

# **TOWN OF VULCAN**

## **Policy Manual**

<u>POLICY NUMBER</u>			<u>TITLE OF POLICY</u>
<b>C-04</b>			<b>Facility Banners and Advertising Signage</b>
Approval	D/M/Y	Resolution #	
<b>Rec Board</b>	<b>08/09/1997</b>		
<b>Rec Board</b>	<b>11/12/2006</b>		
<b>Amended</b>	<b>13/02/2012</b>	<b>12.65</b>	
<b>Amended</b>	<b>28/07/2014</b>	<b>14.243</b>	
<b>Amended</b>	<b>24/07/2017</b>	<b>17.286</b>	
<b>Amended</b>	<b>26/09/2022</b>	<b>22.251</b>	

### **STATEMENT:**

**The Town of Vulcan requires a policy to provide regulations for the placement of commercial advertising and the display of team and organization banners within the Town facilities, in a safe and attractive manner.**

#### **1. Policy**

- 1.1 Revenue, from the sale of advertising within a Town Facility, will accrue to a Recreation Operation Reserve, be used for facility enhancements.
- 1.2 No advertising or banners may be hung on or within a Town owned Facility without the Town of Vulcan's permission.
- 1.3 The Town of Vulcan Community Services Manager in cooperation with the Public Works Foreman shall oversee the facility advertising and banner program.
- 1.4 The Town of Vulcan will be responsible for ensuring:
  - (a) The provision of application forms and possible fee information to advertisers or owners of banners
  - (b) The use of proper materials for the sign and professional application of graphics
  - (c) Proper location and installation of advertising signage.
  - (d) Proper installation of banners
  - (e) Collection of all fees
  - (f) Removal of expired signs or banners when necessary

#### **2. Banners and Recognition Signage**

- 2.1 The placement of Banners recognizing the accomplishments of teams and organizations that regularly use a facility will be approved at the discretion of the Community Services Manager at no charge.

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- 2.2 Organizations that make a significant contribution to a facility (\$5,000.00 or more) will be granted placement of signage free of charge, for a maximum of 5 years, unless otherwise provided in a specific sponsorship agreement.

### **3. Advertising Signage**

- 3.1 Advertising Requests within a Town Facility shall be submitted to the Community Services Manager.
- 3.2 The placement of Advertising Signage within a facility will be approved at the discretion of the Community Services Manager.
- 3.3 Any unusual or questionable requests will be forwarded to Town Council for approval.
- 3.4 Advertising will be approved on a one (1) or five (5) year term
- 3.5 Fees as established in the Rates and Fees Bylaw shall be paid prior to the installation of the advertising signage, unless outlined in a formal contract.
- 3.6 Advertising of Liquor, Tobacco, or Adult Content shall be prohibited.
- 3.7 Once approved all advertisers must complete a Facility Advertising Agreement. This agreement is attached a Schedule "A" and forms part of this policy.

**- END OF POLICY -**

### ***FACILITY ADVERTISING AGREEMENT***

*This letter outlines the terms under which the Town of Vulcan will provide advertising space at various Town owned facilities located throughout the community. This agreement is between the Town of Vulcan ("We") and the advertisers ("You")*

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, Postal Code: \_\_\_\_\_

Contact names(s): \_\_\_\_\_

Phone: \_\_\_\_\_

Facility	Location Requested	Term 1 or 5 yrs.	Price
Arena			
Pool			
Ball Diamonds			
Dog Park			
Rodeo Grounds			
Lewis Ware Pavilion			
Other			
<b>Total:</b>			

- We are responsible for installation of the signage.
- We reserve the right to approve all artwork and sign material used by you.
- The contract for advertising space shall begin the first day the advertisement board is hung.
- We will provide notification to you 60 days prior to the end of the contract term stating the then current advertising rates. You must respond to such notification and renew your advertisement(s) "30 days" prior to the end of the contract term or the advertisement space will be open to new advertisers.

**Types of Advertisements that are NOT allowed:**

- **No Product Names with Liquor or Alcohol Content**
- **Any Tobacco Products**
- **Any Adult Content**

The Town of Vulcan Recreation Director has final approval of any and all advertisements to be placed at a Town facility and must sign off on said advertisements. This documentation sets forth our agreement and the above terms will be binding upon receipt of your written acknowledgement. We are happy to serve you and are looking forward to a long working relationship. If the terms outlined above are acceptable, please sign the acknowledgment below. We believe that this relationship will bring value to both of our organizations, and we look forward to a long prosperous relationship.

### ***ACKNOWLEDGMENT AND AGREEMENT***

I hereby acknowledge and agree to the terms set forth above:

Cost: \_\_\_\_\_

Date: \_\_\_\_\_

Advertiser(s) Signature: \_\_\_\_\_

**APPROVED** Recreation Director Signature: \_\_\_\_\_

\*Please complete form and return to: **Community Services**, Town of Vulcan Box 360 Vulcan Alberta T0L 2B0

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