



# PBA Individual Player Sponsor Guidelines

Revised 09/24/2024

The PBA encourages its members to seek individual sponsors in order to earn additional income as a professional. The guidelines and minimum fees in this document must be followed by all PBA Players looking to obtain sponsors who wish to display their logo on a Player's jersey. **Should a Player wish to request an exception to a minimum fee, please submit the request in writing to [jerseyapprovals@pba.com](mailto:jerseyapprovals@pba.com).** All individual sponsors are subject to PBA approval.

- Individual sponsorship opportunities are limited to Full PBA members only.
- A company or organization may have its approved logo or identifiable product image worn by a PBA Player in all competitions.
- Individual sponsors may not conflict with a PBA national sponsor.
- Manufacturers of any bowling equipment must be product registered with the PBA.
- PBA Players must submit a copy of their signed sponsor agreement to the PBA for approval, and such approval shall not be unreasonably withheld.
- Sponsor fees will be paid directly to the Player. The PBA will invoice the Player an amount equal to 5% of the total sponsorship fees paid to the Player.
- Sizing and placement of all logos must comply with all PBA rules and regulations.

## **OTHER LOGOS:**

**FLAGS:** The American Flag or flag of the PBA member's home country may be substituted for any approved logo position with PBA approval.

**BOWLING CENTERS / PRO SHOPS:** A Full Member who works in or owns a pro shop or bowling center may wear the pro shop or bowling center logo during all levels of PBA competition, subject to PBA rules pertaining to logo size. The position of the logo may be on the single left/right chest, left sleeve or collar only.

**CHARITIES:** PBA Players may have a 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.

**PERSONAL LOGOS:** Full PBA Members may have his or her personal website, personal logos or Twitter / social media handle on collar, single left sleeve or single chest position at no charge.

Location	Description	Logo Position #	Minimum Fee Paid to Player
<b>Front of Collar (C1, C2)</b>	<i>The front collar will carry two (2) approved positions (Right Front Collar #C1 and Left Front Collar #C2) reserved for product registered manufacturer logos, individual sponsors, personal hashtags or websites, and/or PBA approved commercial logos. Logos or text in either of these positions must be a maximum height of .80".</i>	<b>C1</b>	\$825
		<b>C2</b>	\$825
<b>Back of collar (12)</b>	<i>The back collar will carry one (1) approved position (Back Collar #12) reserved for product registered manufacturer logos, individual sponsors, personal hashtags or websites, and/or PBA approved commercial logos. This logo must be a maximum height of .80" and should be centered on the back collar.</i>	<b>12</b>	\$825
<b>Combined collar positions (C1, C2 and 12)</b>		<b>C1, C2 &amp; 12</b>	\$1,650
<b>Right Sleeve - PBA Logo</b>	<i>The right sleeve of the shirt shall be reserved for use by the PBA and shall include the PBA, PBA50 or PBA Jr. logo. Additionally, for the 2023 season the Bowl TV logo must appear on the right sleeve below the PBA logo. The PBA, PBA50 or PBA Jr. logo should be 3" x 3" in size. The Bowl TV Logo should be 2.75" in length and .75" in height.</i>	<b>Reserved for PBA use exclusively. No individual sponsors may be added to the right sleeve.</b>	
<b>Right Sleeve - BowITV Logo</b>			
<b>Left Sleeve (L1, L2, L3)</b>	<i>The left sleeve has three (3) approved positions (Upper Left Sleeve #L1, Middle Left Sleeve #L2, Lower Left Sleeve #L3) reserved for product registered manufacturer logos, individual sponsors and/or PBA-approved commercial logos. Sleeve logos may be of varying length and width, but cannot exceed 6 square inches in size.</i>	<b>L1</b>	\$1,100
		<b>L2</b>	\$1,100
		<b>L3</b>	\$1,100
		<b>L1 + L2 or L2 + L3</b>	\$2,200
		<b>L1, L2 &amp; L3 Combined</b>	\$3,300

<b>Left &amp; Right Front Chest (1,2,3,4)</b>	<i>The upper front of the shirt will carry four (4) approved positions (Upper Right Chest #1, Lower Right Chest #2, Upper Left Chest #3 and Lower Left Chest #4) reserved for product registered manufacturer logos, individual sponsors and/or PBA approved commercial logos. Single chest logos may be of varying length and width, but cannot exceed 6 square inches in size. If two spaces are combined, the logo cannot exceed 12 square inches in size.</i>	<b>1</b>	\$5,500
		<b>2</b>	\$5,500
		<b>3</b>	\$5,500
		<b>4</b>	\$5,500
		<b>1 + 2 Combined</b>	\$8,250
		<b>3 + 4 Combined</b>	\$8,250
<b>Center Front Chest (5, 6)</b>	<i>The center chest will carry two (2) approved positions (Upper Chest #5 and Lower Chest #6) reserved for product registered bowling ball manufacturer logos, individual sponsors and/or PBA approved commercial logos. Single chest logos cannot exceed 12 inches in width and 6 inches in height. The two logo positions may also be combined to accommodate one logo not to exceed 12 inches in width and 12 inches in height.</i>	<b>5</b>	\$11,000
		<b>6</b>	\$11,000
		<b>5 + 6 Combined</b>	\$22,000
<b>Side Logo (10, 11)</b>	<i>The front side will carry two (2) approved positions (Right Vertical #10 and Left Vertical #11) reserved for product registered manufacturer logos, individual sponsors and/or PBA approved commercial logos. Side logos cannot exceed 7 inches in vertical height and 2 inches in width.</i>	<b>10</b>	\$3,300
		<b>11</b>	\$3,300
<b>Back of collar (12)</b>	<i>The back collar will carry one (1) approved position (Back Collar #12) reserved for product registered manufacturer logos, individual sponsors, personal hashtags or websites, and/or PBA approved commercial logos. This logo must be a maximum height of .80" and should be centered on the back collar.</i>	<b>12</b>	\$825
<b>Back Logo - Yoke (13)</b>	<i>The back will carry four (4) approved positions (Back Yoke #13, Upper Back #14, Center Back #15 and Lower Back #16) reserved for product registered bowling ball manufacturer logos, individual sponsors and/or PBA approved commercial logos. A single back logo in position #13, #14, #15 or #16 must be a maximum size of 12 inches in length and 2 inches in height. If two of the lower back positions are combined (#14 &amp; #15 or #15 &amp; #16), the maximum size must be no larger than 12 inches in length and 12 inches in height.</i>	<b>13</b>	\$1,650
<b>Back Logo - Upper, Center &amp; Lower (14, 15, 16)</b>		<b>14</b>	\$5,500
		<b>15</b>	\$5,500
		<b>16</b>	\$5,500
		<b>14 + 15 or 15 + 16 combined</b>	\$11,000
<b>Alternate Positions</b>	<i>The PBA may approve an alternate logo position or positions if necessary. The size and placement will be determined on a case-by-case basis and must be approved by the PBA.</i>	<b>TBD</b>	TBD
<b>Complete Integrated Branding of Jersey</b>	<i>Examples are: design to look like that of a Snickers bar wrapper. The multiple images / usage of product / service which exceed the allowable limits of specific logos</i>	<b>TBD</b>	\$27,500

