

CATEGORIES 3

ORIGINAL DATE PROPOSED:11/15/2000

ORIGINAL DATE OF VOTE: 12/20/2000

ACCEPT (Y/N):

The Facility will sell indoor advertising in the form of banners, dasher board signage, and backlit advertising panels. The advertising shall be governed by at least, but not necessarily limited to, the following requirements:

1. All proposed signage contracts, rates, conditions and signage wording/graphics are subject to management approval prior to any installation activities commencing.
2. Signage is to be sold on a first-come-first serve basis with respect to location within each signage category.
3. Existing signage contractors that have complied with the facilities signage requirements shall have a location "right-of-first-refusal" when extending their contract. That is, they may retain their current signage location so long as there is no break in coverage associated with a contract extension.
4. Signs will not be backlit until the facility wiring has been modified to support such signage.
5. All signage production charges are the responsibility of the advertiser, and must comply with facility signage requirements.
6. All signage contracts are non-cancelable and non-refundable.
7. The facility reserves the right to cancel any signage contract where the advertiser is in violation of facility signage requirements and refuses to become compliant within a reasonable amount of time to be determined by the facility manager.
8. The facility reserves the right to require the advertiser to correct or replace any signage that the facility manager deems to be a safety hazard to facility customers, or that is in violation of facility viewing standards.
9. The facility reserves the right to determine if signage has become unacceptable because of age or damage and the right to require that the advertiser replace such signage.

The signage sales packages shall be defined by the Facility Manager, with Board approval, and placed in the procedures manual under the category of Advertising Opportunities which shall define signage packages available (such as general and premier) for each of the above rink areas. These packages shall include, but not be limited to,

- pricing and pricing negotiation guidelines,
- specific position of the advertisement
- exclusivity rules,
- commission structure for sales of packages,
- payment schedule, and
- advertising agreement to be signed by purchaser.

COMMENTS