

# POLICY 2024-04

## TOWN OF CROSSFIELD

### ARENA ADVERTISING POLICY

#### Purpose

To provide a policy to outline the official procedures for providing advertising in the Pete Knight Arena within the Town of Crossfield.

All advertising shall be consistent with the Town of Crossfield's visions, mission and values and will not compromise or contradict any bylaw or policy of the Town, or negatively reflect on the Town's reputation or public image. All advertising agreements shall be established in a manner that results in the optimal balance of benefits to the Town and the Community.

#### Policy

As attached and titled Policy 2024-04 Arena Advertising Policy.

Adopted this 1<sup>st</sup> day of October 2024

  
\_\_\_\_\_  
Mayor Kim Harris

  
\_\_\_\_\_  
Chief Administrative Officer Kinza Barney

## **1.0 Policy Purpose**

- 1.1 The policy outlines specific requirements which must be met by any advertising proposal and identifies the roles and responsibilities of staff in ensuring the requirements are met.

## **2.0 Restrictions to Requests for Advertising**

- 2.1 The Town will not solicit or accept sponsorships from companies whose reputation could prove detrimental to the Town's public image as determined by the Arena Supervisor.
- 2.2 The Town will not permit advertising, either directly or through third party arrangements, that:
- Promote or reference alcohol, cannabis, and other addictive substances and/or products, directly or indirectly.
  - Promote the sale of tobacco (including E-Cigarette and Vaping) or any cannabis products.
  - Promote pornography.
  - Promote the support of, or involvement in, inciting violence, or the production, distribution and sale of weapons including but not limited to, firearms, knives, machetes, and other life-threatening products.
  - Present demeaning or derogatory portrayals of individuals or groups or contain any message that is likely to cause deep or widespread offence.
  - Promote religious or political messages that might be deemed prejudicial to other religious or political groups.
  - Convey a religious or political message, including promoting a political party or election candidate.
  - Contain language or images which are damaging to the Town of Crossfield or any of the Town's programs, services or projects.
  - Promote companies whose program delivery and products are in direct competition to Town programs.
- 2.3 The advertising relationship must not cause a Town employee or agent to receive any product, service, or asset for personal gain or use.

## **3.0 Exceptions for Sponsorship**

- 3.1 This Policy does not apply to:
- Government contribution agreements, grants and/or contracts.
  - Independent foundations or registered charitable organizations from which the Town may receive benefit.
  - Gifts (See Town Protocol Policy) or unsolicited donations to the Town.

- Funding obtained from other orders of government through formal grant programs.
- Town sponsorship support of external projects where the Town provides funds to an outside organization.

#### **4.0 Advertising Sign Guidelines**

- 4.1 All advertising relationships shall be confirmed in the form of a written agreement between the sponsor and the Town (attached to this Policy).
- 4.2 All such agreements must clearly indicate:
  - a. Advertisers full name, applicants name, mailing address, phone number and email address
  - b. Duration of advertisement (1 year or 2 years)
- 4.3 Proofs of artwork are subject to the approval of the Town of Crossfield (Arena Supervisor) prior to formal board production and installation.
- 4.4 Creative production, associated costs and delivery are the responsibility of the advertiser.
- 4.5 Installation will be provided by the Town of Crossfield (Arena Supervisor) within 7 days of delivery.
- 4.6 Signs will remain active from August 1 to July 31 of each year, provided the advertising agreement remains in good standing with the Town.
- 4.7 Advertisers are billed annually starting August 1 of each year.
- 4.8 Sign Requirements:
  - Arena Boards:
    - Size: 30 inches in height and no more than 8 feet in length.
    - Material: .040 styrene
  - Wall Advertising:
    - Size: 48 inches in height and no more than 8 feet in length.
    - Material: 1/4" coroplast
    - Design: Must have 8 ringlet holes, 4 along the top & 4 along the bottom to allow attachment to the existing wall mount
- 4.9 Costs: Advertising fees are charged per the most recent Town of Crossfield Fees & Rates Bylaw.

**Town of Crossfield  
Pete Knight Arena Advertising Agreement**

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

Advertiser Name: \_\_\_\_\_

Contact Person (Applicant): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Ph: \_\_\_\_\_ Email Address: \_\_\_\_\_

Duration of Advertisement:    ☐ 1 Year                      ☐ 2 Years

**Cost:** As outlined within the most recent Town of Crossfield Fees and Rates Bylaw.

Advertisers are billed annually starting August 1 of each year.

**Maintenance:**

The Town of Crossfield will be responsible for general maintenance of the sign for the duration of the term.

Any problems with the sign, including but not limited to fading, wear and tear, or sign replacement will be the responsibility of the advertiser.

**Termination:**

The Town of Crossfield may terminate this contract for non-payment, provided 30 days' notice has been given to the applicant.

A minimum of 30 days' written notice is required by either party to terminate this agreement prior to the end of the Term.

\_\_\_\_\_  
Applicants Name

\_\_\_\_\_  
Applicants Signature

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**OFFICE USE ONLY**

Sign Installation date: \_\_\_\_\_

Number of Years: \_\_\_\_\_

\_\_\_\_\_  
Arena Supervisor

\_\_\_\_\_  
Arena Supervisor Signature