



INDIVIDUAL PBA PLAYER SPONSOR GUIDELINES

The following guidelines should be followed for PBA Players looking to obtain individual sponsors who wish to display their logo on a player's PBA jersey.

- A company may have its logo or product image worn by a PBA Tour Player in all competition
- Companies cannot conflict with a PBA national sponsor
- Manufacturers of any bowling equipment must be Product Registered
- Product Registered companies may also be Individual Sponsors in order to purchase spots outside of their Product Registration agreements
- Player must submit a copy of their contract with these companies in order to receive PBA approval and such approval shall not be unreasonably withheld
 - The PBA shall be paid 5% of the total compensation received by the Player
- Logos must be worn in compliance with PBA Rules and Regulations

PBA Players should be compensated based on the minimums per season shown below:

Logo Position <i>(see jersey diagram on next page for position numbers)</i>	Minimum Fee Paid to Player
Complete integrated branding of shirt <i>(i.e., shirt design is Snickers Bar wrapper)</i>	\$25,000
Top and lower center chest positions <i>(#5 and #6)</i>	\$10,000
Either combined right or left chest position <i>(#1 and #2, or #3 and #4)</i>	\$7,500
<ul style="list-style-type: none"> • Both side positions with same logo <i>(#10 and #11)</i>, or • Upper, middle or lower back <i>(#14, #15 or #16)</i>, or • Right <i>(#1 and #2)</i> or left <i>(#3 and #4)</i> chest 	\$5,000
<ul style="list-style-type: none"> • Either side position <i>(#10 or #11)</i>, or • Combined 3 positions on left sleeve <i>(L1, L2 and L3)</i> 	\$3,000
<ul style="list-style-type: none"> • Upper yoke position <i>(#13)</i>, or • Combined collar positions <i>(C1, C2 and #12)*</i> <i>(*NOTE: If collar logos are split between 3 sponsors, Player must be paid a minimum of \$750 per collar position)</i>	\$1,500
Single left sleeve <i>(L1, L2 or L3)</i>	\$1,000

Additional Logos – require pre-approval from PBA

- PBA Players may have one charity logo on collar, single left sleeve or single chest position at no charge. If any agreement exists between the charity and player, it must be presented to the PBA.
- Full PBA Members may have his or her personal website or Twitter handle on collar, single left sleeve or single chest position at no charge.

