



# Dress Code Policy

# Dress Code **Reason Behind the Change**

## **Our Purpose, Our Passion**

### Celebrate Hometown Connections

- ✓ Connect the policy to brand pride, consistency, and the guest experience

# Dress Code Uniform Standards



## Item

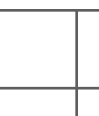
## Expectation

**Rally House Top**

- ✓ Clean and in good condition.
- ✓ T-Shirts are provided.
- ✓ Jackets, sweatshirts and polo shirts may be worn **only** if it is a Rally House uniform top.
- ✓ **Only local markets should be represented on any top worn.**

**Bottoms**

- ✓ Solid in color, longer than the apron, clean and in good repair.
- ✓ Acceptable options include jeans, joggers (excluding sweatpants), leggings, shorts or skorts/tennis skirts.



# Dress Code Uniform Accessories



<b>Item</b>	<b>Expectation</b>
<b>Name Badge &amp; Lanyard</b>	<ul style="list-style-type: none"><li>✓ Company-issued lanyards with visible name badges are required.</li><li>✓ Only company awarded pins are permitted.</li></ul>
<b>Apron</b>	<ul style="list-style-type: none"><li>✓ Worn at the waist, covering both top and bottom.</li><li>✓ Items to carry include a pen, notepad, company phone, dust cloth, wax paper, and any other company-approved items.</li></ul>
<b>Shoes</b>	<ul style="list-style-type: none"><li>✓ Closed back, closed toed, stay secure and clean.</li></ul>
<b>Hats &amp; Accessories</b>	<ul style="list-style-type: none"><li>✓ Game day accessories sold at Rally House, including hats, jewelry, hair accessories, face tattoos, and eye black, are allowed.</li><li>✓ Hats must be worn facing forward.</li><li>✓ Hats and Accessories must be in support of the prominent local teams and schools.</li></ul>



# Dress Code Grooming & Appearance Standards

## Category

## Expectation

<b>Hair</b>	<ul style="list-style-type: none"><li>✓ Clean and styled professionally. Hair color should be consistent with maintaining a professional and approachable appearance.</li></ul>
<b>Facial Hair</b>	<ul style="list-style-type: none"><li>✓ Kept clean, neat, and trimmed.</li></ul>
<b>Jewelry</b>	<ul style="list-style-type: none"><li>✓ Professional and appropriate for interacting with customers and completing daily responsibilities.</li><li>✓ Oversized facial and ear piercings are not allowed.</li></ul>
<b>Tattoos</b>	<ul style="list-style-type: none"><li>✓ Permitted but are to be covered if they could be perceived as offensive, unprofessional or distracting, to include the design and location of the tattoo.</li></ul>
<b>Makeup</b>	<ul style="list-style-type: none"><li>✓ Should be applied in a manner that is neat, professional, and is not excessive or distracting.</li></ul>

# SM: Champion the Change

## Positive Alignment



Your leadership sets the tone for how this policy is adopted across your stores. Here's how to lead a successful rollout:

# SM: Champion the Change

## Model First

Leaders should follow all aspects of the uniform policy; this sets the tone.

# SM: Champion the Change

## Reinforce the “Why”

- Tie the policy to brand pride, consistency, and customer experience
- Share the purpose behind the change
- Position the change with leadership language, not ‘they said’
- Never relinquish your authority

# SM: Champion the Change

## Ensure Fairness and Consistency

- Address appearance concerns early and privately
- Even enforcement from all MODs
- Remind leaders to avoid assumptions or bias

# Dress Code

## Tips for **Managing** the Change

- Don't make assumptions about personal style or expression.
- Focus on policy alignment, not opinion.
- Reinforce the “why”: We're aiming for a consistent, professional, and inclusive brand presence.
- Stay approachable. Policy clarity + personal support = compliance with care.

# Dress Code

## When to Escalate Concerns

- Concerns about bias or gray areas (e.g., hair color or cultural styles)
- Accommodation requests related to religion
- Repeated non-compliance with appearance standards
- If a team member feels singled out or raises concern

## Religious Accommodation

If a team member requests a dress or grooming exception based on religious beliefs, do not make a judgment call. Kindly refer them to **Employee Relations** for next steps.

# Build Buy-in Formula

This is a simple way to support the change and ensure your team members understand how to position the change

## Connect



## Show Value



## Invite Ownership

- Share how we evolve and continue to grow and refine
- Reinforce that we are all here to represent Rally House

- Big Picture Impact
- Connect Consistency and Guest Experience
- Share how this elevates our Brand

- Your energy sets the tone; how will you lead with confidence?
- Model the expectation before you manage it mentality



# Let's Practice

**Scenario:** Share how you plan to build the buy-in & Rally your team, use the page to write out if needed your talking point

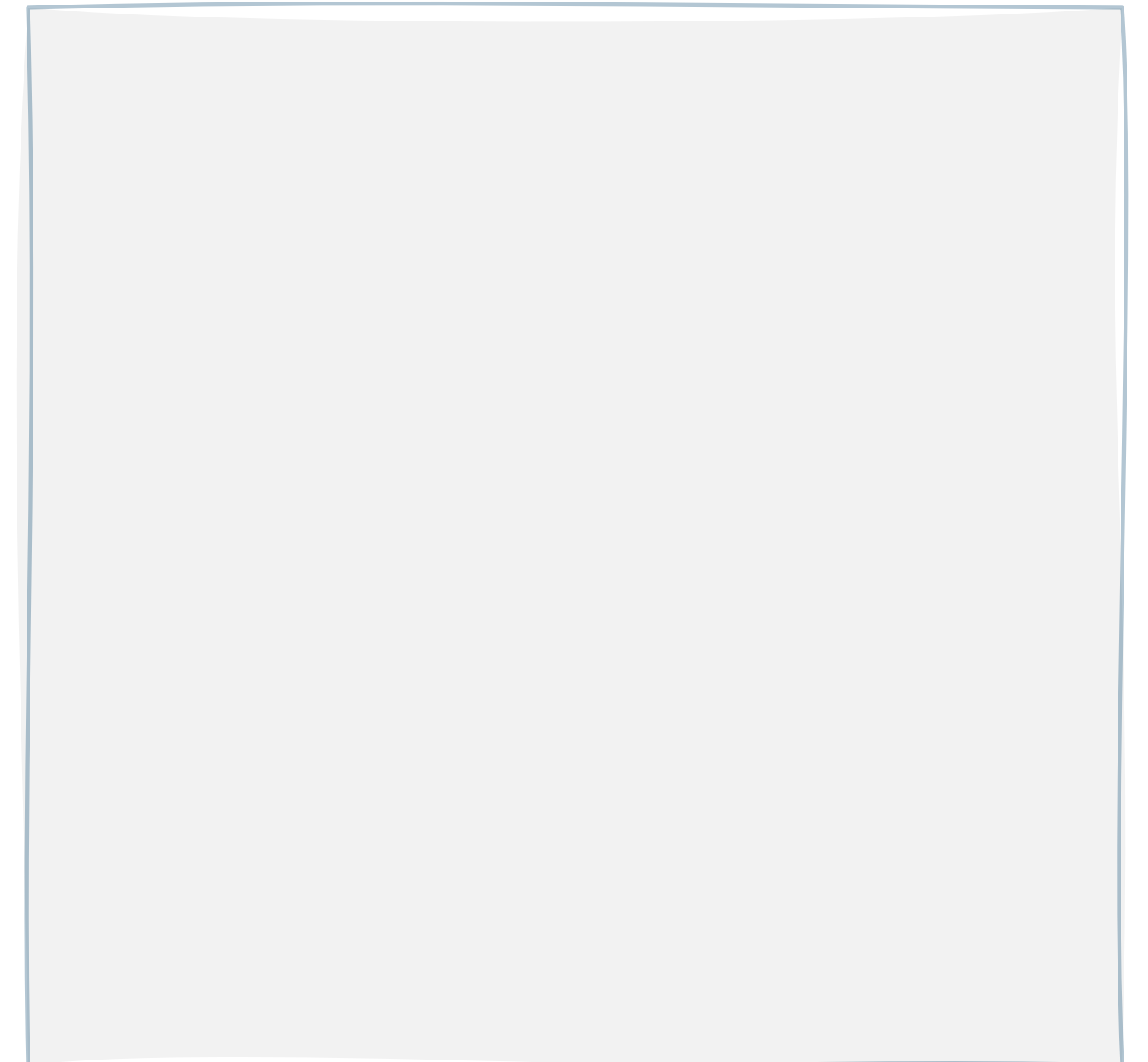
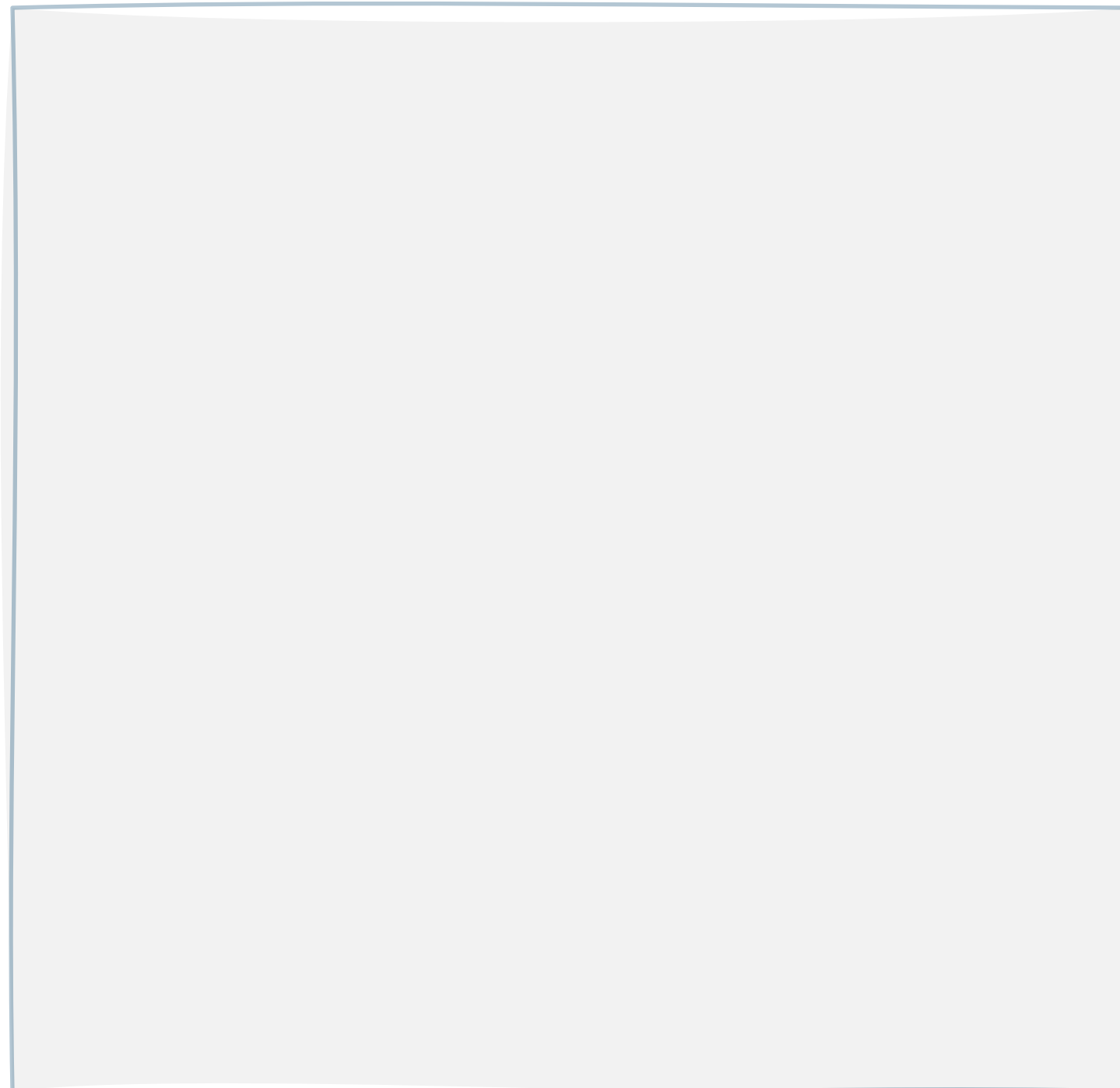
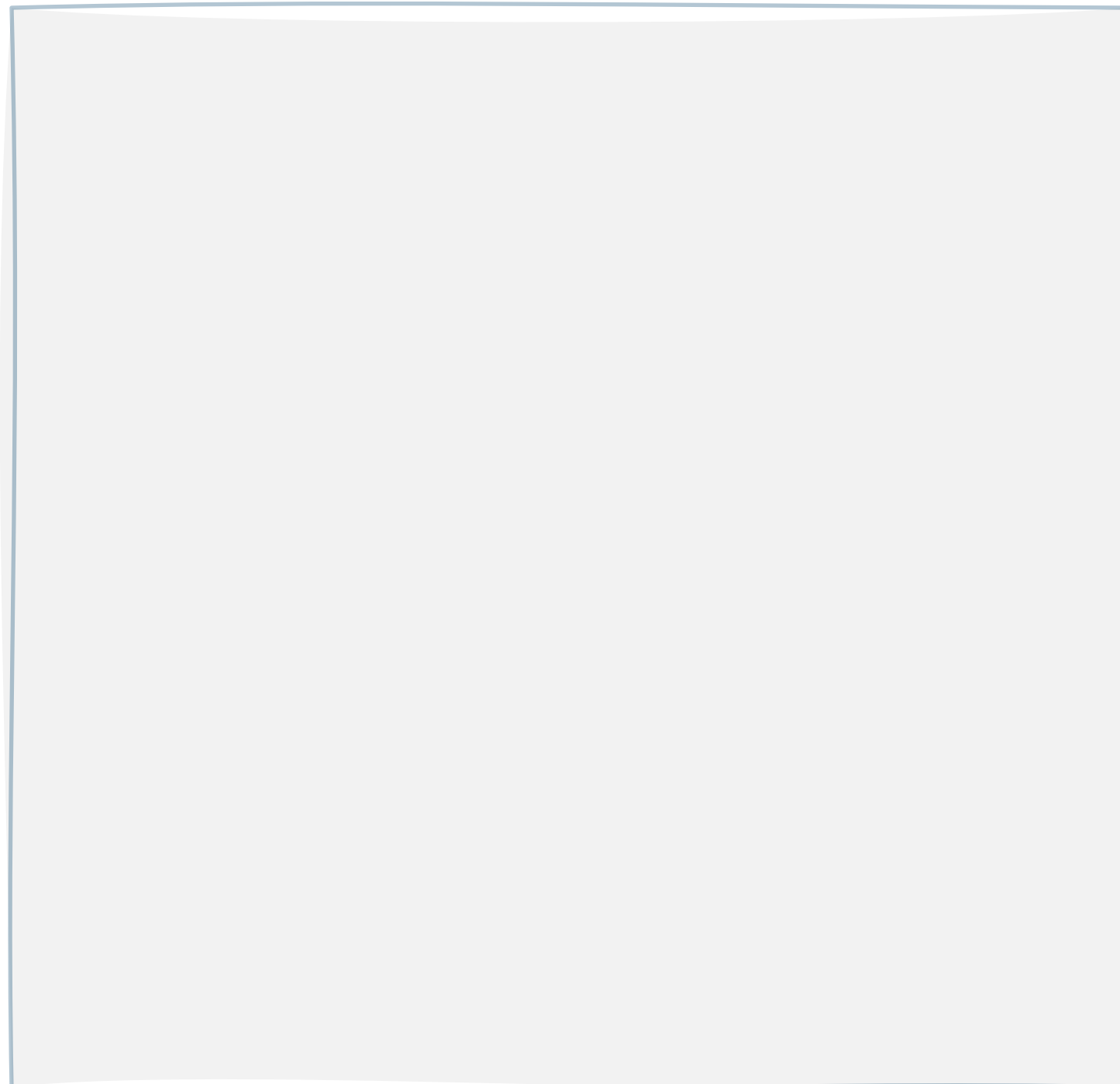
**Connect**



