

# Permanent Sponsorship & Advertising Signage



# Rules and Regulations for Permanent Signage in the Parks

## Purpose and Need for Policy

The primary purpose of this policy is to safeguard the City's values, image, assets and interests pertaining to advertising while increasing the opportunities for revenue generation. The City of Lakeville (the City) welcomes and encourages sponsorships and advertising undertaken to assist in providing select City services and projects. All sponsorships and advertising shall be consistent with the City's mission and values and will not compromise or contradict any ordinance or policy of the City or reflect negatively on the City's public image. All sponsorship and advertising agreements shall be established in a manner that ensures access and fairness, and results in the optimal balance of benefits to the City and the community.

This policy applies to (1) all relationships directly between the City and businesses, organizations or individuals that contribute either financially or in-kind to City programs, services or facilities in return for recognition, public acknowledgement or other promotional considerations; and (2) to any relationships with third-party advertising sales contractors or organizations.

**This policy applies to:** Paid advertising on City park properties that is solicited by and directly benefits the City; or that is solicited by and directly benefits a third party organization subject to a Master Agreement.

### **This policy DOES NOT apply to:**

- City-sponsored or co-sponsored events such as Pan-O-Prog, Taste of Lakeville, Lakeville Art Festival, or similar future events.
- Private events hosted by renters of City facilities that adhere to the City's signage requirements (City Code 11-23-15).

## Policy and Procedure

**Sponsorship:** Support such as goods, services or financial contributions that directly benefit a specific park facility.

**Advertising:** The display of commercial content that specifically identifies and promotes a product or service of a specific business or individual in return for financial contributions, goods or services.

**Master Agreement:** An agreement made between the City and a third party organization to allow said organization to solicit and/or display advertising in City park facilities at the discretion of the City.

**Banner:** Temporary displays that are made of fabric, mesh, vinyl, or other similar material with wind holes.

**Sign:** Permanent or temporary displays that are constructed of city approved materials including vinyl, corrugated plastic or metal

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## General Conditions and Restriction

1. A written agreement or Master Agreement must be made with the City to identify the terms of an advertising or sponsorship agreement.
2. In accordance with the Parks and Recreation Department's Sponsorship Signage in the Parks pertaining to temporary signage, no advertising for firearms, liquor products (by name), tobacco products (by name), marijuana or marijuana infused products or political or religious persons or organizations, or sexually oriented products or stores shall be permitted on or within public facilities or property.
3. No Sponsorship of City facilities by religious organizations is permitted.
4. All sponsorship and advertising agreements must comply with federal and state statutes and existing municipal policies and ordinances. Agreements shall not in any way invoke future consideration or influence or be perceived to influence the day-to-day business and decision-making of the City. The advertisement of a product or service does not act as the City's endorsement of any one product or service over another.
5. Unsolicited sponsorship and advertising proposals received by the City will be reviewed and evaluated by the relevant program director per the provisions of this policy. The City reserves the right to reject any sponsorship. The City reserves the right to terminate an existing sponsorship or advertising agreement in the best interests of the City.
6. Sponsorship Acknowledgement: Acknowledgement of sponsors may be made in the following manner: display of logo or verbal thanks to sponsor. No price or call to action may be included in the sponsorship acknowledgement.
7. Advertising Acknowledgement: At the City's discretion, commercial advertisements may be placed on select City property and in select City of Lakeville publications. Advertising may include a price and/or call to action.

## Advertising on or Within Public Parks and Facilities

At the City's discretion, and upon the signing of a Master Agreement, the City may allow advertising within public parks and facilities as specified in the proceeding Subdivisions.

1. All banners / signs shall be maintained in a safe and orderly condition at all times. In accordance with the Parks and Recreation Department's Sponsorship Signage in the Parks policy, organizations are given 48 hours from receiving notification of a damaged sign to make necessary repairs. If repairs cannot be made within the 48-hour timeline, the sign(s) must be removed.
2. The City reserves the right to determine the structural integrity and safety of all proposed signage.
3. No advertising for firearms, liquor products (by name), tobacco products (by name), marijuana or marijuana infused products or political or religious persons or organizations, or sexually oriented products or stores shall be permitted on or within public facilities or property.
4. This policy does not apply to the naming rights for any park or facility. Naming rights shall be subject to a Master Agreement to be approved by the City Council in accordance with the Parks and Recreation Department's Park Naming Policy that was adopted in 1997.

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## Outdoor Facilities

1. Signs shall be located at least one foot (1') from the top and bottom of the outfield fence and centered on the fence section.
2. The structural stability of the fences in each park will determine the size of the banner / signs.
3. All banners / signs shall face the interior of the field.
4. Signs shall be permitted on permanent scoreboards subject to the approval of the City.
5. Signage that does not adhere to existing fences/buildings must be freestanding and pre-approved in accordance with the Parks and Recreation Department's Sponsorship Signage in the Parks policy.

## Authority

Administrative implementation of this policy belongs to Parks and Recreation staff.