

# TOWN OF VULCAN

## POLICY MANUAL

<u>TITLE OF POLICY</u>	<u>POLICY NUMBER</u>		
<b>VULCAN ARENA – BANNER &amp; ADVERTISING</b>	<b>C-4</b>		
	SUPERCEDES POLICY NO:		
	Amended	Resolution No.	Date
			Sept 8/97
		Dec 11/06	
	12.65	Feb 13/12	
	14.243	July 28/14	

### 1. STATEMENT:

**Purpose:** To provide control of commercial advertising and the display of team and organization banners in a safe and attractive manner.

**Advertising:** Advertising within the Vulcan Arena shall be controlled exclusively by the Town of Vulcan Director of Recreation and Services.

The Town of Vulcan will set standards for advertising on the walls of the facility interior and exterior and the rink boards.

The Town of Vulcan will set standards for the hanging of banners within the facility.

The standards mentioned above, will be submitted to the Town of Vulcan for approval.

No advertising or banners may be hung without the Town of Vulcan's permission.

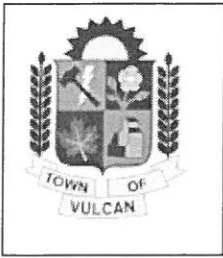
Revenue, from the sale of advertising on the walls and boards, will accrue to the Recreation Department Accounts .

The Town of Vulcan will be responsible for ensuring:

- Proper materials of the sign and professional make-up of text
- Proper installation on the walls and boards
- Proper installation of banners
- Collection of all fees and provision of information to advertisers or owners of banners
- Removal of advertising banners when necessary
- That proceeds from ads will be used for Arena enhancements
- Advertising rates      Appendix A

Service clubs that may contribute to the arena renovations in a significant way (\$5,000.00 or more) will be given permission to advertise in the arena free of charge, for a maximum of 5 years, unless otherwise provided in a specific sponsorship agreement.

**~ END OF POLICY ~**



Appendix A

**ADVERTISING TERM SHEET**

This letter outlines the terms under which the Town of Vulcan will provide advertising space at the Vulcan Arena, located at 705 Elizabeth Street, Vulcan Alberta T0L 2B0. This agreement is between the Town of Vulcan ("We") and the advertisers ("You")

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, Postal Code: \_\_\_\_\_  
Contact names(s): \_\_\_\_\_  
Phone: \_\_\_\_\_

<u>Location in Arena</u>	<u>Price</u>	<u>Term</u>
In Ice Logo 2' x 3'	\$500	One (1) Year
	\$2000	Five (5) Years
Wall Advertisement 4'x8'	\$500	One (1) Year
	\$2000	Five (5) Years
Wall Advertisement 4'x16'	\$900	One (1) Year
	\$3600	Five (5) Years

- We are responsible for installation of the signage.
- We reserve the right to approve all artwork and sign material used by you.
- The contract for advertising space shall begin the first day the advertisement board is hung.
- We will provide notification to you 60 days prior to the end of the contract term stating the then current advertising rates. You must respond to such notification and renew your advertisement(s) "30 days" prior to the end of the contract term or the advertisement space will be open to new advertisers.

**Types of Advertisements that are NOT allowed:**

- **No Product Names with Liquor or Alcohol Content**
- **Any Tobacco Products**

The Town of Vulcan Recreation Director has final approval of any and all advertisements to be placed at the Ice Arena and must sign off on said advertisements. This documentation sets forth our agreement and the above terms will be binding upon receipt of your written acknowledgement. We are happy to serve you and are looking forward to a long working relationship. If the terms outlined above are acceptable, please sign the acknowledgment below. We believe that this relationship will bring value to both of our organizations, and we look forward to a long prosperous relationship.

**ACKNOWLEDGMENT AND AGREEMENT**

I hereby acknowledge and agree to the terms set forth above:

Cost: \_\_\_\_\_

Date: \_\_\_\_\_

Advertiser(s) Signature: \_\_\_\_\_

\*Please complete form and return to: Director of Recreation, Town of Vulcan Box 360 Vulcan Alberta T0L 2B0  
P: 403-485-2554 bellis@townofvulcan.ca