

2021/22 AFL Northern Territory Apparel Guidelines

The following guidelines outline the process for all Clubs and AFLNT Apparel Licensees to follow when ordering apparel for AFLNT and AFLNT affiliated leagues, clubs and members.

AFL Programs and affiliate leagues including, but not limited to: AFL Schools, Thunder Juniors, and other Junior programs; Barkly and BAFL; Central Australia and CAFL; Gove; Gapuwiyak; Galiwinku; Grootte Eylandt; Hermannsburg; Katherine and BRFL; Lajamanu; Maningrida; Ngukurr; NTFL; Tiwi Islands and TIFL; Wadeye/Daly River; Yirrkala.

Please see key changes below for **2021/22** below:

- *AFLNT Apparel Licensees will provide a 10% rebate (excluding GST) on net sales of all on-field products using AFL Northern Territory, program or affiliate logos to the AFL Northern Territory. Further information below.*
- *Contact details regarding apparel licensees have been updated*
- *On-field uniform Club and/or Sponsor logo on front of guernsey (refer Section 5)*

AFLNT Approved Apparel Licensees

Apparel items, both on-field and off-field, with AFLNT, affiliate leagues and any AFLNT team logos (as per the list below) must be ordered through one of our five AFLNT licensees.

AFLNT Apparel Licensees will provide a 10% rebate (*excluding GST*) on net sales of all on-field products using AFL Northern Territory, program or affiliate logos to the AFL Northern Territory. This 10% rebate will be passed on back to clubs. This rebate will be actioned 1st February 2022 & 1st August 2022.

Approved Licensees:

CFS Gear (Cricket and Football Shop NT)

Contact: Graeme Flesfadar - Owner
Phone: 08 8947 4454 / 0414 507 024
Email: sales@cricketfootball.com.au

Manager

Phone: 08 8947 4454 / 0411 037 811

Email: manager@cricketfootball.com.au

www.cricketfootballnt.com.au

Address: Unit 1/422, Stuart Highway, Winnellie NT 0820

Intensity Sports trading as Sports Agencies (NT)

Contact: Jarred Ilett - Sales Manager

Phone: 08 8984 4614 / 0421 902 158

Email: jarred.ilett@sportsagenciesnt.com

Address: 2/410 Stuart Highway, Winnellie, NT, 0810



Australian Football League – Northern Territory

Michael Long Learning and Leadership Centre, 70 Abala Road Marrara Northern Territory 0812 | Telephone 08 8980 4801
All correspondence to PO Box 43196 Casuarina Northern Territory 0811 Australia | www.aflnt.com.au | ABN 81 097 620 525



Belgravia Sports (formally JS Sports)

Contact: Joe Siciliano – Operations Manager

Phone: 08 8281 7155 / 0402 327 454

Email: jsiciliano@belgrviasports.com.au

www.belgrviasportsapparel.com.au

Address: 98 Rundle Road, Salisbury South, South Australia, 5106

Sports Centre Pty Ltd

Contact: Toni Shannon – Sales Manager NT

Phone: 0412 907 974

Email: toni@sportscentre.com.au

Adam Knight – General Manger

Phone: 08 7132 0061

Email: aknight@sportscentre.com.au

Address: 749 Port Road Woodville, SA, 5011

www.sportscentre.com.au

ISC Sports

Contact: Joel Kay – SA / NT Account Manager – ISC Teamwear

Phone: 0429 873 118

Email: jkay@iscsport.com

www.iscsport.com

Samples and Artwork Proofs:

The AFLNT Commercial Operations Department must sign-off on all final artwork and design samples prior to production for all new items that include any of the logos as specified above. Final artwork must include size specifications of all logos/ emblems on the garment (as per the below guidelines).

If the AFLNT or any program or affiliated logo is reproduced incorrectly without proper approval and/or at a lower standard than outlined in the AFLNT Guidelines the supplier will reproduce the items in question at their cost.

AFLNT reserves the right to make any final decisions based on the information available at the time.

1. Approval Process

For apparel orders, please forward all requests in the first instance to the general enquiries email NTCommercial@afl.com.au. For apparel approvals (e.g. NTFL club guernseys) – this is a process that is managed jointly with Football Operations. Turnaround time is 1-2 working days.



Australian Football League – Northern Territory

Michael Long Learning and Leadership Centre, 70 Abala Road Marrara Northern Territory 0812 | Telephone 08 8980 4801

All correspondence to PO Box 43196 Casuarina Northern Territory 0811 Australia | www.aflnt.com.au | ABN 81 097 620 525

2. Your Competition Manager (for Clash approval)

AFLNT will seek internal approval from Football Operations in all competitions based on current by-laws and regulations (refer below)

**For full details please refer to the information attached which is extracted from the bylaws*

1. On-Field Uniform (Player) as per visual on page 6 & 7.

1. Front of Player Guernsey

- 1.1 AFLNT Logo, size and design as approved by AFLNT Commercial Operations Department, placement right chest pocket area of the uniform.
- 1.2 Competition Logo, size and design as approved by AFLNT Commercial Operations Department, placement right chest pocket area of the uniform immediately underneath the AFLNT logo.

