

MEMO 19 - 24

To: Queensland Clubs
From: Football Queensland
Subject: 2025 On-Field Kit Guidelines
Date: August 1, 2024

Dear Clubs

Football Queensland (FQ) wishes to advise clubs of the [updated On-Field Kit Guidelines for 2025](#).

The 2025 On-Field Kit Guidelines apply to ALL Queensland clubs with Men's, Women's and Junior teams participating in the NPL, FQPL, FQ Academy League and Community Junior and Senior Competitions. The document includes information on the kit guidelines for the 2025 season and sponsorship assets available to clubs.

Clubs are reminded that they are not permitted, under any circumstance, to advertise any alcohol related products, gambling, tobacco and political slogans/candidates/members on their playing kit.

Establishment sponsors that directly refer to alcohol or breweries in their name are not permitted on playing kits, i.e. Newstead Brewery. However, establishments that serve alcohol and food but don't have any alcohol or brewery reference in the name are allowed, i.e. Regatta Hotel.

Clubs with NPL and FQPL First Grade and Under 23 teams should note that the approved sponsor position #5, Club Sleeve Sponsor Logo 100cm will remain unavailable for the 2025 season.

Football Queensland has again modified the Football Australia Playing Strip Guidelines to enable clubs to commercialise additional sponsorship properties (#17 & #20 above number). However, clubs should be aware of their kit obligations should they qualify for the Final Rounds of the Australia Cup.

The 2025 On-Field Kit Guidelines supersede any previous kit guidelines or advice issued by FQ. All clubs are required to submit their kit designs before the due date listed below via the [online form supplied](#) for approval prior to the ordering of playing kits.

2025 kit submission due dates:

- Advanced Competitions (NPL – FQPL 2 and all SEQ & regional FQPL competitions):
Friday, 15 November 2024
- Community Competitions: **Saturday, 8 February 2025**

READ OVER



Further queries relating to the 2025 On-Field Kit Guidelines should be directed to Football Queensland via competitions@footballqueensland.com.au

[Submit your 2025 Kit Designs here.](#)

[View the 2025 On-Field Kit Guidelines here.](#)

End.