

# Township of Brock Corporate Policy



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**Policy Name:** Arena Advertising Policy (Formerly referred to as User Group Advertising Policy)

**Policy Type:** Parks & Recreation

**Policy Number:** PR6

**Reference:** Report 2024-PRF -015

**Date Approved:**

**Date Revised:** June 24, 2024

**Approval By:** Council

**Point of Contact:** Parks & Recreation

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## 1.1 Policy Statement

The Township of Brock values the local and surrounding businesses and aims to offer an equitable opportunity for advertising in each of the three (3) arenas.

## 2.1 Contract Procedures

All advertising Agreements will be set for the same timeframe, September 1 – August 31<sup>st</sup> of the following year. Advertising requests submitted after September 1, will be subject to approval. Rates will be prorated for the specified timeframe accordingly. Rates will be prorated based on the agreement commencing on the 1<sup>st</sup> of the following month and will conclude August 31<sup>st</sup> of the renewal year.

Renewals for existing Agreements shall be sent out at the beginning of July.

One copy of the signed advertising contract must be obtained by the Township.

All new and existing arena advertising agreements are to be uniform.

Placement is based on a first come, first served basis.

## 3.1 Signage Criteria

All signage must be pre-approved by the Township of Brock Director of Parks, Recreation & Facilities. Advertising must not promote the use or sale of alcohol, tobacco or Cannabis.

The Advertiser is responsible for the production and maintenance of the sign as per the below requirements and shall provide the sign(s) to the municipality for installation.

**Wall signs** are to be manufactured on a minimum 3/8 inch thick corplas (plastic cardboard) and one size only being 96 inches long and 48 inches high. These signs will be installed by arena staff.

**Rink Board Signs** are to be manufactured on a sheet of 3/16 inch **clear** "LEXAN". Rink Board Signs will be one size only being 96 inches long and 36 inches high. These signs will be installed by arena staff.

**Ice Resurfacers Signs** are to be manufactured on magnetized backing. The size of the sign will be determined by the chosen advertising space on the equipment. The sign will be installed by arena staff.

**In-Ice Advertising** are to be manufactured on vinyl mesh banner material no larger than 9'x15'. The sign will be installed by arena staff.

#### **4.1 Advertising Rates**

All advertising rates to be charged in accordance with the Fees Bylaw, which is reviewed annually.

#### **5.1 Payment**

Payment shall be made online via credit on the PerfectMind Software. Cash, cheque or debit payments will be accepted at the Municipal Office and applied to the PerfectMind account for businesses who are unable to pay via credit card. Payment will be due in full prior to September 1<sup>st</sup> of the contract period.