



CARNIVAL PROCESS & REQUIREMENTS FRAMEWORK



The purpose of this framework is to establish a consistent club-wide process regarding carnival participation, approvals, sponsorship, merchandise, branding and compliance requirements across all Highfields Eagles junior age groups.

This framework applies to all teams, coaches, managers and support staff operating under the Highfields Eagles Junior Rugby League Club banner.

CLUB SUPPORTED CARNIVALS

Each age group will be permitted a maximum of:

Two (2) Club-Facilitated Carnivals Per Calendar Year

These carnivals form part of the club's official development pathway and are considered the club's preferred carnival selections for each age group.

Club-supported carnivals may include:

- development carnivals
- representative-style carnivals
- invitational carnivals
- QRL Central Region based carnivals or clusters

The nominated club carnivals are expected to be prioritised ahead of any additional carnival requests.

ADDITIONAL CARNIVAL REQUESTS

Teams wishing to attend carnivals outside the club-supported framework must:

- seek formal approval from the Executive Committee prior to any registrations, announcements or financial commitments being made
- provide full carnival details including organiser information, location, dates and sanctioning status
- demonstrate that attendance will not negatively impact club operations, player welfare or existing and/or other club commitments
- Demonstrate that the proposed carnival aligns with the club's development objectives.

Approval for additional carnivals is not guaranteed and remains at the discretion of the club committee.

QRL SANCTIONING REQUIREMENTS

Under no circumstances are Highfields Eagles teams permitted to:

- attend
- participate in
- promote
- organise
- pay monies into club accounts
- attain sponsorship under the Highfields Eagles banner
- or undertake carnival processes

for any carnival, competition, cluster or event that is not officially sanctioned and supported by the Queensland Rugby League (QRL).

All carnivals attended under the Highfields Eagles name must be strictly QRL sanctioned.

This requirement is non-negotiable and is in place to ensure:

- player welfare
- insurance compliance
- safeguarding requirements
- operational standards
- and alignment with governing body expectations

Any carnival not sanctioned by the QRL will not receive club approval.

PLAYER NOMINATION PROCESS

A compulsory and non-negotiable \$75.00 Player Nomination Fee will apply for all players wishing to nominate for carnival participation regardless of carnival location, size or type.

This fee applies equally to every player, including the children of coaches, managers, committee members, club volunteers, and any other club officials. No exemptions or discounts will be provided based on a parent or guardian's role within the club.

This fee is payable directly to the club and is required to:

- Confirm player and family commitment
- Reduce late withdrawals
- Support carnival operational requirements
- Contribute towards nomination and administration costs

Player positions within carnival squads will not be confirmed until payment has been received.

Families may apply in writing to the Executive Committee for special consideration or partial waiver approval in exceptional circumstances. Any waiver request remains at the discretion of the Executive Committee.

SPONSORSHIP REQUIREMENTS

Where sponsorship is obtained for carnival teams:

- Sponsorship is to be sourced and coordinated by the relevant Team Manager.
- All sponsorship arrangements must receive club approval prior to confirmation.
- Sponsorship must align with club values and presentation standards.
- Sponsorship agreements must not conflict with existing club sponsorship arrangements.

All sponsor logos provided for carnival apparel and merchandise must be supplied in **WHITE LOGO FORMAT ONLY** (where logo design facilitates) to ensure consistency across all club merchandise and branding applications.

CARNIVAL MERCHANDISE & PLAYER PACKS

Carnival merchandise packs are to be funded through team sponsorship wherever possible.

The club will maintain consistency across all age groups by limiting approved merchandise selections and apparel types for the relevant season.

Approved merchandise options for may include:

- jerseys
- playing shorts
- polo shirts
- socks
- backpacks/bags
- trackpants
- hoodies/jumpers

CLUB PRESENTATION & ALIGNMENT

Where multiple Highfields Eagles teams attend the same carnival, cluster or representative event, teams are expected to maintain a consistent and aligned appearance through approved carnival apparel and merchandise.

The objective of this requirement is to:

- Strengthen club identity
- Reinforce a united Eagles culture
- Promote professionalism
- Create consistency across all age groups
- Enhance the presentation of the Highfields Eagles brand

Where practical, teams attending the same carnival should utilise the same approved merchandise items, branding layouts and apparel designs.

