



GORDIE HOWE CARES PRO-AM

2027 TEAM JERSEY DESIGN GUIDELINES

The Pro-Am organizing team is already busy preparing for the 2027 Gordie Howe CARES Pro-Am Tournament! If you're a returning team, then you already know each team is given the opportunity to customize their own tournament game jersey. Each jersey is custom designed based on references provided by the team representative — over the years we have had some unique requests.

While we're able to accommodate most design directions when based on traditional colourways and existing professional team designs, extraordinary requests not only require additional design time, but need to consider the Pro-Am brand standards, as well as various sponsorship placements.

This year — to ensure that teams continue to be excited about how their players show up on ice and in the many weekend photos — we're providing some guidelines to help make the design process efficient, and the final jersey as close to the intended design as possible.

Existing Sponsors

1. NHL Alumni
2. Scotia Wealth Management
3. Jersey Sponsor

Additional Available Locations

4. Jersey Lower Back \$4,000
5. Shoulder - Left Side \$3,000
6. Sock \$2,000



See next page for design guidelines

Jersey References

Each Pro-Am Team Jersey is designed based on a provided reference.



Jersey Design Template

Below is the jersey design template used for each team jersey design.



- The designs that work best are those from existing NHL or professional teams featuring traditional jersey designs
- Providing multiple angles that display sock and jersey details is optimal
- High resolution references will help provide better design accuracy
- Keep in mind that highly detailed textures and patterns may not translate as well to the perforated jersey material

- Please use solid colours and patterns only — no gradients or digital raster imagery
- If providing specific graphics, they must be supplied in vector format
- The Pro-Am design team reserves the right to make any required updates to ensure the design reproduces accurately and the Pro-Am crest and sponsorship logos are clear and visible

Please submit all design references and sponsor logo requests to Leslie Gallacher
leslie.gallacher@shaw.ca

Deadline for finalized
 Pro-Am Team Jersey Designs
February 1, 2027