City of Wentzville  
Parks and Recreation  

Advertising Policy  

I. Purpose  
The purpose of the policy is to:  
A. implement standard procedures for advertising and signage placement at predetermined City facilities and publications (soccer/baseball/multipurpose).  
B. provide specific guidelines for developing and managing advertisements at City parks, facilities and programs.  
C. clearly state that these advertisements do not constitute a public forum for communication and debate.  
D. recognize that advertisements provide an effective means of generating revenues and alternative resources to support Wentzville Parks and Recreation Department facilities.  

II. Policy Statement  
It is the policy of the Department to allow advertising on park facilities from individuals, foundations, corporations, nonprofit organizations, service clubs, and other entities in order to enhance and sustain Wentzville’s Parks and Recreation system and community facilities. The Parks and Recreation Director or his/her designee is authorized to regulate and impose fees for such advertising opportunities. All such advertisements shall comply with the guidelines established by this policy. The City of Wentzville Park and Recreation Board may, with concurrence from Board of Aldermen, at its discretion, may grant variances to this policy.  

III. Authority  
The City will maintain authority, management, operation and control over the planning and execution of advertising activities.  

IV. Parks and Recreation Department Responsibility  
The Parks and Recreation Department is responsible for marketing City advertising opportunities, and for soliciting, negotiating and administering all related agreements. Staff approving advertising proposals must ensure that all relevant by-laws and policies are adhered to, appropriate consultation and approval authorities are respected, and where applicable that insurance, indemnification, ethical scans, business good standing status, and permits have been obtained.  

V. Guidelines for Establishing Advertising Relationships  
All proposed advertisements will be considered on an individual, case-by-case basis, and should be consistent with the City’s and Department’s Mission, Values and/or Strategic Plan.  

Organizations interested in advertising shall enter into a contractual agreement with the City of Wentzville Parks and Recreation Department (hereafter referred to as the “City”) agreeing to the following guidelines:  
A. Applications for advertising opportunities will be considered on a first-come, first-served basis.  
B. The City reserves the right to accept or reject any advertising.  
C. The City agrees that the advertising space specified in the Agreement will be available for the length of time stipulated.  
D. An upgrade of the advertisement space will constitute a termination of the Agreement and a commencement of a new agreement at the rates and on the terms in effect at the time of the upgrade. The Advertiser may not request a downgrading of advertising space during the term of the Agreement. Any requested change must be received in writing.
E. When appropriate, signs belonging to advertisers with a multi-year contract will be stored by the Parks Department in the off-season (defined as December, January and February) and will be displayed from March through November.

VI. Signage Materials and Sizes
A. Signage must be made of black mesh wind screen with metal grommets placed every 2 feet for the department to secure on all four sides (hemmed). Signage will be mounted by Wentzville Parks & Recreation using a 4” wood frame (wood frame will cover over some mesh, please see B. below for design measurements). (If the advertiser is having difficulty, the department can assist with names of vendors that carry the proposed product for the advertiser to order their sign).

B. Signage will be printed on one side only on either a 4’ high by 10’ long or 4’ high by 20’ banner depending on the level of advertising chosen by the advertiser. Your design should include 1” bleed and a 4” trim (inset). Please make sure that important design elements stay within 40” high by 112” long for a 4’x10’ sign or 40” high by 232” long for a 4’x20’ sign to prevent coverage from frame.

C. The City shall have final approval of all advertising materials and reserves the right to accept or reject any advertising.

VII. Process for Advertising
A. The application process will be as follows:
   1. A completed Advertising Application will be submitted to the City’s Park and Recreation Office sixty (60) days prior to the period during which the Organization wishes to advertise. Applicant will be notified of application status via email within fourteen (14) calendar days of receipt of the application.
   2. Once the application has been approved, the Organization will have thirty (30) calendar days to submit a design proof via email to the Recreation Superintendent. Proofs must include specifics as to material, color, and graphics (represented in jpeg or pdf format). Applicant will be notified of approval or of any necessary changes via email within fourteen (14) calendar days of receipt of proof by the Superintendent.
   3. Once design proof has been approved, the Organization will have fourteen (14) calendar days to return signed Advertising Agreement and make full payment.

