

**University of Colorado Student Government
Legislative Council**

March 30th, 2015

8GLCRÉ - CU Boulder Club Sports Branding Resolution

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**A Resolution to Support CU-Boulder Club Sports teams in
rejecting the imposed regulation of the “University of
Colorado Club” logo.**

Resolution History

In recent months, the University of Colorado rebranded much of its image with “Be Boulder.” Strategic Relations and CU Athletics has unilaterally - without the input or consent of those affected - decided to rebrand and take control of 1,500 student-athletes who have invested their passions in club sports.

Resolution Summary

This resolution seeks to support University of Colorado Men’s Baseball, University of Colorado Crew, University of Colorado Cycling, University of Colorado Equestrian, CUFST, University of Colorado Men’s Hockey, University of Colorado Women’s Hockey, University of Colorado Men’s Lacrosse, University of Colorado Women’s Lacrosse, University of Colorado Racquetball, University of Colorado Men’s Rugby, University of Colorado Women’s Rugby, University of Colorado Snowboarding, University of Colorado Men’s Soccer, University of Colorado Swimming and Diving, Mamabird, Kali, University of Colorado Men’s Water Polo, University of Colorado Women’s Water Polo, and University of Colorado Wrestling in their rejection of the impositions that Strategic Relations and CU Athletics has unilaterally made on Club Sports as a whole.

Whereas, 1,500 students are currently affiliated under the Club Sports description;

Whereas, the University of Colorado Strategic Relations and University of Colorado Athletics Department as unilaterally and without student input imposed branding regulations on Club Sports teams;

Whereas, 20 club sports teams have come together to reject the imposed branding regulations;

Whereas, the term “club sports” at a national level is demeaning and discredits the hard work that teams do for the University;

Whereas, the teams will be restricted to printing through costly, licensed companies after being branded with these logos, which oftentimes costs more and takes longer to produce than the local companies we have developed relationships with and can afford;

Whereas, teams relying heavily on sponsors will be stripped of their right to endorse their sponsors who help student-athletes afford their passion; without these sponsors, these teams will collapse and these student-athletes will cease to exist;

Whereas, most teams can't afford, and do not wish to wear, clothing with the word “club” on it;

Whereas, over twenty years, and sixty national championships, the student-athletes of the University of Colorado Club Sports have developed connections, purpose, and identity.

THEREFORE BE IT RESOLVED by the University of Colorado Student Government THAT:

Section 1.

It is the view of Legislative Council that the imposition of current regulations to the branding of Club Sports be ceased until the Club Sports Executive Board, Strategic Relations, and Athletics can reach a mutual agreement that ultimately benefits the student-athletes; for whom the University represents.

Section 2.

Upon passage, this resolution will be distributed to the student body, and necessary departments.

Section 3.

This resolution shall take effect upon passage by the legislative council and upon either obtaining the signature of two Tri-Executives or the lapse of six days without action by the Tri-Executives.

Vote Count

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Juedon Kebede

President of Student Affairs

Lora Roberts

President of Internal Affairs

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Legislative Council President

Chelsea Canada

President of External Affairs