



City of Waukesha Parks, Recreation and Forestry Department

Banner Advertising Policy

I. PURPOSE

The purpose of this policy is to establish procedures to sell fence banner advertising at the Saratoga Sports Complex, WRO Youth Sports Complex, Mindiola Sports Complex, Frame Park Ball Field, Banting, Buchner, Heyer, Lowell, and Prairie Court Complexes. Revenues generated will be used to offset the costs of WPRF programs, parks, and projects.

II. DEFINITIONS

Advertising: Promotion of a business or entity on a fence banner.

Fence Banner: 4'h X 5'w, 5'h x 9'w, 5'h x 18'w, 5'h x 27'w, 6'h X 4'w, 7'h X 4'w banner sign, printed on windscreen material and attached to chain link fence. The banner will display advertising for a business or entity.

III. PROCESS

1. *Application/Eligibility*

Applicants must submit a completed application and pay appropriate fees to the City of Waukesha Parks, Recreation, and Forestry Department. Upon review and approval of the application, the applicant will be provided timeline details and payment receipt.

Applicants must provide a digital version of the graphics for the fence banner. Graphics must be approved by the City of Waukesha at its sole discretion. The City of Waukesha reserves the right to reject or modify the graphics, language, words, or other content. Applicant must approve any changes or modifications.

Advertising fees will be approved by the City of Waukesha Parks, Recreation, and Forestry Board.

Types of advertising that are not permitted include:

- Advertising that is contrary or detrimental to the city's mission, core values, image, and interest or that violates policy.
- Advertising that advocates or promotes the following: tobacco, electronic cigarettes, marijuana or other controlled substances, firearms, weapons, pornography, or that contain photographs, drawings, or other images relating to such sale, use products, or services.
- Advertising that is unlawful, obscene, or indecent, or contains explicit messages or graphic representations pertaining to sexual contact, or contains a level of sexual overtone, innuendo, or double entendre that would be offensive to a reasonable person.
- Advertising of products or services with sexual overtones such as massage parlors, escort services, or establishments featuring X-rated or pornographic movies.



- Advertising that contains religious messages or that discuss, advocate, or promote religious faith or other belief.
- Advertising relating to political campaigns or political issues.
- Advertising that promotes or supports gambling-related activities or strip clubs.
- Advertising that contains text, copy, photographs, pictures, drawings, images, or concepts that denigrate, demean, or disparage any individual or group of individuals on the basis of race, color, ethnicity, national origin, ancestry, gender, age, disability or sexual orientations.
- Advertising that is false, misleading or deceptive
- Advertising that is libelous or infringes on any copyright, trade or service mark, title of slogan
- Advertising that implies or declares endorsement by the City of any goods, products or services.
- Advertising that promotes or relates to any unlawful/illegal goods, products or services.

2. Fence Banners

Fence-banners will be affixed to the fence of the designated fields during the playing season, typically from April 1 through November 1. The advertising fee includes the cost of banner printing, installation, and for multi-year sponsors, storage during the off-season. Fence banner agreements may be for one-year or three-year terms.

3. Exceptions

- a) **Facility Rentals** - Individuals/Organizations with approved rental agreements have limited rights to display banner signs at the site during the term of the rental. In these cases, the renter is limited to pre-approved locations that do not include designated fencing.
- b) **Sponsors** - WPRF reserves the right to offer reduced-cost or complementary field banners as a benefit to program sponsors.



Banner Advertising

Get noticed and be a superstar in the community! Your banner will be seen thousands of times by players and spectators throughout the season.

Fence Banners

Fence banners are made of a windscreen material and will be affixed to the fences of the designated complexes during the playing season, typically from April 1 through November 1. Advertising fee includes the cost of banner printing, installation, and for multi-year sponsors, storage during the off-season. Fence banner commitments may be for one-year or three-year terms.

Waukesha Sport Complexes

- | | | |
|----------------------------------|---------------------|--|
| ◆ Saratoga Sports Complex | 301 S. Prairie Ave. | Four ball fields |
| ◆ WRO Sports Complex | 3041 Summit Ave. | Four youth ball fields |
| ◆ Frame Park Ball Field | Frame Park Dr. | One ball field |
| ◆ Mindiola | 325 Hoover Ave | Two Soccer Fields: Interior and Exterior Fencing |
- Note: Outlying field backstop banners will be considered.**



Waukesha Pickleball and Tennis Courts

- | | | |
|---|------------------------|------------------------------|
| ◆ Banting Pickleball/Tennis Courts | 2101 Butler Dr. | Side towards parking lot |
| ◆ Buchner Pickleball/Tennis Courts | 215 N. Greenfield Ave. | Side towards playground |
| ◆ Heyer Tennis Courts | 1121 Heyer Dr. | Side toward Heyer Street |
| ◆ Lowell Tennis Courts | 2201 Michigan Ave. | Michigan Street side |
| ◆ Lowell Pickleball Courts | 140 N. Grandview Ave. | Side towards parking lot |
| ◆ Prairie Tennis Courts | 821 School Dr. | Street or parking lot option |





Banner Advertising

Application Page 2

Please complete application and return to:

Debra Wolniak, SPARS Coordinator

City of Waukesha Parks, Recreation & Forestry Dept., 1900 Aviation Drive, Waukesha, WI 53188

(Please make checks payable to: WPRF)

Organization Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Submitted by _____ Signature _____

Graphics submitted to: dwolniak@waukesha-wi.gov (Please send vector or high resolution file.)

