

Maryland State Wrestling Association (MSWA)

National Team & State-wide Team Store Gear and Swag Policy

Purpose

The Maryland State Wrestling Association (MSWA) is committed to upholding the highest standards of professionalism, integrity, and respect in all aspects of our organization and for USA Wrestling. This includes the design, production, and display of any apparel, uniforms, gear, or promotional materials that represent MSWA, USA Wrestling, our athletes, our programs, or our association.

This policy ensures that all MSWA-branded items reflect positively on our athletes, coaches, volunteers, and the wrestling community.

Core Principles

1. Athletes and Reputation First

Nothing is more important than our athletes and the reputation of our association. All design decisions must prioritize the protection and positive representation of both.

2. Appropriate Content

Designs must avoid any imagery, language, or symbolism that could be interpreted as offensive, inappropriate, or inconsistent with MSWA's values. Specifically, no design may include or reference:

- Alcohol, tobacco, or vaping products
- Firearms or weapons
- Violence or violent imagery
- Sexual innuendo or suggestive content
- Profanity, political symbols, or discriminatory messages

3. Brand Alignment

Designs should reflect MSWA's brand identity and values. When applicable, approved MSWA logos, colors, and marks should be used consistently and in accordance with current brand guidelines. Vanity swag items can be exciting and custom designs are welcome provided they follow the appropriate content guidelines.

4. Design Approval Process

All gear or apparel using the MSWA name, logos, or affiliated program branding must be submitted for review and approval before production by a Board member. Final approval authority rests with the corresponding National Team Director, Board Member responsible for the National Team event, or Board Member responsible for the Team Store. If an issue

arises, then the Executive Committee will have final authority to determine and approve the appropriateness of the design. State-sponsored event organizers are responsible for ensuring that any co-branded or custom items comply with this policy.

5. When in Doubt — Do It Differently

We recognize that humor, personal expression, and creative design are part of our sport's culture. However, when there is uncertainty or risk of misinterpretation, MSWA's standard is clear: choose an alternative design that carries no risk of reputational harm.

Enforcement

MSWA reserves the right to deny approval, request revisions, or prohibit the distribution or display of any gear or material found to be inconsistent with this policy. Repeated or willful violations may result in disciplinary action or loss of vendor or club privileges.

Effective Date

This policy is effective immediately upon adoption by the MSWA Board of Directors and applies to all current and future designs, products, and vendors associated with the organization.

Last updated: October 2025