12/10/2012 - Rush soccer is excited to unveil the new Rush Adidas uniforms for the 2013/14 season. The Rush/Adidas contract begins January 1st, 2013 with the full switch in uniforms beginning with the first purchasing cycle for the 2013 Fall season. Rush headquarters is still in talks with all of the clubs to make sure the transition is as smooth as possible and we will have more details on the shift as we move forward. If anyone has any questions you can contact Michael Nicol at mnicol@rushsoccer.com.

To order uniforms for Alaska Rush Soccer Club, please visit the Alaska Rush Soccer Club Eurosport page.

The different tiers available are:

- Competitive:

  Tier 1: 2 jerseys (Home/Away; at or above $40 retail price point), 2 shorts (Home/Away; at or above $25 retail price point), 2 socks (Home/Away), warm up (jacket and training pant), training kit*, and backpack

  Tier 2: 2 jerseys (Home/Away), 2 shorts (Home/Away), 2 socks (Home/Away), training kit*, and backpack

  Tier 3: 2 jerseys (Home/Away), 2 shorts (Home/Away), 2 socks (Home/Away), and backpack

* Training Kit: 1 practice jersey, 1 short, and 1 sock

- Developmental:

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Tier 1: 2 jerseys, 1 short, 1 sock

Tier 2: 1 jersey, 1 t-shirt, 1 short, 1 sock

Tier 3: 1 t-shirt, 1 short, 1 sock

Uniform Shipping Details from Soccer.com
Below are a few examples of our shipping policies and offer code disclaimers. To clarify, none of the free shipping offers apply to team orders, free shipping offers are not automated, a source code must be entered into the site, and only eligible orders will receive the deals.

Uniform Policies

(Updated 5.22.12)

1.) Alaska Rush Soccer Club proudly wears adidas uniforms and apparel exclusively throughout soccer operations, especially through uniform usage in its competitive and developmental soccer programs. The club believes strongly in the competitive benefits that adidas apparel, equipment technology, and styling provide our teams.

2.) The Rush Soccer Club maintains a national trademark with the US Patent Office on the Rush name and logos and retains all rights to their use. As licensees of the Rush name, Rush partner organizations are bound to the trademark usage policies of Rush Soccer.

3.) The adidas- Rush relationship is governed by a sponsorship contract that, in part, stipulates that the Rush may not endorse any other branded apparel or equipment manufacturer. It is the policy of the Rush to consider the application of its name, logos, and trademarks on any apparel or equipment item and endorsement of that item. The result of that policy is to therefore prohibit the use of the Rush name and logos on any apparel or equipment item that competes with a similar adidas apparel or equipment item.

4.) Beyond that, Rush Soccer considers our name and logo to be effectively co-branded with adidas within the soccer world, and the adidas logo will accompany the Rush logo on nearly all of our promotional and collateral materials.

5.) All Rush partner clubs are expected to transition into adidas uniforms and use adidas equipment upon entry into the Rush Soccer partnership program.

6.) Your club must agree to achieve this as soon as it’s practical.

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7.) Your club is asked to synchronize its uniform re-order cycle with that of the rest of the Rush Soccer organization.

8.) Given that demographic considerations may affect an individual club's ability to achieve the standards set above within a particular timeframe, clubs will be offered some flexibility in phasing in the purchase requirements above while still enjoying promotional support from adidas. However, the on-field image of the Rush organization as a whole is strongly tied to the official club uniform, and Rush Soccer urges all partner clubs to achieve the standard above as soon as it is feasible. Our goal is to have each of our clubs wearing identical uniform and training kits at all events nationwide.

9.) Rush partner clubs agree to allow adidas at least nine months to process and deliver promotional and retail product upon notification of a partner club's initiation into the Rush partnership program. While adidas will make best efforts to deliver product as needed, adidas' product fulfillment deadlines will be marked nine months from notification/submission of orders.

10.) Rush partner clubs that are outfitted in adidas may use adidas marks in advertising and promotion, including field boards, banners, website design, written materials, and other marketing and/or advertising, subject to approval by adidas. Please submit any materials that use the adidas marks to Ariel Passarelli for approval prior to production.

11.) **Rush Soccer team uniform policies & exclusions:** Rush Soccer maintains a two-year purchase policy for our boys and girls competitive teams that is compliant with the existing sponsorship agreement between the Club and adidas. All competitive teams are required to purchase a new kit every two years. Uniforms must be purchased and used in league/tournament play for each team's respective state's Youth Soccer Association season immediately following the uniform launch. Teams WILL NOT be asked to buy replacement uniforms for the identical style and color that they already own.

- **Exclusion to the above policy for competitive teams in their inaugural season:**
  All teams joining a Rush competitive program in years in which a new adidas kit is NOT introduced will be permitted to play in their existing uniform (i.e. the previous year's recreational uniform) until a new adidas kit is introduced. Teams may purchase the competitive uniform current at the time of their joining the competitive program, at the discretion of their individual coach or Director of Coaching, but they will still be required to purchase a new kit upon the next introduction of a new uniform style.