B. Once the Advertising Agreement has been approved and an original has been returned to the organization, production of the necessary signs may commence.

VIII. Criteria and Considerations
A. Third Party Advertising. Groups utilizing City facilities in any fashion may not allow any third party advertising.

B. The following criteria form the basis of the City’s consideration when establishing advertising relationships:
   1. Is the mission of the organization consistent with the City’s mission, values and/or strategic plan?
   2. Are the products, services and marketing goals of the organization compatible with the City’s mission, values, policies and ordinances?
   3. Does the advertising opportunity enhance the City’s community facilities, programs, events, services, and/or the parks and recreation system?
   4. Are the tangible and intangible benefits balanced for both the organization and the City?
   5. Are the conditions of the advertising agreement consistent with the standards, aesthetic values, and visual integrity of City property and expectations of users?
   6. Does the advertising commit the City to additional responsibilities, legal liability, operations and maintenance costs?
   7. Does the advertising create a conflict of interest for the City?
   8. Does the advertising in any way invoke future consideration, influence, or perceive to influence the day-to-day operations of the City?
   9. Is the advertising opportunity appropriate to the target audience?
  10. Will the results of the advertising relationship deliver a positive and desirable image for the City?
C. Additional considerations when establishing advertising relationships include:

1. Agreements shall not limit the City’s ability to seek other advertising.
2. The advertising cannot be made conditional on the City’s performance.
3. The evaluation of the potential advertiser shall include, but not be limited to the individual’s or the organizations: values and principles; products and services offered; record of environmental stewardship and social responsibility; rationale for its interest in partnering with the City; expectations; and ability, timeliness, and readiness to enter into an agreement.
4. Ineligible advertisers include, but are not limited to any potential advertiser whose primary products or services are substantially derived from the sale of alcohol, drugs, tobacco, gambling, firearms, or sexually explicit or inappropriate materials.
5. The City will not solicit nor accept advertising from individuals, foundations, corporations, nonprofit organizations, service clubs, or other entities whose reputation could prove detrimental to the city’s public image. The City will not allow advertising, either directly or through third party arrangements, which present demeaning or derogatory portrayals of individuals or groups or contain anything, which, in light of generally prevailing community standards, is likely to cause deep or widespread offense. The City may, at its discretion, bring any proposals to the Wentzville Board of Alderman for their approval even if they do meet the guidelines of this policy.

D. Advertising Restrictions, Standards and Guidelines. The following restrictions, standards and guidelines shall apply:

1. **Prohibited Industries and Products.** In general, the following industries and products are not eligible:
   a. Police-regulated businesses
   b. Companies whose business is substantially derived from the sale of alcohol, tobacco, firearms or pornography
   c. Adult night club advertisers
   d. Religious and political organizations
   e. Advertisers that do not portray a G or PG rated image

2. The sign should remain looking professional through the duration of 1 year agreement. Should the sign become damaged or stolen within the 1-year timeframe the City of Wentzville will replace the sign as part of the maintenance for the sign installation. This may incur a small period of time that the advertiser may not have advertising posted and will not extend the length of your contract.

3. The sign may be used for multiple years providing the sign is free from tears and is not overly faded. The City of Wentzville may request a new sign if the sign does not meet the professional standard that the department is seeking.

E. The City intends to preserve its rights and discretion to exercise full editorial control over the placement, content, appearance, and wording of an advertiser’s affiliations and messages.

F. If a sign is damaged or stolen beyond things outside our control, the City will be responsible for replacing the sign, however there will be a period of time that the advertiser will be without signage until a new sign is ordered and replaced. Contract length will not be extended.

IX. Approvals

A. The Wentzville Board of Alderman will approve all advertising related to:

1. Advertising opportunities that exceed $50,000; or
2. Naming Rights; or
3. Agreements that exceed three (3) years in length of term.

