

City of Waukesha Parks, Recreation and Forestry Department

Athletic Field Advertising Program 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, Frame Park Ball Field; and scoreboard advertising at WRO Youth Sports Complex. 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 or scoreboard sign.

Athletic Field: Baseball and softball fields at Saratoga Sports Complex, WRO Youth Sports Complex, and Frame Park Ball Field.

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

Scoreboard Sign: A 30"h x 6'w sign, mounted above or below a scoreboard at WRO Youth Sports Complex. The scoreboard sign 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 application, applicant will be provided timeline details and payment receipt.

Applicants must provide a digital version of the graphics for the fence banner or scoreboard sign. Graphics must be approved by the City of Waukesha in 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 violate 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 advocates or promotes the sale/consumption of alcohol is not permitted at WRO Youth Sports Complex or Frame Park Ball Field.

- 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 are available in the following sizes: 5' x 9', 5' x 18', and 5' x 27'. Fence banners will be affixed to the outfield fence of the designated fields 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 agreements may be for one-year or three-year terms.

2. Scoreboard Signs

30" x 6' scoreboard signs are available at WRO Youth Sports Complex. Scoreboard signs will be affixed above or below the scoreboard and will remain in place for ten years, or the life of the scoreboard, whichever comes first. Fee includes the cost of sign printing and installation. Fee is payable with application.

3. Exceptions

- a) **Facility Rentals** - Individuals/Organizations with approved rental agreements for Saratoga Sports Complex, WRO Youth Sports Complex, and Frame Park Ball Field 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 the outfield fencing.
- b) **Sponsors** - WPRF reserves the right to offer reduced-cost or complimentary field banners as a benefit to program sponsors.