



NAIA Uniform Sponsorship Rules Modifications

This document outlines NAIA-approved uniform modifications for specific sports. If a sport is not listed below or does not indicate a specific NAIA uniform modification, the sport shall default to the uniform and sponsor regulations established by its respective national governing body.

Basic Criteria

- Limit of 1 sponsor logo or patch on a uniform
- The logos may not exceed a standard size of 2.25 inches square
- Sponsors of legalized drugs, alcohol, tobacco, etc. as well as sponsors whose sole or primary business function is sports gambling (e.g., FanDuel, DraftKings, etc.) are not permitted
- Sponsor logos must be in same location on each set of uniforms (example: if home whites patch is on neckline all home whites must be same, away jerseys could be in different permissible location)

Primary and Secondary Locations

The primary location is the front shoulder panel opposite manufactures logo between the apex of the neckline and the shoulder seam.

If institutional logo located at the apex of the neckline on front of jersey, the secondary location is the back of the jersey at the apex/center of the neckline as close to the neckline as is possible.

If an NAIA conference requires a conference patch, the location of said patch shall be determined by the conference in keeping with any sport rule limits on size/location and shall supersede any sponsor location.

Any questions regarding the sponsorship logo can be submitted to mburchard@naia.org or jgragg@naia.org and must include a picture of the sponsorship logo and proposed location on the uniform.

Basketball - A sponsor patch meeting the restrictions of Rule 1-25.2 located in one of two places on the front of the jersey (1) the apex of the neckline; (2) shoulder panel on either the right or left side, and in only one place on the back of the jersey, the apex/center of the neckline as close to the neckline as is possible.

Volleyball - No specific sport rule location restrictions- NAIA Primary Location: Front shoulder panel opposite manufactures logo. Between the apex of the neckline and the shoulder seam Secondary Location: Centered on bottom right sleeve (as worn) or centered bottom opposite sleeve of manufactures logo. Alternate Permissible Location: If neither of the

above locations is available at the back of the jersey, the apex/center of the neckline as close to the neckline as is possible.

Soccer - A sponsor patch may be permitted on a jersey or shirt. The entire patch must be contained within a four-sided geometric figure (that is, rectangle, square, parallelogram) that does not exceed 2¼-square inches. Primary Location: Front shoulder panel opposite manufactures logo. Between the apex of the neckline and the shoulder seam. Secondary Permissible Location: Centered on bottom right sleeve (as worn) or centered bottom opposite sleeve of manufactures logo. Alternate Permissible Location: If neither of the above locations are available on the back of the jersey, the apex/center of the neckline as close to the neckline as is possible.

Softball/Baseball - No Sport specific location restrictions Sponsor Primary Location: Front shoulder panel opposite manufactures logo. Between the apex of the neckline and the shoulder seam. Secondary Permissible Location: Centered on bottom right sleeve (as worn) or centered bottom opposite sleeve of manufactures logo Alternate Permissible Location: If neither of the above locations available back of the jersey, the apex/center of the neckline as close to the neckline as is possible.

Golf/ Cheer/Dance - No Sport specific location restrictions Primary Location: Centered on bottom right sleeve (as worn) or centered bottom opposite sleeve of manufactures logo Alternate Permissible Location: If neither of the above locations available back of the shirt, the apex/center of the neckline as close to the neckline as is possible.

Track/Field and Cross Country - No sport specific location restrictions - Primary Location: Front shoulder panel opposite manufactures logo. Between the apex of the neckline and the shoulder seam. Secondary Permissible Location: Centered on bottom right sleeve (as worn) or centered bottom opposite sleeve of manufactures logo Alternate Permissible Location: If neither of the above locations available back of the jersey, the apex/center of the neckline as close to the neckline as is possible.

Wrestling - No sport specific location restrictions - The logo will be Primary Location: back of the jersey, the apex/center of the neckline as close to the neckline as is possible. Secondary Permissible Location: Centered on bottom right singlet leg (as worn) or centered bottom opposite of manufactures logo.

Football (Tackle and Flag)- No sport specific location restrictions - Primary Location: Front shoulder panel opposite manufactures logo. Between the apex of the neckline and the shoulder seam. Secondary Permissible Location: If neither of the above locations is available at the back of the jersey, the apex/center of the neckline as close to the neckline as is possible.

Lacrosse - A sponsor patch may be permitted on a jersey or shirt. The entire patch must be contained within a four-sided geometric figure (that is, rectangle, square, parallelogram) that does not exceed 2¼-square inches. Primary Location: Front shoulder panel opposite manufactures logo. Between the apex of the neckline and the shoulder seam. Secondary Permissible Location: Centered on bottom right sleeve (as worn) or centered bottom opposite sleeve of manufactures logo. Alternate Permissible Location: If neither of the above locations

available back of the jersey, the apex/center of the neckline as close to the neckline as is possible

Tennis- A sponsor patch may be permitted on a jersey or shirt. The entire patch must be contained within a four-sided geometric figure (that is, rectangle, square, parallelogram) that does not exceed 2¼-square inches. Primary Location: Front shoulder panel opposite manufactures logo. Between the apex of the neckline and the shoulder seam. Secondary Permissible Location: Centered on bottom right sleeve (as worn) or centered bottom opposite sleeve of manufactures logo. Alternate Permissible Location: If neither of the above locations available back of the jersey, the apex/center of the neckline as close to the neckline as is possible

