



The Municipality of North Perth

Arena Advertising Policy

1. Purpose

This policy provides guidelines and specifications for the advertising opportunities available at the Steve Kerr Memorial Complex, Elma/Logan Recreation Complex and Wallace Community Centre that are permitted by the Municipality of North Perth to businesses and organizations.

2. Guidelines

- a) Advertising will be limited to legitimate business interests, non-profit organization promotions, or other approved advertisements.
- b) Advertising Agreements have a one year minimum duration. Yearly invoicing will be sent to the advertiser. After paying the invoice, advertisers can choose to cancel their advertisement for the next season by notifying the Booking Coordinator. The advertising agreement will remain in effect for as long as the advertiser chooses to advertise at the facility.
- c) Space is available on a first-come, first-served basis. Advertisers will have the option to add their name to a waiting list if their desired advertising option is not available.
- d) The specific location of the advertisement will be discussed between the Municipality and the advertiser and will be mutually agreeable to both parties.
- e) The advertiser is responsible for the production and delivery of the advertisement. All costs involved in this are also the responsibility of the advertiser.
- f) The advertiser may use the sign company of their choice; however the municipality's specifications must be followed.
- g) Some or all advertising may be covered during special events. The advertiser will not be compensated for any lost exposure time during this time.

3. Specifications

Board Advertising

The number of spaces along the ice surface that are available at each facility varies.

- a) Advertisements shall be in the form of a board panel (white poly) that will be provided by the Municipality, or the sign company. The advertiser is responsible for the printing costs. Board ad material must be no more than 1/16 of an inch thick.
- b) Board advertising may vary in size, depending on the location of the ad placement. Please verify the size and border requirements with the Municipal staff before going into production.

Hanging Signs, Lobby Signs & Score Clock ads

- a) Spaces for hanging signs, lobby signs and score clock ads may vary in size, depending on the location of the ad placement. Please verify the size and border requirements with Municipal staff before going into production. The advertiser is responsible for the sign and printing costs.

- b) There is 1 sport for a scoreboard flexface advertisement at the Steve Kerr Memorial Complex. The advertiser is responsible for all material and printing costs. The Municipality will be responsible for installation.

Stair Risers

- a) Spaces for decals on the stair risers are available at the Steve Kerr Memorial Complex in groupings of five stairs. Advertisers are responsible for the material, printing and installation costs associated with the stair risers. The Municipality must approve the material that is being used.
- b) The Municipality and the advertiser will work together to determine the location for these decals.
- c) Riser widths range from 40" to 70" and will be available on a first come first served basis.
- d) The Advertiser is responsible for all replacements costs of the stair risers.

In Ice Ads

- a) Space is limited to four advertisements at each ice surface.
- b) The maximum size of the logo cannot exceed 10 feet by 10 feet, and the advertiser is responsible for the material costs and production.
- c) Municipal staff will need to be consulted on any ice surface advertisements prior to production, and are responsible for installation.

4. Installation

- a. The Municipality is responsible for the installation of all advertising, with the exception of the Stair Risers.
- b. The Municipality will install the "Lexan" cover, on the board ads and will replace any "Lexan" panel deemed unsuitable as a result of damage through regular scheduled activities at the facility. The Municipality will use their discretion as to what is unsuitable (markings that hinder the reading of the advertisement, etc.).

5. Removal

- a. The Municipality is responsible for the removal of all advertising.
- b. The Municipality will not be held liable for any damage that may occur to the advertisement during the removal process.
- c. The Municipality will inform the advertiser when the ad has been removed, and the advertiser can pick up the ad, or make arrangements for the Municipality to dispose of the ad.

6. Financial

- a. The advertiser agrees to pay for their ad space as discussed with the Municipality on an annual basis. If the account is not paid by the due date, monthly penalty will be applied to the account at the rate of 2%. If the account remains unpaid after 120 days, further action will be communicated to the advertiser (removal of sign, transfer of account to property taxes, account sent to collections, etc.).
- b. If you advertise at all three North Perth facilities, the third is free. The free ad must be the same or less value than the other two ads.



The Municipality of North Perth Arena Advertising Agreement

BETWEEN

THE MUNICIPALITY OF NORTH PERTH PARKS AND
RECREATION DEPARTMENT

AND

Organization	<input type="text"/>
Contact Person	<input type="text"/>
Invoicing Address	<input type="text"/>
Phone Number	<input type="text"/>
Email Address	<input type="text"/>
Facility where ad will be located	<input type="text"/>
Type of Ad (Board, Hanging sign, etc.)	<input type="text"/>
Details	<input type="text"/>

On behalf of the Organization, I have read the Arena Advertising policy, and agree to abide by the terms and conditions of the Advertising Agreement.

Advertisers Signature:

Date:

ACCEPTED AND APPROVED BY MUNICIPALITY OF NORTH PERTH

Staff Signature:

Date:



The Municipality of North Perth Arena Advertising Rates

All rates are annual and subject to HST

Steve Kerr Memorial Complex

Hanging signs	\$250.00
Board ads	\$425.00
Stair Risers (Ice area)	\$100.00/stair (minimum of 5 stairs)
In Ice Ads	\$750.00
Scoreboard Flexface	\$1,000.00

Elma Logan Recreation Complex

Board ads	\$385.00
Lobby signs (small)	\$180.00
(large)	\$257.50
Arena sign (24X96)	\$180.00
In Ice Ads	\$675.00

Wallace Community Centre

Rear wall ad (48X96)	\$205.00
Side wall ad (48X96)	\$180.00
Board ads	\$385.00
Score clock ad	\$310.00
In Ice Ads	\$675.00