TOWN OF SUSSEX POLICY

Subject		Number
LED MESSAGE BOARD ADVERTISING		RD-6
Date FEBRUARY 16, 2010	Approved by COUNCIL [X] OTHER(S) [ ]	Date FEBRUARY 15, 2010
Signature	Date of Revision	PAGE 1/4

1. **Purpose:**

To provide specific guidelines with respect to types of advertisements, rates, restrictions, and application process regarding LED sign advertising at the 8th Hussars Sports Centre.

2. **General:**

- The LED sign at the 8th Hussars Sports Centre is intended to allow individuals, businesses, community groups, and facility users an opportunity to advertise and display messages to the community at large.
- One complimentary LED sign advertising or messaging is provided per event (i.e. hockey tournament, games, special events, etc) per user group or other facility renters.
- Advertising or messaging which competes with Town of Sussex events, functions, programs or other offerings is not allowed within a three week period prior to the Town of Sussex event date.
- Exclusive advertising or messaging rights are not available.
- Graphic advertising or messaging is not available and is not subject to this policy.
- Weekly advertising and messaging rates are based on a Monday to Sunday schedule period.

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3. **Ineligible Advertisements or Messages:**

- Promotion of political, editorial, religious or other statements of opinion are prohibited.
- Advertising or messages which in any way contravene Human Rights legislation in Canada or New Brunswick is strictly prohibited.
- False, misleading or deceptive statements are prohibited.
- Promotion of tobacco, alcoholic beverages, gaming and other potentially addictive products, regardless of sponsorship of the event, is prohibited.
- Solicitation of employment is prohibited.
- Solicitations to sign a petition is prohibited.

4. **Application Procedure:**

Businesses, organizations and individuals wishing to purchase advertisement and message space on the L.E.D. message board are required to submit a completed *Message Board Advertising Application* and the applicable fees (as indicated in 5.0 Schedule of fees) to the Town of Sussex.

All advertising and messaging is subject to final approval by the Community Services Director or designate. Recreation Department staff is not responsible for content editing. If a request for advertising or messaging is incomplete, or is not consistent with policy guidelines, it will be returned to the originator.

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5. **Schedule of Fees:**

In accordance with this Policy, the fees for advertisements and messages shall be as follows:

	Advertisement/ Message Duration			
Applicant Type	One Day	One Week	One Month	Each Additional Month
Not-for-Profit	No charge	No charge	No charge	No charge
Individuals	$20.00	$40.00	$100.00	$75.00
Business	$30.00	$60.00	$150.00	$100.00

6. **Fee Payment Procedure:**

All fees charged are to be ***prepaid*** to the Town and all cheques must be made payable to the ***Town of Sussex***.

7. **Refunds:**

The Community Services Director shall recommend a refund to the Town Treasurer only when a paid advertisement has been cancelled by the applicant prior to being displayed. An administrative fee of $10.00 will be retained by the Town for all such requests.

Refunds will be issued by the Town Treasurer for this policy upon the recommendation of the Community Services Director.

8. **Fee Change:**

The fees outlined in this policy can only be altered by an amendment to this policy.

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9. **Taxes:**

All appropriate taxes are included where applicable.

Town of Sussex
Message Board Advertising Application

Instructions:

1. **Complete all sections of the application form, sign and date it.**
2. **Return completed application to the Recreation Department.**

For further instructions on how to prepare the application, contact the Recreation Department at 432-4573.

PART A - Applicant Information			
Primary Contact First Name:		**Primary Contact Last Name:**	
Phone:		**Fax:**	
Address:			
Email:			
Organization Name: (if applicable)			

PART B – Advertisement/ Message Information (Please complete all necessary fields)	
Event name:	**Date:**
Time:	**Location:**
Event Contact:	**Admission Fees:**
Additional Information/ Message: (Max. 40 characters)	
Message Start Date:	**Duration:**

PART C - Conditions

- Please refer to Town of Sussex Policy RD – 6, LED Message Board Advertising for a full list of conditions

Applicant signature _____ Date _____

OFFICE USE ONLY			
Invoice #:	Payment ID:	File Created:	File Scheduled: