



# WOONONA FOOTBALL CLUB

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## Merchandise Policy v26

Woonona Football Club (“the Club”) is proud of our identity, history, and community. Our colours, logo, and uniforms are a symbol of who we are, and official merchandise sales directly support the growth and development of our players, teams, and facilities.

To protect our Club’s brand and ensure a consistent, professional look across all members, the following policy applies:

### 1. Official Merchandise Only

- All Club merchandise, apparel, and accessories must be purchased directly through the Club or its approved suppliers.
- The use of the Club’s name, logo, or colours on clothing, accessories, or other products without written authorisation from the Club is not permitted.

### 2. Intellectual Property & Branding

- The Club retains all rights to its logos, designs, and branding.
- Any reproduction, modification, or sale of Club-related designs is considered unauthorised use.

### 3. Member & Supporter Commitment

- Players, coaches, members, and supporters are expected to wear only official Club merchandise at all games, training sessions, and events.
- This ensures consistency, pride, and a strong Club identity across all teams.

### 4. Benefits of Purchasing Official Merchandise

- Every item purchased through the Club directly supports our teams, facilities, and programs.  
By buying official gear, you are helping us keep costs lower for players and continue to invest in women’s, men’s, and junior football.

### 5. Enforcement

- Any unauthorised production, sale, or distribution of merchandise will not be tolerated and may result in disciplinary or legal action, including de-registration.
- The Club may request that unauthorised items not be worn or displayed at Club events, matches, or facilities.