

Temporary Sponsorship & Advertising Signage



Rules and Regulations for Temporary Signage in the Parks

Sponsorship Signage Procedure

- a. The intent of sponsorship signs is to raise funds for capital improvements to City park facilities utilized by youth athletic associations.
- b. The intent of this policy is to allow sponsorship signage in major athletic complexes only, unless otherwise approved by the Parks and Recreation Department.
- c. Sponsorship signs must meet City ordinance requirements.
- d. Sponsorship solicitation, promotion and management shall be the sole responsibility of the youth athletic association.
- e. Any damage to park facilities caused by the sign program shall be repaired and paid for by the youth athletic association.
- f. Contractual agreement between the youth athletic association and sponsor must be approved by the City of Lakeville and clearly describe obligations of both parties to the agreement.

The City of Lakeville allows for sponsorship signage on outfield fences, park buildings and temporary signage at tournaments and special events such as triathlons, walks and runs. Specific guidelines for each type of signage are as follows:

General Sponsorship Signage Requirements

- g. Sign sponsorship program is available to primary users of certain athletic complexes owned and operated by the City of Lakeville.
- h. No political, gaming, religious, alcohol, tobacco or sexually oriented signage allowed.
- i. Size: Sponsorship signage should not exceed 5' x 8' in size.
- j. Color and Material: Colors on signs will be consistent and must be approved by the City. Colors should not interfere with play or be located directly behind the pitcher's mound. Sign material shall be new mesh type nylon wind resistant material. Sign product must be approved by Parks and Recreation Department.
- k. Upon receiving notice of damaged sign, the youth athletic association must make repairs within 48 hours. If repairs cannot be made within the 48-hour timeline, the signs must be removed.

Sponsorship Signage Requirements for Park Buildings

- a. Placement: Signage will be attached to building façade where available to prevent damage to the park building. Signage should not impede any City installed signage, notices or placards on the building façade.
- b. Duration: Sponsorship signage will be allowed to remain on buildings seasonally from **April 1 to October 31** of each year. Signs shall be maintained during the season and stored during the off-season by the youth athletic association.

Sponsorship Signage Requirements for Temporary Signage

- a. Temporary signage shall be permitted for designated events on park property.
- b. Temporary signage may include banners, sandwich boards/sidewalk signs, campaign style yard signs and corrugated signs.
- c. The sign(s) must include the name and date of the event. The event sign(s) shall be allowed for no more than a ten (10) day period.
- d. All of the temporary signage shall be approved by city staff as part of the approval for rental of the field.

Application for Temporary Signage Permit

Completed applications can be emailed to: **recreation@lakevillemn.gov**
After your application has been reviewed, you will be contacted by the Parks and Recreation Department. Please allow 3-5 days for processing.

Applications must be submitted and approved at least 10 days prior to installation.

Group/Organization Applying for Permit:	Contact Person:
Mailing Address:	Email Address:
Preferred Phone Number:	

Tell us about your request:

Facility Location: <input type="checkbox"/> Ballfield <input type="checkbox"/> Building <input type="checkbox"/> Freestanding	Intent of Signage: <input type="checkbox"/> Sponsorship <input type="checkbox"/> Tournament <input type="checkbox"/> Special Event
Please list the date(s) temporary signage will be placed: Duration of Season: Date of Tournament(s): Date of Event:	

Please include the following attachments with your application:

- Contractual agreement between the athletic association and sponsor to be
- Photo or diagram showing location and placement of signage

Applicant's Signature: _____ Date: _____

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