



City of Artesia

Parks & Recreation Department

Banner Sponsorship Policy

PARKS & RECREATION DEPARTMENT BANNER SPONSORSHIP POLICY

I. INTRODUCTION

The City of Artesia (“City”), in its proprietary capacity, has determined that opportunities exist to raise revenues for the City’s Parks & Recreation Department through the sale of a limited amount of commercial advertising space in the form of banners to be located on fences in limited designated locations in City parks. The purpose of this Policy authorizing paid commercial advertising in the form of banners is to raise revenue for the City’s Parks & Recreation Department operations and to advertise goods and services provided in Artesia and the surrounding community. The City finds that allowing commercial advertising will attract businesses, commerce and industry to the City and encourage residents to use local businesses while enabling the City to fund Parks & Recreation Department operations and programs for the benefit of the City’s residents.

None of the designated advertisement locations identified in this Policy are a public forum for public discourse or free expression, and by adoption of this Policy or selecting paid commercial advertisements for any designated advertisement location, the City is not creating a public forum. The City is not creating a public forum, a limited public forum, or a designated public forum, but is creating a non-public forum open for a limited purpose.

II. PURPOSE

The purpose of this Policy is to ensure that all City Parks & Recreation Department facilities and parks reflect the City’s mission, municipal values, image and interests, and are in conformity with all applicable laws and regulations, while providing the City with an additional source to generate revenue. This Policy (i) provides standards for the use of the City’s limited advertising space in the form of banners to be located in designated advertisement locations; (ii) defines the types of advertising for which the City may sell banner space in designated advertisement locations; (iii) ensures that standards for acceptance or rejection of such banner advertising are clear and objective; and (iv) maintains the City’s reputation and public image by avoiding advertising that is offensive or controversial.

The standards and requirements contained in this Policy are intended to preserve the non-public forum status of the designated advertisement locations. This Policy is a viewpoint neutral policy that is reasonable in light of the purpose of raising revenue for City Parks & Recreation Department facilities and parks. The sale or selection of advertising space for a designated banner advertisement location, or the placement of any commercial advertisement in any designated advertisement location, does not imply any City endorsement of the product or service advertised. The City reserves the right



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to review each proposed advertisement in advance and to reject any proposed advertisement that does not meet the standards and requirements of this Policy.

III. DESIGNATED BANNER ADVERTISEMENT LOCATIONS

The sale of banner advertising space is limited to the following designated advertisement locations:

1. Artesia Park, 18750 Clarkdale Avenue, Artesia, California 90701
 - a. Baseball diamond field fencing
 - b. Outdoor soccer rink fencing
 - c. Tennis court fencing
 - d. Clarkdale parking lot north perimeter fencing
2. A.J. Padelford Park, 11870 169th Street, Artesia, California 90701
 - a. Tot lot playground fencing
 - b. Community garden fencing

IV. REQUIREMENTS AND RESTRICTIONS

1. The City will accept commercial advertisements in the form of banners to be hung from fences only for designated advertisement locations. As used in this Policy, “commercial advertisements” mean advertisements that propose a commercial transaction. Noncommercial advertisements for the purpose of expressing messages, communications or other content or images of any kind related to political, social, charitable, or religious issues or matters shall not be accepted. Advertisements which purport to propose a commercial transaction but which have a primarily non-commercial purpose shall not be accepted.
2. The City shall determine the amount of paid advertising space that each designated advertisement location will accommodate, if any.
3. The City shall not accept advertisements that contain any of the following:
 - a. Advertising that is contrary or detrimental to the City’s mission, core values, image and interests, or that violates this Policy.
 - b. Advertisements that advocate or promote the sale of alcohol, tobacco, electronic cigarettes, marijuana, or other controlled substances, firearms,



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weapons or pornography, or that contain any photographs, pictures, drawings or other images relating to such sale, use, products or services.

- c. Advertisements that advocate, promote or relate to the cultivation of medical marijuana, or that contain any photographs, pictures, drawings or other images relating to medical marijuana cultivation.
- d. Advertisements that contain pornography, profanity, obscenity, nudity, or sexually prurient materials or any material that is indecent, vulgar, profane, or scatological (as those terms are defined in California law), including in text, photographs, pictures, drawings or other images.
- e. Advertisements that advocate, promote or relate to adult-oriented businesses, sexually-oriented materials or sexually-oriented merchandise (as defined by the Artesia Municipal Code and state law).
- f. Advertisements that contain religious messages or images, or that discuss, advocate or promote a religious faith, organization, tenet or other belief.
- g. Advertisements relating to political campaigns or political issues, including but expressly not limited to advertisements on behalf of, in support of, or in opposition to any political candidate or ballot measure, or elected official; advertisements that contain any political messages or that discuss, debate, advocate or promote any political issue; advertisements that contain any text identifying or discussing any political candidate or elected official; or advertisements that contain any photograph, picture, drawing or other image of any political candidate or any elected official.
- h. Advertisements that advocate, promote, debate, discuss or relate to any charitable or social issue, cause, event, service, activity or event.
- i. Advertisements that promote or support gambling related activities, bail bonds, check cashing, pawn shops, or massage parlors, or that contain any photographs, pictures, drawings or other images of such activities, products or services.
- j. Advertisements that contain 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 orientation. For purposes of determining whether an advertisement contains such material, the City will determine whether a reasonably prudent person, knowledgeable of the City and using prevailing community standards, would believe that the



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advertisement contains material that ridicules or mocks, is abusive or hostile to, or debases the dignity or stature of, an individual or group of individuals.