  Example 1: Team 1 joins the competitive program in Fall 2014. adidas is planning a new kit launch in Fall 2015. Team 1 will be permitted to play in their uniform during the Fall '14 and Spring '15 seasons, and will then be required to purchase the new kit in Fall 2015 and every two years after that.

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Example 2: Team 2 joins the competitive program in Fall 2013. adidas is planning a new kit launch in Fall 2013. Team 2 will be required to purchase the new kit for their inaugural Fall 2013 season and every two years after that.

Example 3: Team 3 joins the competitive program in Fall 2014. adidas is planning a new kit launch in Fall 2015. Team 3 is not required to purchase a new uniform for the Fall 2014 season, but they decide to do so at the discretion of their coach. Team 3 would still be required to purchase the new adidas kit in the Fall 2015 cycle.

- **Exclusion to the above policy for competitive teams in their final season:**
  For teams that are playing in their final year in the Club's competitive program, if that year coincides with the launch of a new adidas uniform kit, then they will not be required to purchase the new kit and will be permitted to finish their Rush tenure in their current kit.

Example 1: Team 1 plays U18 in Fall 2013. adidas introduces a new kit in Fall 2013. Since it is their last year in the Club, Team 1 will not be required to purchase the new kit, but they may do so at the discretion of their individual coach or Director of Coaching.

Example 2: Team 2 plays U17 in Fall 2013. adidas introduces a new kit in Fall 2013. Team 3 will be required to purchase the new kit for the Fall 2013 season.

12) **Uniform Numbering:** All competitive team uniforms must display numbers. The Rush numbering system is as follows: 1, 18, 28 for goalkeepers only; 2-22 for field players only.

13) **Uniform Patches:** Rush Soccer reserves the exclusive right to place patches or logos on the front of the official competitive uniforms, and individual clubs are asked to refrain from offering such placement to any potential sponsor or other partner or to use such placements for their own club logos or marks. Individual Rush clubs may offer patch or logo placement on official uniform on backs or sleeves or warm-ups and equipment bags and are encouraged to do so at their discretion.

14) **Uniform Kit Modifications:** Rush Soccer strongly discourages clubs from altering the official Rush uniform kits. All of our arrangements with Soccer.com - customization, pricing, rebating, and inventory forecasting, etc. - are predicated on the product styles and colors as selected by Rush Soccer. Beyond that, it is our goal to have a standard uniform for all Rush players nationwide. While we are sympathetic to the fact that

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local conditions may argue against a certain kit and/or color package, with the rapidly expanding Rush Soccer family, allowing exceptions based on local conditions is something we are reluctant to do.

Ordering Uniforms through Soccer.com
Ordering of official Rush uniform kits from our exclusive supplier, Soccer.com, must be done individually. All Rush affiliates will have an official electronic Soccer.com PlayerPass platform specific to their club and membership. All pricing information and products will be posted on the platform. It is preferable that each parent submits an order for their Rush player to Soccer.com, so our affiliate clubs asks that you order all of your uniform kits through your platform.

Below are a few examples of our shipping policies and offer code disclaimers. To clarify, none of the free shipping offers apply to team orders, free shipping offers are not automated, a source code must be entered into the site, and only eligible orders will receive the deals.

Shipping policies:
http://www.soccer.com/channels/policies.php

Please direct any comments or questions related to this information to Michael Nicol or Ariel Passarelli.

R.E.A.C.H. Uniform Program
In June of 2010, the R.E.A.C.H. program implemented its first coordinated and comprehensive used uniform collection program* in an effort to greatly scale-up the number of uniforms distributed around the world.The Rush registers over 37,000 soccer players of which approximately 12,000 are in the “travel” program. That equates to roughly 6,000 competitive girl soccer players and 6,000 competitive boy soccer players. Because of our partnership with Nike and Eurosoport, “travel” soccer players are required to purchase new Kits (two jerseys, two shorts, and two socks) every two years. This happens every year with the girls purchasing new Kits on odd calendar years and the boys purchasing new Kits on even calendar years. When the uniform is ordered and distributed to the players, the player has the option to bring in his used uniform kit for a $20.00 credit**. We will collect approximately 4,500 used uniform kits. Over ten years, that table represents 45,000 uniforms distributed throughout the world! The impact both from a humanitarian side and marketing side is staggering. This does not include additional pieces of soccer equipment such as balls, shin guards, warm up jackets and pants, etc. estimated at 300,000 pieces. If handled properly, the 45,000 target could easily be tripled for a total of 135,000 uniforms distributed to children.

For more information on Alaska Rush R.E.A.C.H., please visit here.

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