



FMMHA Third Jersey Approval Directive

Last Update: October 2026

Approved by Vote: Executive Board - September 2026

Purpose

To ensure all third or specialty jersey requests are reviewed fairly, transparently, and consistently, in accordance with FMMHA Branding Standards, Financial Policies, and Association governance.

Third jerseys are intended to enhance the player experience and provide a meaningful keepsake while supporting charitable initiatives, community partnerships, educational opportunities, or other Association-approved special events.

In keeping with FMMHA's philosophy, these initiatives must demonstrate fiscal responsibility to families and the community and include meaningful player involvement that promotes character development, community engagement, and an understanding of the initiative's purpose. Third jerseys are not intended solely for aesthetic purposes or to provide players with a free jersey.

General Requirements

All third or specialty jerseys must:

- Meet FMMHA Brand Identity Standards.
- Be purchased or produced through an Association-approved branding partner.
- Comply with applicable Hockey Alberta and league regulations.
- Receive written Executive Board approval before any financial commitment is made, order is placed, or production begins.
- Where jerseys are proposed for a charitable event, include a fundraising initiative supporting the team's chosen charity. Neither the team nor individual parents may profit from the charitable initiative.
- Where jerseys are sponsored as part of a charitable initiative, the team must ensure that an equal amount to or greater than the sponsor's total contribution toward the jerseys is donated to the chosen charity. Jerseys may be auctioned or purchased by parents to raise these funds.

Approval Process

Step 1 - Team Eligibility

Requests will only be considered once:

- Team selection has been completed.
- The Head Coach and Team Manager have been appointed.
- The proposal has been discussed with team staff and parents at a team meeting.
- The team budget has been prepared.

Requests submitted before team formation will not be considered.

Step 2 - Written Request

The Team Manager must submit a written request to the Vice President, Communications.

The request must include:

- The purpose of the third or specialty jersey.
- The charitable, educational, or community initiative being supported, if applicable.
- The proposed dates or events when the jerseys will be worn.
- How the jerseys will be funded, including parent contributions, sponsorship, donations, or other sources.
- The individual or organization purchasing or providing the jerseys.
- What will happen to the jerseys following the event or season, including who will retain ownership.
- The proposed charitable or community give-back plan and how players will participate.
- Details of any proposed sponsor logos or recognition.
- A copy of any proposed sponsorship agreement outlining the sponsor's contribution and the team's obligations.

Step 3 - Financial Review

All requests must comply with FMMHA Financial Policies.

Regardless of whether the jerseys are funded by parents, fully sponsored, donated, or provided as a gift in kind, their value and funding must be reflected in the team's approved budget as applicable.

No request will proceed to the Executive Board until the team budget has been completed and approved.

Step 4 - Brand Compliance Review

The Vice President, Communications will review the request for compliance with:

- FMMHA Brand Identity Standards.
- Approved logo usage, colours, and branding.
- Sponsor recognition guidelines.
- Use of an Association-approved branding partner.

Requests requiring additional information or revisions will be returned to the Team Manager before proceeding.

The Vice President, Communications is responsible for ensuring the request is complete and compliant before forwarding it to the Executive Board. This role does not include independent authority to approve or deny third or specialty jersey requests.

Step 5 - Executive Board Review

The Executive Board will review the completed request and consider:

- Compliance with Association policies.
- Financial accountability.
- Branding requirements.
- The purpose of the initiative and its benefit to players and the community.
- Meaningful player involvement and opportunities for character development.
- Fair and consistent application of the policy across all teams.

The Executive Board may approve or deny the request or require additional information before making a decision.

Step 6 - Written Approval

Written Executive Board approval must be received before:

- Jersey designs are finalized.
- Orders are placed or production begins.
- Sponsorship or donation arrangements are finalized.
- Financial commitments are made.
- Promotional materials are produced.
- Jerseys are worn during any FMMHA-sanctioned activity, including exhibition games, tournaments, charitable events, or league games.

Policy Statement

No third or specialty jersey initiative may proceed beyond the proposal and review stage without prior written approval from the Executive Board.

Requests must be submitted by the Team Manager through the Vice President, Communications and meet all FMMHA Branding and Financial Policy requirements before being forwarded to the Executive Board for consideration.

Preliminary design concepts, quotes, and proposed sponsorship terms may be obtained to support the request, but must not involve a financial commitment or authorization to proceed.

Failure to follow this process may result in the request being denied or the jerseys being prohibited from use during FMMHA-sanctioned activities. Non-compliance may also be addressed as a breach of the FMMHA Game and Conduct Manual and may result in disciplinary action involving the Head Coach, Team Manager, or team, as applicable.

