

ADVERTISE YOUR BUSINESS



THE BEST ATTENDED PARKS &
FIELDS IN THE SOUTHEAST VALLEY:

McQueen | **Crossroads** | **Cosmo**

Your support allows the Gilbert Parks and Recreation Foundation to bridge the financial gap for the Gilbert Parks and Recreation Department through raising additional funds to enhance programming, special projects and facilities. We strive to strengthen the community and provide safe, playful recreational opportunities that support health, wellness and fulfillment.

www.myGPRF.org





Ballfield Sign Advertising Program

REQUIREMENTS AND GUIDELINES

Objective: The Gilbert Parks and Recreation Foundation (“GPRF”) sells advertising space for the purpose of supporting GPRF projects and programs, including supporting the Gilbert Assistance Program, a Gilbert Parks and Recreation scholarship program for families with financial needs. GPRF establishes herein the Requirements and Guidelines for the purpose of maximizing revenue and insuring a safe and welcoming environment for Gilbert Park and Recreation (“GPR”) facilities and locations. Applying for advertising space does not guarantee you will receive advertising space, as the GPRF Board will review each application. The following requirements and guidelines must be met before a sign can be approved for display:

Approval: All wording, logos, color schemes and pictures must be submitted for approval during the sign design and copy stage prior to having signs made and displayed. Once an application for signage is received, GPRF will have up to 30 days to approve or reject the application from the advertiser. If the application is approved, the advertiser will have up to 30 days to submit a draft copy of their sign to the GPRF for review and approval. Once the draft copy of the sign is received, GPRF will approve or disapprove of the sign within 10 business days. If a sign is approved, the advertiser will have up to 30 days to produce the finished sign to GPRF. After 30 days, if the finished sign has not yet been delivered to the GPRF, the advertiser’s payment will be nonrefundable and the space may be sold to another advertiser. If the sign is not approved, the advertiser will receive a refund of the money paid.

Term: GPRF will post and display approved signs within 10 business days following receipt of the finished sign. Signs will be displayed for 365 days from the initial posting of the sign (the “Advertising Term”). An advertiser may choose to renew for another Advertising Term. The choice to renew must be made 60 days prior to the close of the Advertising Term. Thereafter, GPRF may choose to sell the space to another advertiser. For advertisements that are not renewed, sign will be removed and must be picked up within 10 business days at the designated pickup location. After 10 days the sign will be disposed of.

Delivery-Pickup Location: Approved signs must be delivered to the Town of Gilbert Parks and Recreation Department at 90 E. Civic Center Dr., Gilbert, AZ 85296 – Attention: Linda Ayres. Office Hours: Monday – Thursday 7:00 am – 6:00 pm.

One Advertisement per Field: GPRF may choose, in its sole discretion, to limit any individual advertisers to one sign per field.

Payments: All payments must be received with the application. Renewal payments must be received 60 business days prior to the close of the Advertising Term.

Waiting Lists: If there is no advertising space available, an Advertiser may choose to be placed on a waiting list.



The Gilbert Parks and Recreation Foundation

Vandalism/Damaged Signs: Each advertiser must ensure signs are presentable at all times. Neither GPRF, Gilbert Parks and Recreation (GPR), nor the Town of Gilbert is responsible for sign damage due to weather, graffiti, theft, vandalism or any other means. All signs damaged or vandalized will immediately be removed. If a sign is vandalized or otherwise damaged, advertisers may choose to repair or replace the sign within a 30 day period from notification of the damage. After the 30 day period, the space may be sold to another advertiser without refund to the original advertiser.

Sign Size: 4' X 8' Horizontal

Colors: Signs must have a 2" Hunter Green border. They must have a solid color background.

Sign Materials: Sign must be placed on .060 Styrene material for all field fences. All must have 3/4" pre-drilled holes or 3/4' grommets in each corner, one top center and bottom center each for a total of 6 holes to be used to hang and attach to the fence.

Pre-Approved Vendor: ABD Signs & Printing (623-205-6996) has been pre-approved for providing the proper type of material for the signs. Other sign companies can be used but may slow down the process.

Font: Must be 3" and larger. Not more than 3 different font colors per sign. Fonts must be selected from approved font style list in either normal or bold style. Acceptable fonts include the following:

Font Styles: Must select fonts from preapproved list provided below.

- ARIAL
- **Arial Black**
- Arial Narrow
- **Bell MT**
- Book Antigua
- Calibri
- Century
- Cooper Black
- Copperplate Gothic Bold
- Franklin Gothic Medium
- Any other font submitted for approval prior to the creation of the sign.

Logos/Pictures: Up to 2 logos each or pictures or combination. Pictures/Logos can't utilize more than 40% of the entire sign.



