



UL Wolves Clubs and Societies

Merchandising Policy

Merchandise: Items carrying either the UL Wolves™ or club/societies branding that is bought by the club as a means of promoting the club through distribution or a means to generate income by way of selling at a profit.

Merchandise may be purchased by a club or society and submitted as expenditure if it to be used for promotional purposes and either retained by the club or distributed for free. This expenditure may be projected.

Merchandise may be purchased by a club or society and sold at cost or at a profit to generate income.

- The profit per item must not exceed 25% of the original cost of the item.
- The cost/income of the items must be submitted to Wolves as a once-off expenditure/income but may not be projected.
- Any profit from the sales may be submitted as income that can be projected.

N.B* All paperwork and prototypes to be provided relating to cost and income from merchandise in the relevant section to prove profit made and that branding criteria has been met if applicable.



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Personalised Gear Policy

Personal gear: Gear such as society hoodies or club jackets etc. that are not competition gear and have been personalised such as initials or members names on it.

This personal gear are items being purchased that are outside of the 'kit' needed to avoid penalties in competitions/ intervarsities/ etc. as set out by individual governing bodies.

- Personalised gear must carry the UL Wolves™ logo to be eligible for allowance.
- Personalised gear can be purchased from UL Student Life or through a third party that has received licensing approval to authentically replicate the UL Wolves™ branding. C&S can work with the Digital media and promotions coordinator on this (cathal.mccarthy@ul.ie)
- Personal gear is to be partially fundraised by members (minimum 50%). Once the minimum fundraising is achieved, an allowance of the budget may be used to subsidise the remainder of the cost.
- A limit of €40 per item or 50% of the item cost, whichever is less, applies to subsidy amount.

Club/Soc Budget	Allowance
€1-€500	€200
€501-€1000	€300
€1,001-€2,500	€400
€2,501-€5,000	€600
€5,001-€15,000	€800
€15,001+	€1,000