- k. Advertisements that are false, misleading or deceptive.
- l. Advertisements that are libelous.
- m. Advertisements that infringe on any copyright, trade or service mark, title or slogan.
- n. Advertisements that advocate, promote or discuss acts of theft, murder, sedition, terror, vandalism, or other acts of violence, or contain any photographs, pictures, drawings or images of any acts of violence.
- o. Advertisements that promote or relate to any unlawful or illegal goods, products, services or activities.
- p. Advertisements that imply or declare endorsement by the City of any goods, products, or services.

V. NUMBER AND FORMAT OF ADVERTISEMENTS

Acceptance of commercial advertisements shall be subject to the City's budget, available space, aesthetics, and the City's need to convey information about the City's events, programs, services and activities, or other events, programs, services and activities related to the City, as determined in the City's sole discretion. The City shall determine, in its sole discretion, the size of each message, how much space to allocate to commercial advertising in a designated advertisement location, and to modify or eliminate the amount of space dedicated to commercial advertising at any time. The adoption of this Policy shall not guarantee a right or entitlement to place banner advertisements in any City designated advertisement location.

Quality, quantity, and placement of all banner advertising shall be determined by and subject to the approval of the City. An applicant shall not be guaranteed the right to purchase any advertising space, or the size of any banner or advertising space in any designated advertisement location. Advertising space shall be allocated on a first come-first serve basis, by lottery, or other means selected by the City, as determined in its sole discretion, to allow all interested businesses an equal opportunity to purchase available advertising space in a designated advertisement location.

Agreements for banner advertising space shall be for a duration not to exceed six months. The City may establish a schedule for allocation of banner advertising space



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twice a year or such lesser period of time as determined by the City in its sole discretion.

The text, copy and image of a banner advertisement shall be submitted in a high resolution electronic format acceptable to the City, which may include the following formats: .jpeg; .gif; .pdf; or .png

The City reserves the right to change the technical requirements for commercial advertisements at any time.

VI. APPLICATION PROCEDURES

1. The City Parks & Recreation Department shall have the sole discretion to determine the amount of advertising space available in a designated advertisement location and the size of each banner. The City's Parks & Recreation Department shall also have sole discretion in the placement and location of all advertising in designated advertisement locations, and priority shall be given on a first come, first serve basis. If there are conflicting banners, the staff will make recommendations to the applicants for other location opportunities.
2. An advertiser wishing to purchase advertising space on banners shall submit an application to the City's Parks and Recreation Department on the City form. The applicant shall include the name of the business applying, its primary or local location, and the final image of the proposed advertisement.
3. If the banner advertisement is accepted, the business shall enter into an agreement in conformance with this Policy approved by the City Attorney. This agreement shall be signed and returned to the City at least two months prior to the requested installation date.
4. If the banner advertisement is accepted, the applicant must remit the advertising payment amount and an electronic version of the final banner advertisement to the City Parks & Recreation Department within two weeks of acceptance. If the applicant does not remit payment and the electronic version within two weeks, the advertisement will be delayed. No pro-rated rates will be offered.
5. The City shall be responsible for ensuring the printing of the banner advertisement. The City will be responsible for the installation and removal of the banner advertisement. The City is not responsible for sign damage which occurs during the display period due to wear and tear, vandalism, wind, weather or any other cause. The City reserves the right to take down any banner advertisement that has become a hazard to the public.



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6. Contract holders will be given reasonable written notice of any increase in rates or advertising changes and will be given the opportunity to cancel contracts without penalty at the time the rate change becomes effective.

If a banner advertisement is rejected based on the standards and requirements of this Policy, it shall not be placed in a designated advertisement location unless it is changed to comply with this Policy. Any determination by the Parks & Recreation Department may be appealed to the City Manager, whose decision shall be final.



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PARKS & RECREATION DEPARTMENT BANNER SPONSORSHIP APPLICATION

All information on this application shall be filled out completely and returned to the Parks and Recreation Office located at 18750 Clarkdale Avenue, Artesia CA 90701 for processing.

Name of Business/Organization: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Primary Phone Number: _____ Fax: _____

Email Address: _____

Primary Purpose of Business/Organization: _____

Banner Location Request (Applicant may rank requested locations 1-3. Requests will be honored based on available space on a first come, first serve basis):

____ Artesia Park Ball Field fencing

____ Artesia Park outdoor Soccer Rink fencing

____ Artesia Park Tennis Court fencing

____ Artesia Park north perimeter fencing at Clarkdale parking lot

____ AJ Padelford Park Tot Lot Playground fencing

____ AJ Padelford Park Community Garden fencing

Logo/Image:

A 8"x11" print of the logo which the Applicant wishes to have on display shall be included as an attachment to this application. An application submitted without the image will be considered incomplete and will be returned to the Applicant. If the application is approved, the Applicant will be required to submit a high resolution electronic file to the City in one of the following formats: .jpeg; .gif; .pdf; or .png



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Sponsorship Amount and Payment Information:

If an application is reviewed and found to meet all requirements outlined in the Parks & Recreation Department Banner Sponsorship Policy, the Applicant will be notified of approval. The Applicant will be required to remit: (1) payment of \$350, (2) the signed Advertising Agreement, and (3) the electronic file of the logo/image.

Approved Applicants will receive a 3'x5' Banner to be displayed for a period of six months beginning in February or August along with a recognition plaque to be displayed in their place of business.

Questions may be directed to the Parks and Recreation Office at (562) 860-3361.

Office Use Only

Application received on _____ by _____

Application reviewed on _____ by _____

Application meets requirements? Yes No

Approved Applicants return required materials:

- \$350 sponsorship
- Signed Sponsorship Banner Agreement
- High resolution electronic logo/image

Banner display period:

- February-July
- August-January