B. The City Administrator will approve all advertising opportunities related to:

1. Advertising opportunities valued between $15,001 - $49,999; or
2. All advertising opportunities involving in-kind service delivery.

C. The Director of Parks and Recreation will approve all advertising opportunities related to:
1. Advertising opportunities with values up to $15,000; and
2. Advertising opportunities related to community events; and
3. Advertising opportunities related to community programs; and
4. Provided that neither Wentzville Board of Alderman approval nor City Administrator approval is not otherwise required.

D. If the advertising application is approved, the applicant will be contacted by the Director of Parks and Recreation, or his/her designee, to confirm the terms of advertising agreement. The Parks and Recreation Department will work closely with successful applicants to ensure the payment process progresses smoothly.

X. Payment
A. Long-Term Agreements (>1 Year):
   1. The City requires a 50% deposit of the first annual payment on all long-term agreements. This deposit must be submitted with the signed Advertising Agreement.
   2. The remaining 50% for year one payment should be paid within thirty (30) days of execution of the agreement.
   3. For each year after, 100% of the annual payment should be received on the anniversary date of the establishment of the agreement.
B. Short Term Agreements (<1 Year):
   1. The City requires full payment with the submittal of the Advertising Agreement.

XI. Revenue Allocation
All revenues received from Events, Programs and Services Advertising will be deposited into the City’s Park and Recreation special revenue fund for Advertising. The Parks and Recreation Department will utilize these funds to offset expenses incurred by the City to operate or deliver the events, programs and services.

XII. Termination of Advertising
A. The City of Wentzville reserves the right to accept or reject any advertising application submitted for consideration, and while every intention is to accept and fulfill all terms related to the advertising agreements, the City reserves the right to terminate the agreement at any time if, in the City’s sole discretion, continuation of the agreement is determined not to be in the best interests of the City. If the City elects to terminate the agreement, any funds, unused materials or services, or other compensation received by the City prior to such termination will be refunded by the City, unless such termination is due to a material breach of the agreement by the advertiser, in which case the City may retain all or a part of the compensation if the City determines that such is necessary to compensate the City for any losses incurred by the City due to such material breach.
B. The Advertiser reserves the right to withdraw the advertising application at any time during the approval process.
C. The Advertiser may also withdraw from the agreement within thirty (30) days of execution of the agreement. However, no refund will be given on any funds received by the City prior to receipt of the notification of withdrawal.
City of Wentzville
Parks and Recreation

Advertising Application

The City of Wentzville Parks and Recreation Department provides an opportunity for community organizations to purchase advertising at predetermined City facilities and publications as described in the Advertising Policy. All advertising for this program is subject to approval of the City of Wentzville.

Organization Name: __________________________________________

Address: ___________________________________________________

Contact Person: ______________________________________________

Phone: ______________________________________________________

Contact Email: _______________________________________________

Proposed Advertising: _________________________________________

My signature below acknowledges I am an authorized representative of the above named organization and agree that I have read and understood and will abide by the criteria (refer to deadline requirements) set forth in the Advertising Policy.

Print Name ___________________________ Signature ___________________________ Date ____________

<table>
<thead>
<tr>
<th>Parks and Recreation Office Use Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Received On:</td>
</tr>
<tr>
<td>Received On:</td>
</tr>
<tr>
<td>Organization Notified:</td>
</tr>
<tr>
<td>Proof Approved:</td>
</tr>
<tr>
<td>Agreement Sent:</td>
</tr>
<tr>
<td>Sign to be Removed:</td>
</tr>
</tbody>
</table>

Notes:

Return completed application via fax, email or in person to: City of Wentzville Parks and Recreation Office
968 Meyer Road
Wentzville, MO 63385
Fax: (636) 327-3066
Phone: (636) 639-2087
Amy.Hays@wentzvillemo.org or Kory.Olaughlin@wentzvillemo.org
Adverting Agreement

THIS AGREEMENT is between the City of Wentzville, Missouri (hereafter referred to as the “City”) and ________________________________ (the “Advertiser”):

Advertiser’s Contact Information

Advertiser’s Representative: __________________________________________________________
Advertiser’s Address: ________________________________________________________________
Daytime Phone: ____________________________ Evening Phone: ____________________________
Email Address: ________________________________________________________________

The City of Wentzville owns and maintains ______________________________ located in Wentzville, Missouri; and agrees to provide advertising opportunities upon equipment or structures within the facility. The City of Wentzville shall retain ownership of said equipment or structure; and shall be responsible for installation, maintenance, and all future operating costs associated with the equipment or structure.

Advertiser agrees to provide a sign constructed and approved in accordance with the Advertising Policy and the sum of ______________________________. These funds shall secure advertising space at the facility/publication in accordance with Exhibit A and shall to be applied to the cost of the installation and maintenance of the signage at the Facility.

Option 1: Perimeter fencing around the Field

☐ 1 Season: $______  ☐ Multi-Season: $______  Begin Date: _______  End Date: _______
Size: ________________________________________________________________

Option 2: Advertising in the Fun Times Brochure

☐ 1 Issue: $______  ☐ Multi-Issue: $______  Begin Date: _______  End Date: _______
Size: ________________________________________________________________

Option 3: Advertising Panels on the Scoreboard

☐ 1 Season: $3,500  Begin Date: _______  End Date: _______
Size: ________________________________________________________________

Design Fee: $35 per design

☐ $______ x Design(s)  Total: ______________________

TERMS OF THE AGREEMENT: This Agreement is effective for the time period selected by the Advertiser and becomes effective for the following time period upon receipt of payment in full. Future advertising opportunities are subject to the future and specific agreements made between the parties.

City of Wentzville

By: ____________________________  By: ____________________________
   Mike Lueck, Director  Print Name: ____________________________

Date: ____________________________  Date: ____________________________
EXHIBIT A - Advertising Agreement

Fee Schedule for Outdoor Athletic Field Advertising

PERIMETER FENCING

<table>
<thead>
<tr>
<th>Sign Size</th>
<th>Season Agreement</th>
<th>1 Season $750</th>
<th>2 Seasons $1400.00</th>
<th>3 Seasons $1950.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>4’ X 10’ sign</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4’ X 20’ sign</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SCOREBOARD PANELS

<table>
<thead>
<tr>
<th>Sign Size</th>
<th>Season Agreement</th>
<th>1 Season $2,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>3’ X 4’ 1/2 sign</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3’ X 8’ full sign</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Signs will be displayed March-November. Sign location will be determined on a first-come first-served basis after receipt of payment. Production of sign is not included in advertising fee. All signs will be installed by City Parks and Recreation Personnel.

Fee Schedule for Fun Time Brochure Advertising

Knock it out of the park,
when you advertise with Wentzville Parks & Rec!

Fun Times Advertising Rates

The Fun Times guide, which includes information on Wentzville Parks and Recreation events, programs, and more, is published three times each year. Each guide is distributed by mail to more than 16,000 households and may be picked up at several locations around town.

With full color on every page, you'll have the best opportunity to promote your business to lively, interested, contributing members of our community. Plus, when you commit to a one-year package, you'll receive a 25% discount. Ad space will be limited to no more than the equivalent of three full pages, per issue. Placement is at the discretion of Wentzville Parks and Recreation; if a specific page is desired, please call (636) 332-9236.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1-Time Ad</th>
<th>1-Year (3 Ads)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 page (4”w x 5”h)</td>
<td>$300</td>
<td>$675</td>
</tr>
<tr>
<td>1/2 page (8”w x 5”h)</td>
<td>$525</td>
<td>$1,179</td>
</tr>
<tr>
<td>Full page (8”w x 10.75”h)</td>
<td>$975</td>
<td>$2,193</td>
</tr>
</tbody>
</table>

Design fee not included in advertising rates. A $35 fee will be added for each design.

For more information, please call the parks department at 636-639-2093 (Kory) or 636-639-2087 (Amy)