In the event of no competition lockup, the AFLNT logo will be the sole logo in this area.

- 1.3 Manufacturer's Logo, size and design as approved by AFLNT Commercial Operations Department, placement centre at the bottom of the neckline of the uniform.

- 1.3.1 Recommended width 6cm
- 1.3.2 Recommended height 4cm
- 1.3.3 Must not exceed 24 sq cm

- 1.4 A sponsor logo can be placed on the left chest pocket area of the uniform directly opposite the competition logo;

- 1.4.1 Recommended width 14cm
- 1.4.2 Recommended height 6.5cm
- 1.4.3 Must not exceed 91 sq cm

- 1.5 A club logo or a second sponsor logo can be placed on the left chest pocket area of the uniform, 2cm above the sponsors logo;

- 1.5.1 Recommended width 8cm
- 1.5.2 Recommended height 7.5cm
- 1.5.3 Must not exceed 60 sq cm

- 1.6 Alternatively, if a club logo is not used on the front of the uniform, the entire space provided can be utilized for one sponsor logo in which case;

- 1.6.1 Total area must not exceed 151 sq cm



Australian Football League – Northern Territory

Michael Long Learning and Leadership Centre, 70 Abala Road Marrara Northern Territory 0812 | Telephone 08 8980 4801
All correspondence to PO Box 43196 Casuarina Northern Territory 0811 Australia | www.aflnt.com.au | ABN 81 097 620 525

- 1.7 A sponsor logo can be placed on the front of the uniform. The logo must be positioned and centred underneath the AFLNT logo with a minimum of 10cm clear space between the AFLNT logo and the sponsors logo.
 - 1.7.1 Recommended width 17cm
 - 1.7.2 Recommended height 10cm
 - 1.7.3 Must not exceed 170 sq cm
2. Rear of Player Guernsey
 - 2.1 A sponsor logo can be placed on the back of the uniform. The logo must be positioned and centred underneath the player number with a minimum of 1cm clear space between the number and the logo;
 - 2.1.1 Recommended width 30cm
 - 2.1.2 Recommended height 8cm
 - 2.1.3 Must not exceed 240 sq cm
 - 2.2 Club logo/text pertaining directly to the club, its origins or history can be placed on the back of the uniform. The logo must be positioned and centred above the player number with a minimum of 2cm clear space between the number and the club logo/text;
 - 2.2.1 Width must not exceed 6cm
 - 2.2.2 Height must not exceed 4cm
 - 2.3 Manufacturer Logo, size and design as approved by AFLNT Commercial Operations Department, placement centre at the top middle of the uniform under the neckline.
 - 2.3.1 Recommended width 6cm
 - 2.3.2 Recommended height 4cm
 - 2.3.3 Must not exceed 24 sq cm
3. Front of Player Shorts
 - 3.1 AFLNT logo, size and design as approved by AFLNT Commercial Operations Department, placement right hand side (hip region) of the shorts – recommended 6.5cm x 6.5cm
 - 3.2 A club logo may be placed on the left-hand side (hip region) of the shorts;
 - 3.2.1 Recommended width 8cm
 - 3.2.2 Recommended height 7.5cm
 - 3.2.3 Must not exceed 60 sq cm
 - 3.3 A Sponsors Logo may be worn on the front of each leg of the shorts;



Australian Football League – Northern Territory

Michael Long Learning and Leadership Centre, 70 Abala Road Marrara Northern Territory 0812 | Telephone 08 8980 4801
All correspondence to PO Box 43196 Casuarina Northern Territory 0811 Australia | www.aflnt.com.au | ABN 81 097 620 525

- 3.3.1 Recommended width 10cm
- 3.3.2 Recommended height 6cm
- 3.3.3 Must not exceed 60 sq cm

4. Back of Player Shorts

4.1 A manufacturer's logo can be placed on the back of the shorts.

- 4.1.1 Recommended width 4 cm
- 4.1.2 Recommended height 4 cm
- 4.1.3 Must not exceed 16 sq cm

5. All other Support Uniforms

5.1 NTFL Premier League Men's & Women's runners and support staff uniforms (t-shirts and shorts) will be provided by AFLNT. If NTFL Clubs wish to add a sponsor logo to their support uniforms, each club will need to cover this cost and have the logo design, size and location approved by AFLNT.