**Show Value**



**Invite Ownership**



# Redirect Formula

Acknowledge → Redirect → Anchor

- Acknowledge the perceived obstacle or concerns
- Thank them for their thoughtful input

- Shift focus and coach to what is possible
- Ask if they can provide a solution or reposition the concern

- Re-establish shared goals
- Clarify their understanding of the impact of the change

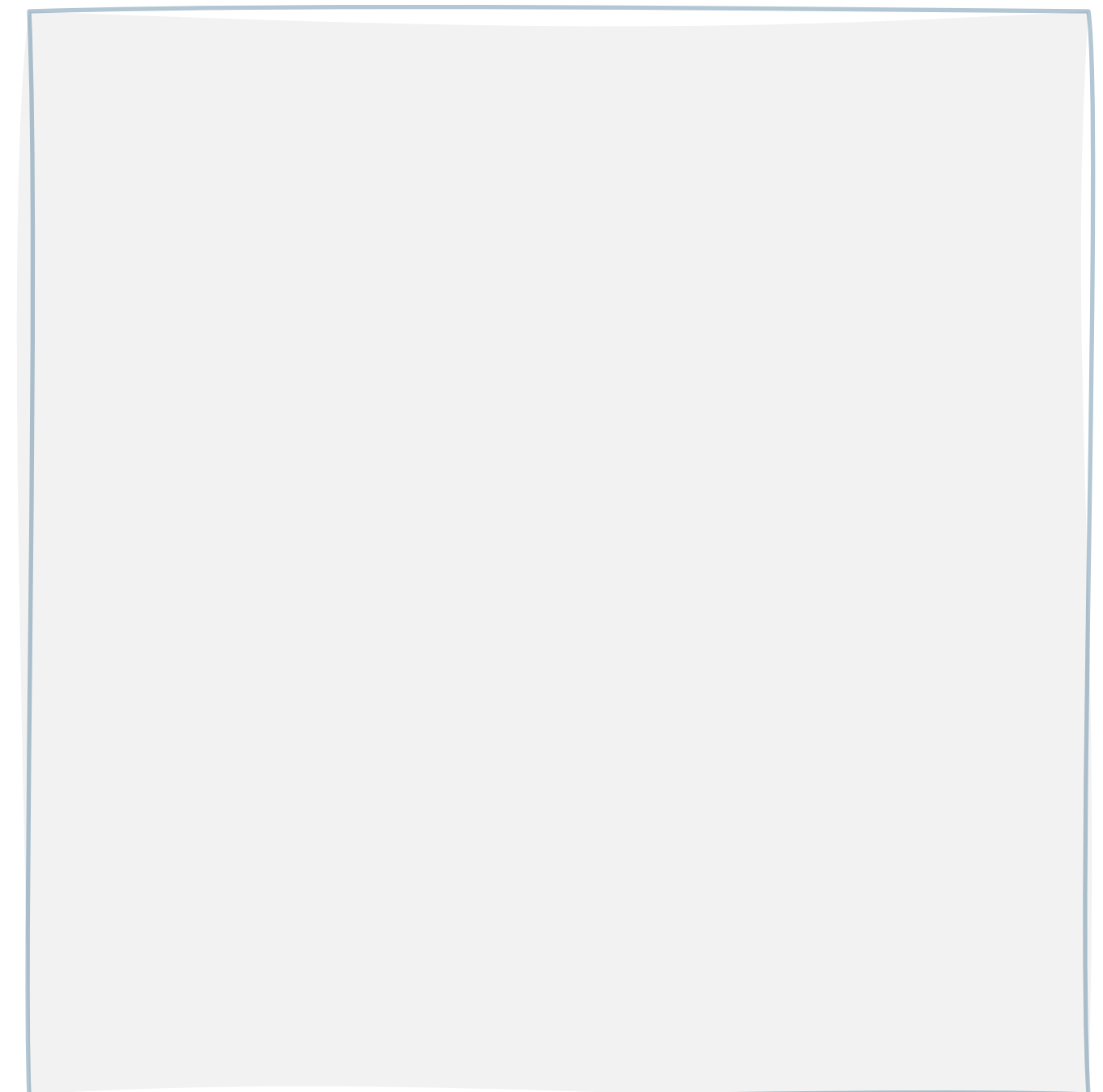
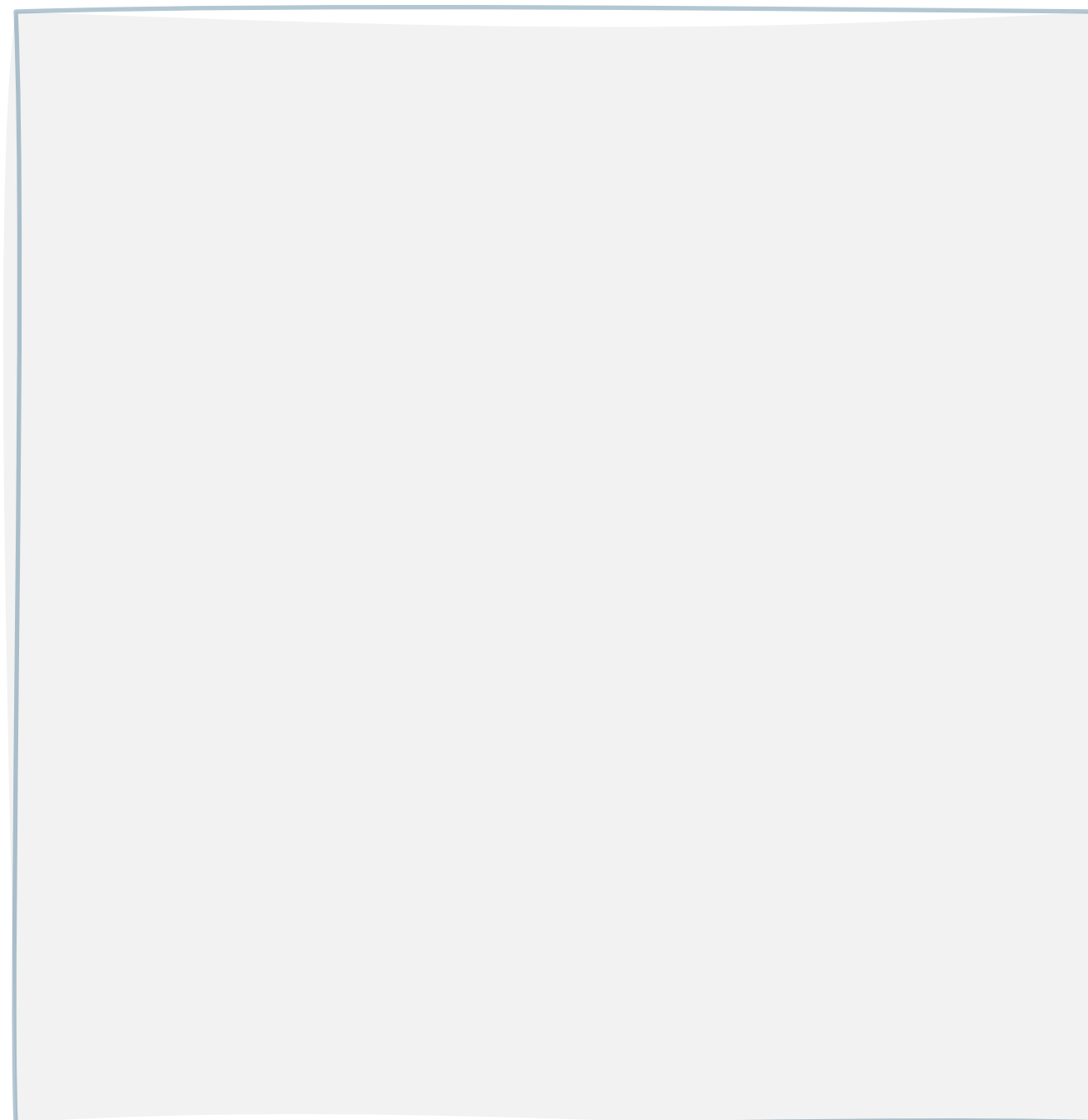
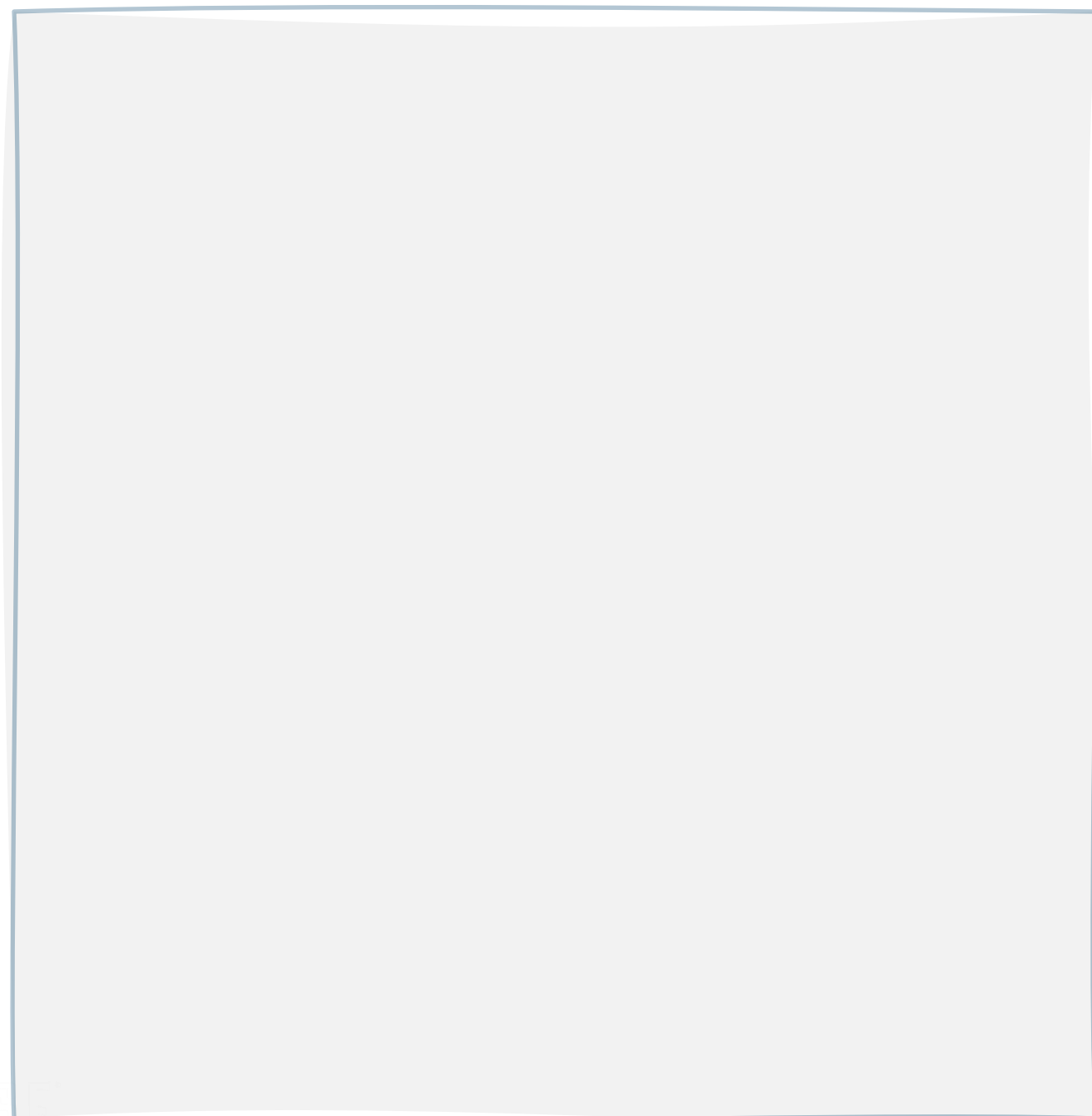


# Let's Practice

**Scenario:** Ask the team to share a few potential concerns about how this change might challenge some team members or leaders.

Then, use the formula below to craft a more effective redirect for each concern.

Acknowledge → Redirect → Anchor



# SM Discussion

- What do you love 🥰
- How will this help?
- Any clarity needed?





**THANK YOU!**