Individual team variations may be considered where approved by the club however, the overall objective is for Highfields Eagles teams to present as one club and one program when attending events involving multiple age groups.

The club reserves the right to require alignment of apparel, merchandise and branding across multiple teams attending the same carnival, cluster or representative event.



USE OF EXISTING CLUB PLAYING APPAREL

To assist in reducing costs for families, maintaining consistency across the club and minimising sponsor fatigue, it is the club's preferred position that teams utilise existing approved Highfields Eagles playing apparel for at least one (1) club-supported carnival each calendar year where practical and appropriate.

The intent of this recommendation is to:

- maximise the value of existing club apparel
- reduce unnecessary merchandise expenditure
- support long-term sponsor relationships
- minimise repeated sponsorship requests to the same businesses
- maintain consistency in the presentation of the Highfields Eagles brand

Where carnival conditions, event requirements or approved development objectives require alternative apparel, teams may seek approval through the normal carnival merchandise approval process.

Final decisions regarding the use of existing club apparel remain at the discretion of the Executive Committee.

INTERNATIONAL & REPRESENTATIVE AGE GROUP CONSIDERATIONS

Special consideration may be given to international age groups or representative-based touring teams regarding final merchandise designs and apparel selections due to the limited number of carnivals and events attended by those groups.

Any variation requests outside standard club merchandise guidelines must:

- Receive prior club approval
- Align with Highfields Eagles branding standards
- Receive final club approval prior to production
- Comply with all applicable TJRL and QRL requirements where relevant

All final apparel and merchandise designs remain subject to approval by both the club and QRL where applicable.

The club reserves the right to:

- Approve final merchandise selections
- Maintain consistent branding standards
- Limit excessive or unnecessary apparel requests
- Ensure affordability and fairness across all teams

MAJOR CLUB SPONSOR REQUIREMENTS

To protect existing club sponsorship agreements and maintain consistency across all teams, current Highfields Eagles club major sponsors are to be included in a prominent approved position on all carnival jerseys and apparel where applicable.

Sponsor placement locations may vary depending on:

- Number of major sponsors
- Apparel layout requirements
- Sponsorship commitments
- Final approved design

No carnival sponsorship arrangement is to conflict with, replace or diminish existing major club sponsorship agreements.

CARNIVAL SPONSORSHIP STRUCTURE

A standardised carnival sponsorship structure will be implemented annually to assist managers and teams in obtaining appropriate sponsorship support levels.

The club will provide an updated merchandise costing sheet.

Prior to each season outlining projected merchandise and apparel costs based on current supplier pricing.

This document will assist Team Managers in determining sponsorship targets and funding requirements. Suggested sponsorship tiers may include:

Gold Sponsor

- Front of jersey

Silver Sponsor

- Upper back jersey

Bronze Sponsor

- Back of shorts

Final sponsor positioning and sizing remains subject to club approval and apparel layout requirements.

CARNIVAL TIME FRAMES & APPROVAL PROCESS

To ensure adequate planning, approvals, sponsorship coordination and production timelines, teams **must allow a minimum of ten (10) Weeks Prior to Carnival Commencement** for all carnival processes to be completed, including:

- carnival approvals
- sponsorship approvals
- merchandise design
- apparel ordering
- branding approvals
- player nomination processes

Late submissions may result in merchandise or sponsorship approvals not being granted.

CLUB BRANDING & PRESENTATION

All carnival apparel, merchandise and promotional material must:

- align with official club colours and branding
- be approved by the club prior to production
- maintain a professional and consistent presentation standard

No team is permitted to independently produce merchandise using club branding without prior approval.

COACHES & MANAGERS RESPONSIBILITIES

Coaches and managers are responsible for:

- ensuring compliance with this framework
- communicating requirements clearly with families
- maintaining professional standards throughout carnival processes
- representing the club appropriately at all times
- Failure to follow club carnival procedures may result in:
 - withdrawal of carnival approval
 - refusal of future carnival requests
 - review by the Executive Committee

FRAMEWORK INTENT

This framework has been developed to:

- create consistency across all age groups
- strengthen club identity and professionalism
- improve planning and organisation
- protect players, families and volunteers
- ensure compliance with QRL standards
- support sustainable long-term development within the club
- Reinforce a One Club, One Program philosophy

Further refinements and operational procedures may be added as the Eagles Development Program continues to evolve.