5.2 All other divisions and leagues need to follow the guidelines for 1. Front of Player Guernsey, for the front of the runner's shirts and 3. Front of Player Shorts for the runner's shorts. The following guidelines apply for the rear of the runner's shirts:

5.2.1 The word 'Runner' must be emblazoned across the back of the runner's shirt in Black Calibri 40-point Font.

5.2.2 A sponsor logo can be placed on the back of the uniform. The logo must be positioned and centered underneath the word 'Runner' with a minimum of 1cm clear space between the word and the logo;

- 5.2.2.1 Recommended width 30cm
- 5.2.2.2 Recommended height 8cm
- 5.2.2.3 Must not exceed 240 sq. cm

6. A logo or other badge cannot be placed on a playing uniform unless the design and location of that logo or badge has been approved by AFLNT.

7. Visual of logo (refer attached)

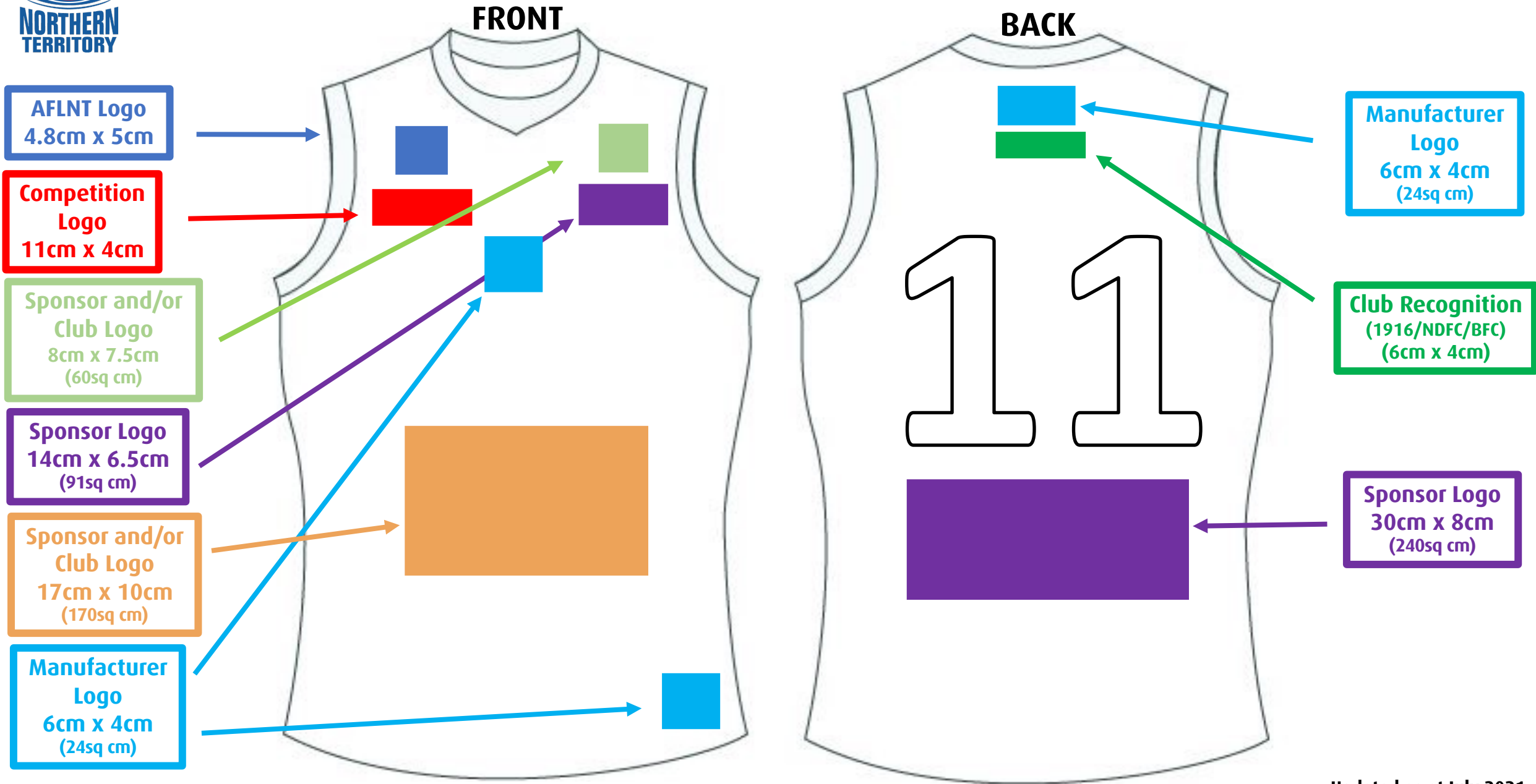


Australian Football League – Northern Territory

Michael Long Learning and Leadership Centre, 70 Abala Road Marrara Northern Territory 0812 | Telephone 08 8980 4801
All correspondence to PO Box 43196 Casuarina Northern Territory 0811 Australia | www.aflnt.com.au | ABN 81 097 620 525



