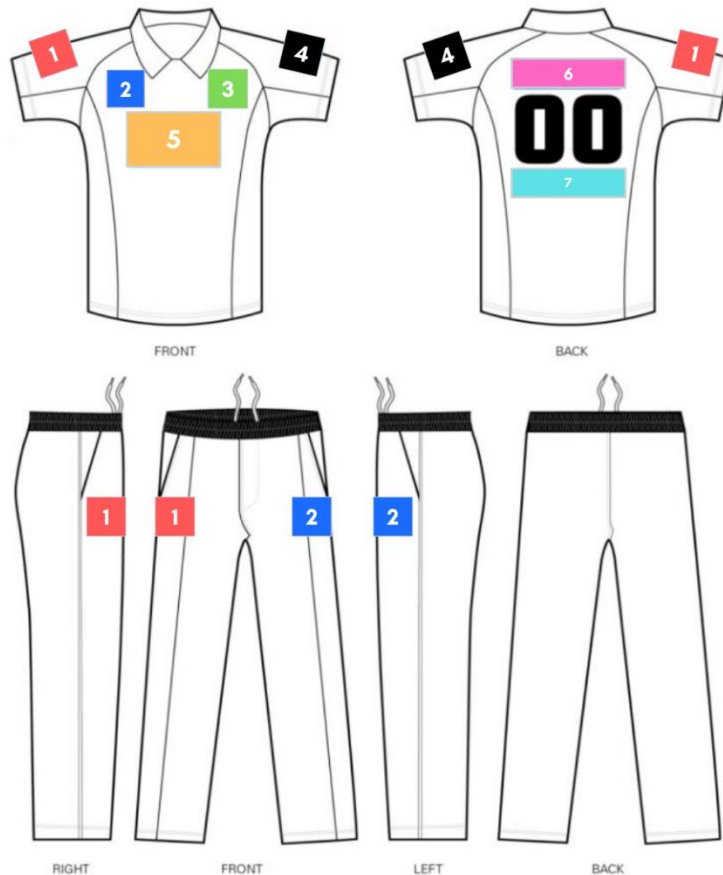
- 5 - Club Sponsor Logo

Back of Shirt

- 6 - Club Sponsor Logo
- 7 - Club Sponsor Logo

PLAYING PANTS

- 1 - Club Sponsor Logo
- 2 - Club Logo (**No Sponsor**)



ODCA Major Sponsor - Left Sleeve (actual Size 8x8cm)

- I. McDonalds Logo to be used, ODCA to Supply Electronic Copy to Clubs





Figure 1 - Coloured V-Neck inner facing = Permitted



Figure 2 - coloured piping less than 4mm = permitted



Figure 3 - Coloured collar = NOT permitted; piping or panels wider than 4mm = NOT permitted; coloured outer-facing V Neck = NOT permitted