



Village of New Maryland

POLICY

Subject: Advertising/Sponsorship in Recreation Facilities		Number: RD:9	
Renewal Date:	Approved by: Council <input type="checkbox"/>	Others <input type="checkbox"/>	Date: May 2010
Clerk's Signature		Page: 1 of 3	

Purpose:

- . To control advertising and sponsorship on Village of New Maryland owned and operated recreation facilities;
- . To generate revenue at recreation facilities owned and/or operated by the Village of New Maryland;
- . To ensure that advertising is morally acceptable and non-offensive;
- . To ensure that advertisement on Village owned and or operated recreation facilities:
 - ⇒ Does not interfere with the physical and or visual appeal of the space;
 - ⇒ Does not have a harmful effect on the green space and the environment;
 - ⇒ Does not have a detrimental effect on the safety, appearance or efficiency of space;
 - ⇒ Maintains a degree of uniformity in the extent of advertising/sponsorship permitted.
- . To have a advertising/sponsorship signage policy that is in line with Village of New Maryland Zoning by-law No. 4

Definitions:

“Advertising/Sponsorship Signage” Any message placed on a temporary or permanent structure (fencing) located at a Village of New Maryland recreation facility.

“Recreation Facilities” Sport field fencing (New Maryland Elementary School Soccer Field)

“Village” Village of New Maryland



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Guidelines & Criteria

- . The Village will not allow advertising/sponsorship signage that promotes tobacco or alcohol products.
- . The Village will retain discretion to refuse to allow advertising/sponsorship signage of any product, service, or issue that is deemed, in the opinion of the Village to be inappropriate.
- . Advertising/sponsorship signage must not be offensive, discriminate on grounds of race, sex or religion.
- . Advertising/sponsorship signage at the New Maryland Elementary School Soccer Field must adhere to Policy 315 of the New Brunswick, Department of Education "School/Community Partnerships and Sponsorships" rules and guidelines.
- . The Village will rent advertising/sponsorship space on a first come, first serve basis.
- . The design, layout (including colour scheme), message, construction, location, and installation of all advertising/sponsorship signage is subject to Village approval.
- . All advertising sponsorship for New Maryland Elementary School Soccer Field will also meet the approval of the New Maryland Elementary School Principal.
- . The purchaser is responsible for the overall maintenance and condition of the advertising/sponsorship signage including but not limited to damage caused by age, vandalism, or severe weather.
- . All advertising/sponsorship signage must be kept in good order and be maintained by the purchaser. The decision as to what is good order and acceptable signage rests with the Village.
- . All costs associated with the design, construction and installation of the advertising/sponsorship signage is the responsibility of the purchaser.
- . All advertising/sponsorship signage shall face inwards toward the playing field.
- . The Village prefers that advertising/sponsorship signage be made of fabric/material such as vinyl and should be made with flaps to allow wind to pass through them.
- . Advertising/sponsorship signage shall be centred between fence posts, and shall not extend over the top rail, and shall be 8 inches above the ground.

Rates:

- . The rental rate is an annual fee (January- December)
- . The rental rate will not be pro-rated.

Signage	Fee
x 8ft(W)	\$150 (HST included)



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Payment

- . Payment is due upon receipt of Invoice.
- . A cheque or cash payment is accepted.
- . Payment is required prior to installation of the advertising/sponsorship signage.
- . Renewals will be issued in January.
- . Non payment on renewals after 30 days will result in loss of advertising space.

Revenue Sharing:

The Village shall enter into an agreement with School District 18 to share a portion (25%) of the revenues collected (less HST) from advertising signage located at the New Maryland Elementary School Soccer Field which will be paid directly to the New Maryland Elementary School.