University of Colorado Student Government
Legislative Council

March 30th, 2015

82 LCR 06 – CU Boulder Club Sports Branding

Sponsored By:

Tyler Romero  Director of Health and Safety
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Amy Chen  Secretary - Crew
Chris Francklyn  Program Director and Men's Head Coach - Crew
Matthew Molina  Assistant Coach - Crew
Alex Goodwin  President - Snowboarding
Connor Davis  Crew
Brendan Bitterlin  Crew
Michael Niehaus  Crew
Abigail Kilgore  Crew
Thomas Jeffries  Crew
Hindrik Wolda  Treasurer - Crew
Kate Cruz  Fundraising Coordinator - Crew
Isaac Everitt  Crew
James Danahey  Men's Captain - Crew
John Holtestaul  Crew
Alyssa McGowand  Crew
Sally Simpson  Crew
Roman Sammartino  Crew
Jason Farrell  Crew
William Jensen  Crew
Peter Graca  Vice President - Crew
Pawel Janas  Captain - Mamabird
Dan Tsvankin  Crew
Corey Erickson  Men's Water Polo
Peter Gleason  Mamabird
Jack Drumright  Mamabird
Matt Gleason  Men's Ultimate
Brent Zionic  Men's Ultimate Coach
Miles Tripp  Crew
Thomas Gebhardt  Mamabird
Danielle Farrant  Snowboarding and club sports executive council representative
Gilberto Pacheco  Crew
Joshua Crane  Mamabird
Jack Boyd  Crew
Oak Nelson Mamabird
Kurt Vetrano Mamabird
Matt Gleason Mamabird
Zach Yearout Mamabird
Ryan Merrell Mamabird
Matt Gross Mamabird
Jeremy Harker Mamabird
Alex Tatum Mamabird
Luke Long Mamabird
Daniel Nowicki Mamabird
Marc Kaylor Mamabird
Jonathan Stirk Mamabird
Girish Narayanswamy Mamabird
Isaac Chestler Mamabird
Matt Bubernak Mamabird
Matt Robinson Mamabird
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Rachel Leonard Legislative Council President
Aleia Amaya Representative-at-Large
Ilisa Hale Representative-at-Large
Katie Raitz Representative-at-Large
Boneth Ahaneku Director of Homecoming and Event Planning
Steven Vigil Roach Representative-at-Large

Authored By: Tyler Romero Director of Health and Safety
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 has 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

4/2/2015 Approved on First Reading Acclamation
4/9/2015 Approved on Second Reading Acclamation

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Rachel Leonard                                Juedon Kebede
Legislative Council President                 President of Student Affairs

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Lora Roberts                                  Chelsea Canada
President of Internal Affairs                 President of External Affairs