



## Recreation Facility Signage

<b>Procedure No.:</b> PS-REC-9	<b>Council Resolution No.:</b> N/A
<b>Department:</b> Recreation	<b>Authority:</b> CAO
<b>Effective Date:</b> November 25, 2019	<b>Revision Date:</b>
<b>Review Date:</b> November 2022	<b>Repealed Date:</b>
<b>Supersedes:</b> Recreation Facility Signage Policy & Procedure No. 06/04/10	
<b>Related Policy No.:</b> PS-REC-9	
<b>Related Policy Name:</b> Recreation Facility Signage	

### Purpose

To provide direction to administration regarding the promotion of local sport associations, recognition of athletic achievement, corporate sponsorship advertising and memorial tributes within recreation facilities operated by the municipality.

### Operating Guidelines

- 1) Written requests for advertising, promotional materials and signs on or in municipal land and facilities shall be submitted in advance, by an authorized representative of the sport association and shall include the size, color, materials to be used and location.
- 2) Written requests may also come from individuals or service groups regarding sponsorship or signage.
- 3) Costs for design, production, repairs and maintenance shall be borne by the associations/groups.
- 4) The Municipality reserves the right to establish the size, materials and colours of signage.
- 5) Requests are subject to approval as indicated below:
  - a. Local Sport Group Associations
    - i. Logos – Space will be provided to local sport associations/groups to place their logo, within the constraints of the facility design.
    - ii. Trophy and Display Cases - Space will be provided for local sport associations/groups for trophy and/or display cases within the constraints of the facility design.
    - iii. Team and Athlete Pictures - Space will be provided for local sport associations/groups for trophy and/or display cases within the constraints of the facility design.



- iv. Programs Promotion – Space will be provided for local sport associations/groups for trophy and/or display cases within the constraints of the facility design. Space will also be provided for event specific temporary signage by the local sport association/groups.
  - v. Such temporary signage must be placed so as not to jeopardize the safety, maintenance and operating requirements of the facility.
  - vi. Local Sport Group display requests are subject to approval by the Director of Recreation.
- b. Athletic Achievement
- i. Ice Arenas - Banners or other method of signage to recognize team or individual athletic achievements (League, Zone, Provincial, higher level championships or achievement). These banners will be suspended in an organized fashion from the ceiling or wall.
  - ii. Aquafun Centre - Banners or other method of signage to recognize team or individual athletic achievements (Regional, Provincial, or higher level championships or achievement). These banners will be suspended in an organized fashion from the ceiling or wall.
  - iii. Sportsfields - (Ball Diamonds, Soccer Pitches, Running Track & Tennis Courts) – The municipality will provide space for a common sign at outdoor recreation complexes as required, for each sport in the location of their respective fields. Signage will be placed in a high profile location, where related sport associations may place recognition of team or individual athletic achievement (Zone, Provincial, higher level championships or achievement to be determined based on structure of the sport).
  - iv. Auditorium - Banners or other methods of signage to recognize team or individual athletic achievements (Regional, Provincial Championships or achievement). Due to the nature of the facility, special considerations would have to be given to design and permanence.
  - v. Athletic Achievement display requests are subject to approval by the Director of Recreation.
- c. Corporate Sponsorship
- i. Agreements with Municipality - The municipality reserves the right to enter into agreement with corporate sponsors, for the purpose of generating additional operating revenues, in exchange for recognition of the corporate sponsor. All revenues gained by the municipality through such agreements shall be entered within the facility's operating budget. Examples of such sponsorship include the beverage agreement and score clock advertising.
  - ii. Shared Agreements - The municipality may enter agreement with a local sport association or group, and corporate sponsor(s), under a revenue sharing formula, in exchange for corporate sponsor recognition. All revenues gained by the municipality through such agreements will be entered within the facility's operating budget. Examples of such sponsorship include the arena board/ice sponsorship.
  - iii. Agreement with Local Sports Associations and Groups - The municipality recognizes local sport associations and groups may enter into agreement with corporate sponsors to assist with offsetting the costs of operating their

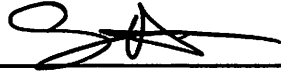


programs. Recognition of such sponsorship is the responsibility of the local sport association/group and shall not include permanent recognition on municipal recreation facility/equipment. Any permanent recognition of sponsorship with the local sport associations is subject to the approval of the Municipality. An example might include a new score clock purchased or donated by a Corporation.

iv. Corporate sponsorship requests are subject to approval by the Director of Recreation.

d. Memorial and Recognition of Citizens Signage

i. Memorial Tributes or Recognition of Citizens - Written requests may be submitted by individuals or organizations detailing the request. Requests are subject to approval by the Recreation Board and/or Town Council. Consideration will be given based on the impact on space, safety and daily operations of the facility.



CHIEF ADMINISTRATIVE OFFICER

Dec. 12/2019

DATE

