

**City of Somersworth**

**City Park Sponsorship Advertising Sign Permit**

**\*Office Use Only\***

Date Rec'd: \_\_\_\_\_

Fee Paid: \_\_\_\_\_

Park SIGN# \_\_\_\_\_

Please complete the following application and submit to the City Manager's Office along with the **\$300.00 advertising fee**. The application will be reviewed by the City Manager or designee.

Banners will be displayed in one location, on a first come first serve basis for 7 months from April 1<sup>st</sup> through November 1<sup>st</sup>.

1. **Applicant:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_ **Email:** \_\_\_\_\_

2. **Requested Park:**     \_\_\_ Noble Pines (outfield fence)  
                                 \_\_\_ Millennium Park Outfield Fence  
                                 \_\_\_ Millennium Park Dog Park Fence  
                                 \_\_\_ Jules Bisson Park (fence along River St.)

3. **Banners shall meet the following specifications, please check the following as they are completed:**

- a. Allowed size shall be four feet by eight feet (4'x8'): \_\_\_\_\_
- b. Font will be at least 6 inches: \_\_\_\_\_
- c. No more than 4 different colors per banner: \_\_\_\_\_
- d. Banners will be made of vinyl and must include at least 4 metal grommets located in the four corners: \_\_\_\_\_
- e. Banners may include a maximum of one logo: \_\_\_\_\_
- f. Banners are to be one-sided only: \_\_\_\_\_
- g. All banners are required to include an exactly 2", solid, blue border around the outside perimeter of the banner in the hexadecimal color code: 002f9b: \_\_\_\_\_

4. **Please attach a copy of the proposed banner including, all wording, logos, color schemes, images and layouts.**

5. **Please read and sign page 2 of this application.**

Applications shall be compliant with the City of Somersworth Administrative Regulation (A.R. No. 1.005) City Park Sponsorship Advertising. The undersigned attests that the supplied information is accurate and complete and has reviewed the Administrative Regulation and requests the application be processed.

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Applicant Signature

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Date

**Terms and Limits:** The term of the banner placement shall be April 1 through October 1 in a given year. In October after banners are removed, the City will contact applicant to pick up the banner at the City Hall Recreation Office. The City of Somersworth may limit the number of banners placed on any field/fence location and location shall be determined on a first come first served basis. All approved banners shall be required to execute a signed agreement with the City of Somersworth. Approved banners will be affixed by the City of Somersworth utilizing zip ties or rope to secure the banner to the fence at the discretion of the City.

The City is not responsible for costs associated with damage to any banners. Banners that are damaged, vandalized, or deemed to be in poor condition will be removed immediately by the City and the Applicant will be notified to pick up the banner to fix or replace. Applicants are required to make repairs or replacements to banners if they are damaged, vandalized or stolen within a 30- day period from notification by the City. The City shall replace any removed banner for the remainder of the advertising term after a new or repaired banner has been provided by the Applicant. If a new banner is not provided within 30 days the applicant will lose his approval and approval may be given to applicants on waiting list.

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**OFFICE USE ONLY**

**APPROVED:** \_\_\_\_\_


**DENIED:** \_\_\_\_\_ **REASON FOR DENIAL:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**City Manager or Designee:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**CITY OF SOMERSWORTH - ADMINISTRATIVE REGULATION**

Office of the City Manager Executive Department City of Somersworth, New Hampshire	Effective Date:  <b>October 18, 2021</b>	A.R. No: <b>1.005</b>
		# of Pages <b>2</b>
Subject:  <b>City Park Sponsorship Advertising</b>	Supersedes: <b>March 12, 2021</b> <b>August 10, 2020</b>	Approved by:   City Manager

**PURPOSE:** These Regulations establish certain procedures to allow the City of Somersworth to approve permit applications for the placement of private advertisement banners in available locations in City Parks for a fee.

**DEFINITIONS:**

**Interested parties:** Any sponsorship purchaser, whether an individual or an entity.

**Tobacco products:** Any product to include e-cigarettes, cigars, pipes, snuff, smokeless tobacco, chewing tobacco, vapes, products containing tobacco, and tobacco in any form.

**Alcohol products:** To include any alcoholic spirituous, vinous, fermented or other alcoholic beverages, or combination of liquors and mixed liquors, intended for human consumption as a beverage having an alcoholic content equal to or greater than 1 percent of alcohol by volume.

**LOCATION(S):** Private banners permitted under this ordinance shall be permitted in the following locations:

- Noble Pines Park (outfield fence),
- Millennium Park (outfield fence & Dog Park fence),
- Jules Bisson Park (fence along River Street).

**GENERAL PROCEDURES AND STANDARDS:** Sponsorship banners shall be managed according to the following procedures and standards and in accordance with Chapter 30 of the City of Somersworth's Ordinances:

- Banners are prohibited from displaying imaging, wording, or other advertisement related to tobacco products or alcohol products.
- All banner designs must conform to meet the specifications provided herein.
- Interested parties and all related subsidiaries or affiliates are limited to one sign per field.
- Applicants may request a certain location and open spots will be filled on a first come, first served basis.
- No banner may unreasonably interfere or detract from the promotion of public health, welfare, safety, and recreation.

**SPECIFICATIONS:** All banner designs must conform to meet the specifications provided herein:

- Allowed size shall be four feet by eight feet (4'x8')
- Font will be at least 6 inches.
- No more than 4 different colors per banner
- Banners will be made of vinyl and must include at least 4 metal grommets located in the four corners.
- Banners may include a maximum of one logo
- Banners are to be one-sided only.

**CITY OF SOMERSWORTH - ADMINISTRATIVE REGULATION**

Subject: <b>City Park Sponsorship Advertising</b>	Effective Date: <b>October 18, 2021</b>	A.R. No: <b>1.005</b>
		Page <b>2</b> of <b>2</b>

- g. All banners are required to include an exactly 2", solid, blue border around the outside perimeter of the banner in the hexadecimal color code: 002f9b.

**ADVERTISING TERMS AND COSTS:** Banners will be displayed in one location, on a first come, first serve basis for 6 months from April 1<sup>st</sup> through November 1<sup>st</sup>. The cost will be \$300.00 per advertising year.

**APPROVAL PROCEDURE:** All wording, logos, color schemes, and images and layouts shall be submitted for pre-approval by the City Manager or his designee. All banner requests must be submitted in writing to the City Manager or his designee by March 1 of each year. Sponsors returning with banners from a prior season must still submit a written request to the City Manager or his designee and are not guaranteed the same placement from the prior season. Placement each season will be made on a first come first served basis. The City Manager or his designee shall be responsible for issuing the permit. The City may reject any proposed design for any reason and at its sole discretion.

**TERMS AND LIMITS:** The term of the banner placement shall be April 1 through November 1 in a given year. In November after banners are removed, the City will contact applicant to pick up the banner at the City Hall Recreation Office. The City of Somersworth may limit the number of banners placed on any field/fence location and location shall be determined on a first come first served basis. All approved banners shall be required to execute a signed agreement with the City of Somersworth. Approved banners will be affixed by the City of Somersworth utilizing zip ties or rope to secure the banner to the fence at the discretion of the City.

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**AMENDMENT/TERMINATION:** The City of Somersworth reserves the right to remove a banner at any time at its sole discretion upon any breach by the Applicant of any term or condition of this Program. The City Manager or his designee reserves the right to amend the Advertising Program Regulations at any time and for any reason, in whole or in part.

**WARRANTIES:** Applicant warrants that any submitted banner does not infringe any copyright, whether common law or statutory, and will not violate any law or any personal or property rights.