GUERNSEY

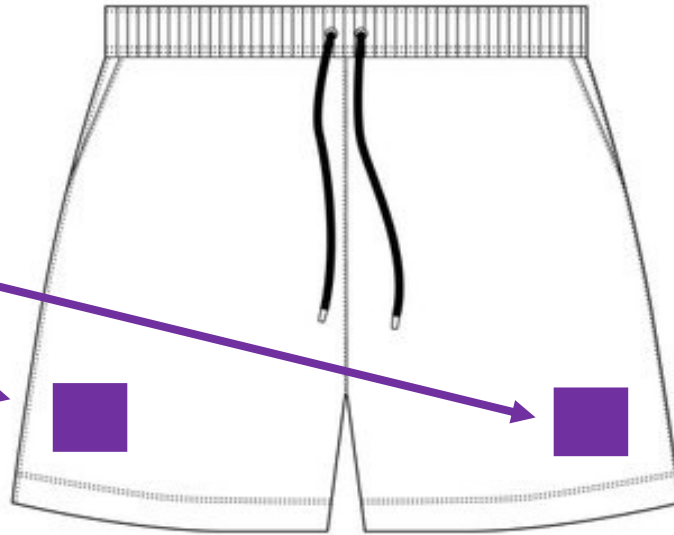


NOTE: Where there is no existing Competition Logo, the logo to be used will be at the discretion of AFLNT.

Updated as at July 2021.

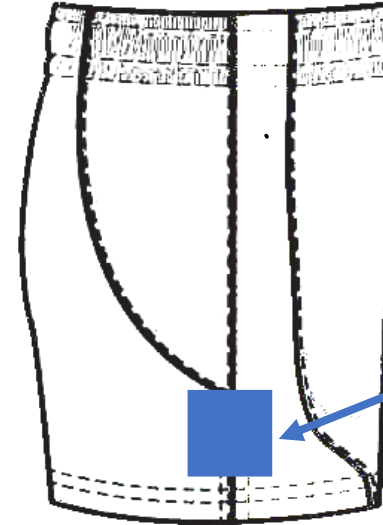
SHORTS

FRONT



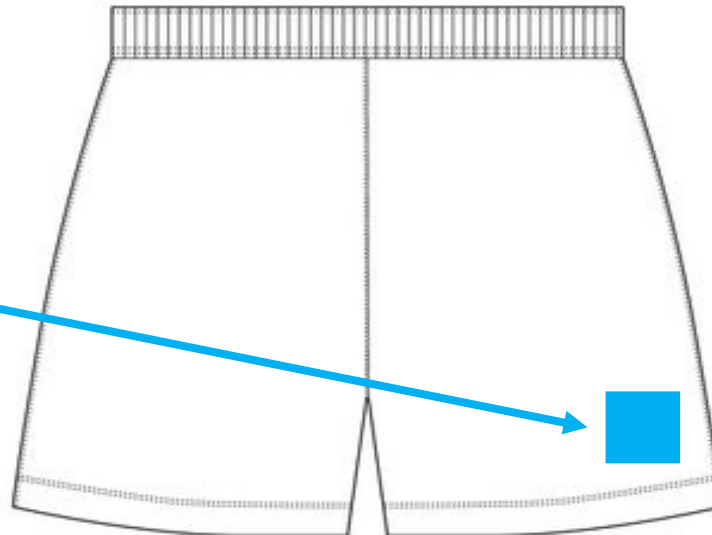
Sponsor Logo
10cm x 6cm
(60sq cm)

RIGHT SIDE



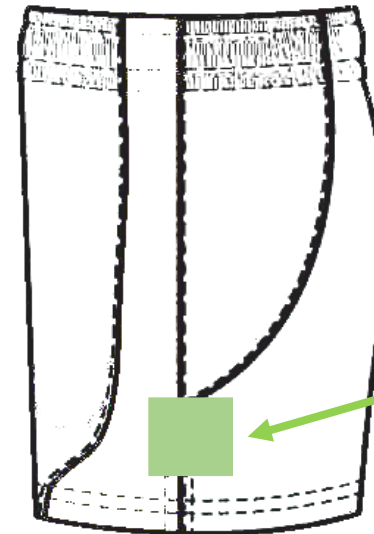
AFLNT Logo
6.5cm x 6.5cm

BACK



**Manufacturer
Logo**
4cm x 4cm
(16sq cm)

LEFT SIDE



Club Logo
8cm x 7.5cm
(60sq cm)