



## ***Annual Athlete/Team Sponsorship Guidelines***

We invite you to become a sponsor with USA Roller Sports so that your selected athletes may display your company logo on their competitive uniforms. A new license will be required for events beginning January 1 and expiring on December 31, 2012.

**National Athlete/Team Sponsorships** are identified for a business that distributes products beyond the boundaries of their resident state, and this fee has been established as \$1,000 per calendar year, payable to USA Roller Sports. This category would include franchises of nationally distributed products. If more than one identifiable product is distributed, there must be clear and legible identification of the company of registration on each logo or advertisement affixed to a competitive skating uniform for that product. The reason for this should be obvious, as there is no other way for competition officials to identify if a product logo is otherwise included within valid sponsorship registration. Once a sponsor is registered with USARS, the number of individual athletes that the sponsors may support is without limitation, for both indoor and outdoor events. Restrictions have been placed on the type of advertisement that may be used at indoor speed skating events, which we will describe later in this letter.

**Local Athlete/Team Sponsorships** are identified as businesses, which distribute or sell products confined to a local area, city, or state. Example, Joe's Bar & Grill or Sally's House of Beauty. Local sponsors are often important to clubs in obtaining support for uniforms and equipment, and because of their limited benefit from Championship advertising, their fee remains at \$100 per year.

**Limitations on Use of Sponsored Team Uniforms in Indoor Competitions-** Concerns exist for the preservation of club identification with indoor speed skating. Many smaller clubs have been discouraged from continuing to promote amateur competitive roller speed skating, when they feel they are not playing on a level field with the "professional" teams. The USARS Speed committee has been discussing how to encourage grassroots development of this sport, which they feel is the lifeblood of speed skating. They have concluded that the strength of the indoor speed program has been in its identification with sponsoring skating clubs, located in recreational roller skating rinks. This same philosophy does not necessarily carry over to outdoor speed skating, which has been and continues to be dominated by the sponsored teams regardless of the USARS club affiliation of individual participants. For this reason, on the recommendation of the speed committee, the USA Roller Sports Board of Directors approved the following:

### **Sponsorship Without Product/Company Identification**

Skaters may continue to solicit sponsors that do not hold a license with USARS if these sponsors do not seek product identification with the skater. In other words, should any entity wish to support a skater or team without being identified on the competitive uniform or in print and media advertising, there is no need to register such sponsorship with USARS, and the funds can be provided directly to the sponsored skater.

## **Print or Electronic Advertising**

National USARS registered athlete sponsors have the right to use the images of USARS champions for both print and electronic advertisement, provided they also receive the individual skater's permission and it does not represent or imply sponsorship support of a championship event of the USARS organization unless separate arrangements have been concluded.

## **Athlete/Team Sponsor**

*Effective immediately, each registered speed club shall establish a competitive club uniform, which shall be distinguishable by color and pattern. Contestants in individual indoor races must wear their club uniform. Sponsorship logos shall be permitted on a contestant's uniform for individual races only if they do not impair the ready identification of the club uniform by color and pattern. No limitation is placed on the total number of registered sponsorship logos or their size which can be worn on an indoor competitive uniform, except that they must not (1) obscure the required contestant numbers in the positions stated by rules, or (2) impair the ready identification of the established club uniform by color or pattern.*

*All members of a relay team shall wear their club uniform in each relay event. The relay uniforms shall be identical. This means that if any relay team member wears one of more sponsorship logos on his or her relay uniform or helmet, all team members must wear the same sponsorship logo or logos, and they shall be placed identically on these uniforms. The uniforms must be similar in sleeve and trunk lengths. The remaining uniform regulations are unchanged that are unaffected by sponsorship identification.*

An **Athlete/Team Sponsor** need only register once to cover any number of athletes, either indoor or outdoor, in compliance with the above. Identifiable sponsorship uniforms are still permitted for outdoor competitions, where club identification is not commonly in use. Although a sponsor may affix company or sponsor logos on individual athletes club uniforms to create identification with selected skaters. In the case of relays, as in the past, each member of the relay must be outfitted, including logos.

It is an effort to preserve and improve the number of athletes participating in our competitions. I hope you will agree that this is in the best interests of the manufactures as well as the future of skating. We hope to have you as a sponsor of our competitive athletes and invite you to register with USA Roller Sports for the 2011 calendar year.





# Annual Athlete Sponsor Application for 2012

## For use of Logo/Advertisement on Skater Costume/Uniform

Contact Name: \_\_\_\_\_

Company (Sponsor Name): \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ E-mail: \_\_\_\_\_

Type of Business: (check one)

- Local (\$100)
- Multi-State/National or Skate Equipment Manufacturer/Supplier (\$1,000)

### SPONSORSHIP FEES:

Two categories are established:

- Local businesses or corporations whose operations are confined to a single city or state - \$100 annual USA Roller Sports registration fee, renewable each calendar year.
- Multi-state or national business/corporation and skate equipment manufacturers and suppliers - \$1,000 annual USA Roller Sports registration fee, renewable each calendar year.

Once an athlete sponsor is registered with USA Roller Sports, the number of skaters who may wear the sponsor's logo/advertisements on their uniform/costume is without limitation.

Verification of receipt of sponsorship fee and issuance of sponsorship license shall be provided to sponsoring party.

**THE APPLICATION FEE, AS DETERMINED ABOVE, PAYABLE TO USA ROLLER SPORTS, MUST ACCOMPANY THIS APPLICATION, ALONG WITH A SAMPLE OF THE LOGO/AD THAT WILL BE WORN ON THE COSTUME/UNIFORM.**

I hereby certify that my company meets the criteria set above for the selected category of USARS Sponsorship

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Return completed form and check payable to:**

**USA Roller Sports  
4730 South Street  
Lincoln NE 68506-0579**

#### CREDIT CARD INFORMATION

Card Number: \_\_\_\_\_ CCV#: \_\_\_\_\_  
 Expiration Date: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_  
 Name on Card: \_\_\_\_\_  
 Signature: \_\_\_\_\_  
 Total Amount To Charge: \_\_\_\_\_