The Gilbert Parks and Recreation Foundation

Prohibited Signs: GPRF will not accept any sign if it falls within one or more of the following prohibited categories:

- The sign is political in nature. The sign promotes or opposes a political party, or promotes or opposes any ballot referendum or the election of any candidate or group of candidates for federal, state, judicial, or local government offices. The sign advocates or expresses a political opinion, position, or viewpoint regarding disputed economic, political, moral, religious or social issues or related matters, or support for or opposition to disputed issues or causes.
- Is false, misleading, or deceptive.
- Promotes unlawful or illegal goods, services, or activities, or involves other unlawful conduct.
- Is obscene or sexually offensive in nature including by depicting or describing in a patently offensive manner sexual or excretory activities or contains sexually explicit material that appeals to the prurient interest in sex or is so violent, frightening, or otherwise disturbing as to reasonably be deemed harmful to minors. Contains an image of a person who appears to be a minor in sexually suggestive dress, pose, or context.
- Promotes tobacco or any tobacco-related products or promotes alcohol or adult businesses, including escort services or sexually oriented businesses.
- Contains material that GPRF foresees would imminently incite or provoke violence or other breach of the peace.
- Contains material that demeans or disparages an individual or group of individuals. For purposes of determining whether an advertisement contains such material, the GPRF will determine whether a reasonably prudent person, knowledgeable of the prevailing community standards, would believe that the advertisement contains material that is abusive to, or debases the dignity of, an individual or group of individuals.

Severability: If any part of this document declared invalid, in whole or in part, by any court of competent jurisdiction, such portion shall be deemed severable, and such invalidity shall not affect the validity of the remaining portions of this Policy, which remaining portions shall continue in full force and effect.



The Gilbert Parks and Recreation Foundation

Ballfield Sign Advertising Program Application for Sign Space

Name of Company/Organization: _____

Address: _____

Phone: _____ Fax: _____

Email: _____ Type of Business: _____

Signature: _____ Date: _____

Total Amount Due With Application \$ _____

(Amount from attached Order Form)

Important Information/Dates:

Please keep a copy of your Application and Order Form for your records.

Submit Application, Order Form, and Check to:

Gilbert Parks & Recreation Foundation - Attn. Linda Ayres - 90 E. Civic Center Drive,
Gilbert, AZ 85296

Make Check Payable to: Gilbert Parks and Recreation Foundation

Hours of Operation: Monday – Thursday, 7:00am – 6:00pm

*Submit a draft copy of your sign to GPRF within 30 days of application submittal.

**GPRF will approve/disapprove of sign within 10 business days of receiving application.

**If approved, you have 30 days to deliver the sign to GPRF.

*All signs are subject to the Requirements and Guidelines set forth by the Gilbert Parks and Recreation Foundation (“GPRF”).

****Approval:** All wording, logos, color schemes and pictures must be submitted for approval during the sign design and copy stage prior to having signs made and displayed. Once an application for signage is received, GPRF will have up to 30 days to approve or reject the application from the advertiser. If the application is approved, the advertiser will have up to 30 days to submit a draft copy of their sign to the GPRF for review and approval. Once the draft copy of the sign is received, GPRF will approve or disapprove of the sign within 10 business days. If a sign is approved, the advertiser will have up to 30 days to produce the finished sign to GPRF. After 30 days, if the finished sign has not yet been delivered to the GPRF, the advertiser’s payment will be nonrefundable and the space may be sold to another advertiser. If sign is not approved, the advertiser will receive a refund of money paid. No explanation of disapproval required by GPRF.

*****Term:** GPRF will post and display approved signs 10 business days following receipt of the finished sign. Signs will be displayed for 365 days from the initial posting of the sign (the “Advertising Term”). An advertiser may choose to renew for another Advertising Term. The choice to renew must be made 60 days prior to the close of the Advertising Term. Thereafter, GPRF may choose to sell the space to another advertiser.

For Foundation Use Only:

Application Received _____ Approved/Rejected _____ Date: _____

CK# _____ CK Amount \$ _____ Date Received _____

Sign Received _____ Sign Installed _____ Location _____



The Gilbert Parks and Recreation Foundation

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Sign Order Form

(Please complete the below form and submit along with your application and payment)

Ball Fields

Park	Banner Type	Price Per Year	Quantity	Total	Sign Location (Foundation Use)
McQueen	Outfield	\$225		\$	
McQueen	Backstop	\$325		\$	
Freestone	Outfield	\$225		\$	
Freestone	Backstop	\$325		\$	
Crossroads	Outfield	\$225		\$	
Crossroads	Backstop	\$325		\$	
Total				\$	

Multi-Purpose / Dog Park Locations

Park	Banner Type	Price Per Year	Quantity	Total	Sign Location (Foundation Use)
Cosmo	Lower Basin Fence	\$225		\$	
Crossroads	Multi-Purpose	\$225		\$	
Crossroads	Dog Park	\$225		\$	
Total				\$	

All signs are subject to the **Requirements and Guidelines as set forth by the GPRF which may change from time to time.

***Multi-Field Advertising Discount:** Advertisers wishing to have multiple signs displayed at a combination of field locations (only one sign per field) will be granted a discount of 5% for an additional field and 10% on all additional fields over two.

Please send the completed form and/or any questions to:

Matt Johnson - mjohnson@mygprf.org