

## **Denton Calvary Academy T-shirt, Outerwear, and Specialty Item Policy**

The DCA Marketing Director approves all spirit wear, organization wear, team wear, booster wear, etc. All DCA apparel and specialty items must be coordinated by the DCA Booster Club. Requestors should submit a completed Apparel and Specialty Item Approval Form along with artwork to one of the DCA receptionists or the Marketing Director. Upon design approval, paperwork will be forwarded to a Booster Club representative who will then contact the requestor to coordinate production.

### **DCA T-shirt and Outerwear Guidelines**

- Item color options
  - Green
  - White
  - Black
  - GrayExceptions include House shirts and approved specialty shirts (ex. Fine Arts production shirts)
- Shirts/Outerwear must have the words Denton Calvary, Lions, DCA or the Denton Calvary logo clearly and prominently visible on the front or back of the shirt.
- Design and message must be in good taste, befitting the Christian mission and character of the school.
- Designs containing non-DCA trademarks or phrases (i.e. Coke, cartoon characters, etc.) must have written permission from the copyright or trademark owner before the design will be approved.
- The DCA logos (Lion and Crest) may not be altered.
- Apparel approval forms must be submitted and approved by the DCA Marketing Department before the shirts may be purchased and distributed.

### **DCA Specialty Item Guidelines**

- All specialty items (stadium seats, hats, etc.) must be approved by the DCA Marketing Department.

## Apparel and Specialty Item Approval Form

Name of Organization \_\_\_\_\_

Sponsor \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

President/Rep. \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Type of product to be sold/printed:

\_\_\_\_\_  
\_\_\_\_\_

Unit Cost \_\_\_\_\_ Number to be Produced \_\_\_\_\_

Manufacturer/Printer \_\_\_\_\_ Phone \_\_\_\_\_

Address or Email \_\_\_\_\_

Distribution Plan/Dates \_\_\_\_\_

***All apparel and specialty items must be approved by the DCA Marketing Director and produced through the DCA Booster Club.***

\_\_\_\_\_  
Organization President/Representative

\_\_\_\_\_  
Date

Approved: \_\_\_\_\_

DCA Marketing Director

\_\_\_\_\_  
Date

**And**

Approved: \_\_\_\_\_

Booster Club Representative

\_\_\_\_\_  
Date