

## **Athletic Fields Advertising Program**

### **Town of Avon**

**Program Policy:** Pursuant to Section 41-26 of Avon's Ordinances and subject to the Program details below, the Town of Avon may approve permit applications for the purchase of advertisement signs to be placed in available locations at athletic fields in Town parks named below.

**Permit Application Fee:** \$25

**Advertising Terms and Costs:** 1 season, \$800; 2 seasons, \$1500; 5 seasons, \$3000

**Scope of Operations:** Utilization of field fencing to promote appropriate beneficial sponsorships while raising revenue that may be used to enhance and develop the park/ball field facilities. *Except at Sperry Park where current practices will continue.*

**Location:** Avon athletic fields within Sperry Park and Buckingham Recreation Area municipal parks.

**General Procedures and Standards:** Sponsorship signs shall be managed according to the following procedures and standards in accordance with Section 41-26 of Avon's Code of Ordinances:

- No sign may promote or reference any product that is prohibited for use by or sale to minors.
- Format, text, and other content must be pre-approved by the Town of Avon as set forth in greater detail below.
- No sign may unreasonably interfere with or detract from the general public's enjoyment of the public space.
- No sign may unreasonably interfere with or detract from the promotion of public health, welfare, safety and recreation.
- Signs may not create potential to incite violence, crime or disorderly conduct.
- Signs may not entail unusual, extraordinary or burdensome expense to the Town for police supervision.
- Signs may not interrupt and established schedule for Town-sponsored recreational activities or other uses that the facilities have been reserved for at the date and hour requested in the application.
- Signs may not damage the natural flora or fauna.

**Approval Procedure:** All wording, logos, color schemes and images must be submitted for pre-approval by the Town of Avon by and through the Recreation and Parks Advisory Board by March 1. The Town Manager or his designated representative shall be responsible for issuing the permit.

**Sign Specifications:** 4'x8' vinyl, choice of two colors, White or Navy Blue.

**Terms and Limits:** The terms of the sign placement shall be April through November in a given year. The Town may limit the number of signs placed on any field/fence and shall solely determine where signs shall be placed. The Town will not be responsible for costs associated with damage to any signs, irrespective of the cause. All approved advertisers shall be required to execute a Sign Agreement setting forth the terms, duration and conditions of the advertising sign placement. Signs that are damaged,

vandalized or deemed to be in poor condition will be removed immediately by the Town. The Town shall place/replace any removed sign for the remainder of the advertising term after a new or repaired sign has been provided by the advertiser. Under no circumstances will any sign be capable of being read from any public roadway or otherwise be placed in a manner that conflicts with any state or local law or regulation.

**Funds:** The Recreation and Parks Department will be responsible for collecting and accounting for any and all revenue collected and expenditures incurred pursuant to this Program. Program funds shall be utilized only as authorized by law, following appropriation or the creation of a special purpose fund or by using Special Revenue Recreation Activity Fund with a separate assignment for park or athletic field improvements by the Town. Expenditures may be capital improvement or operating budget projects. The advertiser will be responsible for providing the sign and the cost of the sign. Signs shall be removed and stored by the Town during the remaining period of the agreement.