

# DEPARTMENT OF PARKS & RECREATION

## CITY OF NEW LONDON



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### *Policy on organizations displaying sponsorship signage in City of New London Parks & Facilities.*

*Park & Recreation Commission Approval: October 7<sup>th</sup>, 2008*  
*City Council Approval: October 14<sup>th</sup>, 2008*

#### Purpose:

The City of New London understands that organizations, which use city facilities for their programs and events, utilize sponsors to finance those activities. This policy is established to create a standard procedure concerning long-term sponsorship signage for those organizations in city parks and recreational facilities. This policy does not cover sponsorship signage for short-term events in which the sponsorship signage is in place for less than 1 month.

#### Mandates:

Organizations interested in displaying sponsorship signs shall enter into a contractual agreement with the Department of Parks & Recreation/City of New London.

1. Exterior and pool facility signs must be made of weather resistant material. All mounting materials must be provided by the organization including holes/grommets on the sign allowing them to be secured.
2. The City of New London will determine if city staff, the organization or a contracted service will install the sign. The City of New London will not be financially responsible if a contracted service is chosen to install the sign.
3. The City of New London is not responsible for weather, graffiti, theft and vandalism. Each organization must ensure the signs are presentable at all times. If the Director of Parks and Recreation determines that the signs become worn, damaged or vandalized, the organization must make repairs within 30 days of being notified. If the sign is not repaired or removed within 30 days, the sign will be removed and disposed of by the city.

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4. Unacceptable construction materials, and/or content, which would not enhance the appearance of the park or facility, will not be allowed.
5. Organizations will try their best to match sign design and size to signs that are currently in place in that park or facility.
6. The City of New London reserves the right to remove, move, adjust, repair, or replace any sponsorship sign at any time.
7. The City of New London prohibits the advertising of tobacco or pornographic material and political statements or slogans
8. During High School activities, no WIAA restricted signage will be displayed. The organization shall be responsible to cover or remove the sign prior to the event.
9. Organizational sponsorships that directly conflict with vendor or sponsorship contracts that the City of New London has in place will not be allowed.
10. The Director of Parks and Recreation shall approve all advertising materials and the City of New London reserves the right to accept or reject any advertising or sponsorship sign, at its sole discretion.
11. The City of New London is not responsible for any contracts that the organization enters into with any sponsor. The organization agrees to fully and finally release and forever discharge the City of New London and each of its present, former and future employees, elected officials, and representatives from any and all actions, debts, claims counterclaims, demands, liabilities, damages, causes of action, costs, expenses and compensation of every kind and nature whosoever, past, present, or future, against the City of New London for any claims which relate to or arise out of displaying sponsorship signage.