General

BE Uniforms (Adidas) are the official kit supplier of all University of Stirling Sports Union clubs through a multi-department deal across University of Stirling departments.

All clubs must use BE Uniforms (Adidas) as their leisure kit supplier.

All clubs will be required to use BE Uniforms (Adidas) as their match kit supplier from 2025/26\*

This allows all clubs to purchase leisure and playing kit, ensuring all clubs have access to a standardised brand which will help promote their club, the University of Stirling and the Sports Union. As Scotland’s University for Sporting Excellence, our clubs should be aligned when representing the university to match its reputation.

If owned, clubs must wear BE Uniforms (Adidas) leisure and playing kit to all official engagement, fixtures and training.

Specifics

If owned, all Club members are required to exclusively wear BE Uniforms (Adidas) clothing whilst representing the University of Stirling at any event, tournament or fixture.

All bulk bespoke playing kit orders are to be made through BE Uniforms (Adidas). The lead times on these orders are 6-8 weeks.

All bulk stock leisurewear orders are to be made through BE Uniforms (Adidas). The lead times on these orders are 3-6 weeks.

Individual leisurewear orders are to be made through the Sports Union Club Store website, with each club having the club name printed beneath their items. Orders are made by individuals. Lead times are 7 days with delivery to individual addresses.

The official playing colours are green, white and black. Home kits must be predominantly green with away kits displaying a variation.

All playing kit must display the University of Stirling Sport logo front left on the chest with the Sports Union logo on the right arm.

The Sports Union President will sign off any bespoke orders before they can be made.

Questions

If you are unsure of anything please don’t hesitate to get in contact with the Sports Union President : sports.union@stir.ac.uk

\*Exceptions to this will be made if BE Uniforms (Adidas) does not provide playing kit/leisure kit for your sport. All orders with other suppliers must still be cleared by Sports Union President. Exceptions will also be made if National or International Governing body regulations state otherwise

Sponsorship guidance

1. Carefully consider the implications on club or member’s finances when the sponsorship agreement ends.

For example:

1. If shirts are individually owned, and the club changes sponsor, will the individual need to pay for a new shirt?
2. If shirts are club owned, and the club changes sponsor, will the club be able to afford a new set of shirts? Can the original sponsorship amount cover this cost?
3. If the sponsorship agreement is not renewed, but the shirts are still worn, the sponsor will be given free exposure, and limits the club’s ability to find a new sponsor.
4. Please be aware of the cost of kit and get in touch with BE Uniforms (Adidas) if you need this information.
5. Please bear in mind the liaison and delivery time associated with ordering new kit.
6. If the sponsor agreement is made before the kit is purchased, BE Uniforms (Adidas) may be able to sublimate the logo in to the kit at no extra cost to the club. Please note this depends on the item. If kit is already owned there will be embellishment costs that should be taken into considered.
7. All kit sponsors will have to form part of an official sponsorship agreement. This must be approved by both the Sports President and Sports Development Coordinator.
8. If you have any questions or something is not covered in these guidelines please contact the Sports Union