Type of Sign	1-year		3-year		Total Amount	TBD
Saratoga Complex	Per field	Per Complex*	Per field	Per Complex*		
5' x 9' Fence Banner	\$400.00	\$1,200.00	\$800.00	\$2,400.00		
5' x 18' Fence Banner	\$600.00	\$1,800.00	\$1,200.00	\$3,600.00		
5' x 27' Fence Banner	\$800.00	\$2,400.00	\$1,600.00	\$4,800.00		
Type of Sign	1-year		3-year		Total Amount	TBD
WRO	Per field	Per Complex*	Per field	Per Complex*		
5' x 9' Fence Banner	\$400.00	\$1,200.00	\$800.00	\$2,400.00		
5' x 18' Fence Banner	\$600.00	\$1,800.00	\$1,200.00	\$3,600.00		
5' x 27' Fence Banner	\$800.00	\$2,400.00	\$1,600.00	\$4,800.00		
Type of Sign	1-year		3-year		Total Amount	TBD
Frame Ball Field	Per field	Per Complex*	Per field	Per Complex*		
5' x 9' Fence Banner	\$400.00	\$1,200.00	\$800.00	\$2,400.00		
5' x 18' Fence Banner	\$600.00	\$1,800.00	\$1,200.00	\$3,600.00		
5' x 27' Fence Banner	\$800.00	\$2,400.00	\$1,600.00	\$4,800.00		
Type of Sign	1-year		3-year		Total Amount	Max 15 per location
Mindiola	Per field	Per Complex*	Per field	Per Complex*		
5' x 9' Fence Banner	\$400.00	\$1,200.00	\$800.00	\$2,400.00		

WPRF Use:	Date Received: _____	By _____			
	Date Approved: _____	Date Installed: _____			



Banner Advertising

Application Page 3

Please complete application and return to:

Debra Wolniak, SPARS Coordinator

City of Waukesha Parks, Recreation & Forestry Dept., 1900 Aviation Drive, Waukesha, WI 53188

(Please make checks payable to: WPRF)

Organization Name _____

Submitted by _____ Signature _____

Graphics submitted to: dwolniak@waukesha-wi.gov

Type of Sign	1-year		3-year		Total Amount	Max 19 per location
Banting Pickleball/Tennis	Per Complex	All 5 Complexes*	Per Complex	All 5 Complexes*		
7' x 4' Fence Banner	\$400.00	\$1,200.00	\$800.00	\$2,400.00		
Type of Sign	1-year		3-year		Total Amount	Max 17 per location
Buchner Pickleball/Tennis	Per Complex	All 5 Complexes*	Per Complex	All 5 Complexes*		
6' x 4' Fence Banner	\$800.00	\$2,400.00	\$1,600.00	\$4,800.00		
7' x 4' Fence Banner	\$400.00	\$1,200.00	\$800.00	\$2,400.00		
Type of Sign	1-year		3-year		Total Amount	Max 20 per location
Heyer Tennis	Per Complex	All 5 Complexes*	Per Complex	All 5 Complexes*		
4' x 5' Fence Banner	\$600.00	\$1,800.00	\$1,200.00	\$3,600.00		
Type of Sign	1-year		3-year		Total Amount	Max 20 per location
Lowell Tennis	Per Complex	All 5 Complexes*	Per Complex	All 5 Complexes*		
6' x 4' Fence Banner	\$800.00	\$2,400.00	\$1,600.00	\$4,800.00		
Type of Sign	1-year		3-year		Total Amount	Max 18 per location
Lowell Pickleball	Per Complex	All 5 Complexes*	Per Complex	All 5 Complexes*		
6' x 4' Fence Banner	\$800.00	\$2,400.00	\$1,600.00	\$4,800.00		
Type of Sign	1-year		3-year		Total Amount	Max 20 per location
Prairie Tennis	Per Complex	All 5 Complexes*	Per Complex	All 5 Complexes*		
7' x 4' Fence Banner	\$400.00	\$1,200.00	\$800.00	\$2,400.00		

WPRF Use:	Date Received: _____	By _____	
	Date Approved: _____	Date Installed: _____	