

Assiginack Arena Advertising Policy

Purpose

To provide consistent guidelines for the annual rental and use of advertising spaces within the Assiginack Arena.

Guidelines for Businesses

Businesses may rent an identified advertising space within the arena. Priority will be given to those businesses located within the Township of Assiginack. The businesses that are advertising will be responsible for the cost of the sign. The municipality reserves and holds authority over inspection of all advertising and can remove or reject any advertising that may be deemed offensive. The municipality chooses exact location of sign once placement is chosen by business.

All signs must meet the following specifications:

- Placement 1 (P1) — Around ice/dry pad on wall
 - o Seven placements available
 - o Charge \$250.00 (plus HST)
 - o Maximum size: 3.5' height x 8' length
 - o Light metal, waterproof

- Placement 2 (P2) — Around ice/dry pad on boards
 - o Sixteen placements available
 - o Charge \$250.00 (plus HST)
 - o Maximum size: 3.5' height x 8' length
 - o Rink Board Polystyrene and Rink Board Clear Cover Polycarbonate 3mm

- Placement 3 (P3) — Zamboni: Located on either side of the Zamboni
 - o Two placements available
 - o Charge \$400.00 (plus HST)
 - o Maximum size: 12" height x 24" length
 - o Magnetic

Renewal invoices will be sent out at the beginning of September each year.

An Advertising Rental Agreement (Schedule 'A') must be completed and applicable fees paid prior to the installation of the sign.

If a business fails to pay their rental invoice within the set terms the sign shall be removed by the Township, and the business has 30 days to pick up sign, once notified.

Signed this _____ day of _____, 2023

Township of Assiginack

Alton Hobbs
Chief Administrative Officer

SCHEDULE "A"

Township of Assiginack Arena Advertising Rental Agreement

Company Name: _____

Contact Name: _____

Mailing Address: _____ Postal Code _____

Phone: _____ Cell: _____

Email: _____

Signature: _____ Date: _____

The applicant is to supply the sign by meeting the following:

1. Supply
The Advertiser shall supply the sign.
2. Initial Charges
The Advertiser shall be responsible for the cost of making the new sign as per policy guidelines.
3. Rental Placement Rates:
Rental charges are in accordance with Council resolution and are as follows:
 - Placement 1 (P1) — Around ice/dry pad on wall
 - o Seven placements available
 - o Charge \$250.00 (plus HST)
 - o Maximum size: 3.5' height x 8' length
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 - Placement 2 (P2) — Around ice/dry pad on boards
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4. Approval

The municipality must approve the artwork/image of the sign prior to it getting installed.

5. Installation

The Sign will be installed by the Township Public Works staff within two weeks of agreement execution and sign readiness, pending no emergencies. The municipality will choose exact location once placement is chosen by business.

6 Annual Renewal

The annual rental fee is for September 1 to August 31 or part thereof, there is no prorating for part of a year. The annual rental fee is subject to change.

7. Title

Title to the Sign shall at all times remain the sole property of the Business,

8. Maintenance:

The Business owner shall, at its own expense, maintain and service the Signage.

Current Annual Fee is \$_____for rental placement space of (P1/P2/P3)___

The Township reserves the right to refuse to place signs that in the opinion of the Township may be offensive.

TOWNSHIP OF ASSIGINACK

Per:

Date: _____

ADVERTISER

Per:

Date: _____

