



**TOWN OF NIVERVILLE-RECREATION**

<b>POLICY NO. R2-15:</b>	<b><u>RECREATION CAMPUS ADVERTISING POLICY</u></b> <b><u>(Previously Arena Advertising Billboard Policy)</u></b>	
<b>EFFECTIVE DATE:</b>	<b><u>May 19, 2015</u></b>	<b>RESOLUTION# <u>169-15</u></b>
<b>REVISION DATE:</b>	<b><u>May 04, 2021</u></b>	<b>RESOLUTION# <u>135-21</u></b>

**BACKGROUND:**

Opportunity for businesses to rent advertising spaces and provide sponsorship opportunities within our Recreation Campus.

**POLICY:**

**Policy Statement**

The Town of Niverville recognizes that Recreation Centres provide an avenue for businesses to advertise and support the community at the same time.

**Scope**

The policy applies to the Niverville Community Resource and Recreation Centre, the Niverville Centennial Arena, and the Niverville Outdoor Rink.

**Costs**

<b>Advertising Options</b>	<b>One Year</b>	<b>Three Years</b>
<b>Niverville CRRC</b>		
10'x4' Digital Advertising Board (AMF Fieldhouse & Arena)	2000	5400
Rink Boards	800	2160
Zamboni		3600
<b>Niverville Centennial Arena</b>		
Rink Boards	500	1350
Wall Board (4'x8')	350	945
Wall Board (4'x16')	600	1620

Zamboni		2200
<b>Niverville Outdoor Rink</b>		
Wall Board Advertisement (4'x8')	300	810
Players Bench Advertisement (2'x8')	150	405
Players Bench Advertisement (11"x17")	70	189

**All Prices are plus GST.**

**General Administration**

- a. Payment schedule
  - Advertisement payments are due by June 30<sup>th</sup>
  - Signage will run from July 1<sup>st</sup> to June 30<sup>th</sup>.
- b. Discounts
  - 5% discount for multiple purchases.
  - 5% discount for paying three-year term upfront.
- c. Standards
  - Signs and decals are designed and produced at the cost of the advertiser.
  - Digital content is to be provided by the advertiser.
  - Location of new signage will be at a first come first served basis. The Town will make every attempt to accommodate location requests for sign renewals, but not all requests will be honoured.
- d. Signage Approval
  - Advertisers to provide sample design of sign which the Town approves prior to printing.
- e. Damages
  - Damages to the sign are the responsibility of the advertiser if not easily fixed by Town staff
- f. Donations
  - Donations as form of payment will be validated solely by the town for product value and usability