
Karol Maschmeyer Arena Advertising Policy

Date of approval by Council: *JUNE 15, 2022*

Last Approved: October 2, 2019

Lead Role: Director of Development and
Legislative Services

Administrative Responsibility: Chief Administrative Officer

Policy Number: SER-097

Next Review: October 2025

Replaces: 197/2018, 318/2019

Purpose

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

Guidelines for Businesses and Sponsors

Businesses and sponsors may rent an identified advertising space within the arena. Priority will be given to Town of Bruderheim Businesses. The business and organizations that are advertising will be responsible for the cost of the sign. The town reserves and holds authority over inspection of all advertising and can remove or reject any advertising that may be offensive or if they receive complaints.

All signs must meet the following specifications:

"h" means the height of the sign

"l" means the length of the sign

"w" means the width of the sign

- Placement 1 (P1) – Rink Board
 - Twenty placements available
 - Minimum charge \$250.00 (plus GST)
 - Maximum size: 3'h x 8'l x $\frac{1}{8}$ " w
 - Waterproof paper or Foam Board

- Placement 2 (P2) – Zamboni: Located on either side of the Zamboni
 - Two placements available
 - Minimum charge \$500.00 (plus GST)
 - Maximum size: 24"h x 75" l x $\frac{3}{16}$ " w
 - Foam Board

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 Town and the Town is under no obligation to return the sign to the business.

Guidelines for Non-Profit Organizations

Non-profit groups may book an annual advertising space located in a non-prime location, without rental costs. The group that is advertising will be responsible for the cost of the sign. The town reserves and holds authority over inspection of all advertising and can remove or reject any advertising that may be offensive or if they receive complaints.

All signs must meet the following specifications:

“h” means the height of the sign

“l” means the length of the sign

“w” means the width of the sign

- Placement 1 (P1) – Rink Board
 - Six placements available
 - Maximum size: 3'h x 8'l x 1/8" w
 - Waterproof paper or Foam Board

An Advertising Agreement (Schedule 'B') must be completed

Signed this 15 day of June, 2022.

TOWN OF BRUDERHEIM



Patty Podoborzny
Chief Administrative Officer

SCHEDULE "A"

Town of Bruderheim Karol Maschmeyer Arena Advertising Rental Agreement

Company Name: _____

Contact Name: _____

Mailing Address: _____ Postal Code _____

Phone: _____ Cell: _____ Fax: _____

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 including lexon coverage of sign.
3. Rental Placement Rates:
Rental charges are in accordance with Council resolution and are as follows:
 - Placement 1 (P1) – Rink Board
 - Twenty placements available
 - Minimum charge \$250.00 (plus GST)
 - Maximum size: 3'h x 8'l x 1/8" w
 - Waterproof paper or Foam Board
 - Placement 2 (P2) – Zamboni: Located on either side of the Zamboni
 - Two placements available
 - Minimum charge \$500.00 (plus GST)
 - Maximum size: 24"h x 75" l x 3/16" w
 - Foam Board
4. Installation
The Sign will be installed by the Towns Public Works staff within two weeks of agreement execution and sign readiness, pending no emergencies.

5. 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.

6. Title

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

7. Maintenance:

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

Current Annual Fee is \$ _____ for rental placement space of _____.
(select one: P1, P2).

The Town reserves the right to refuse to place signs that in the opinion of the Town or its agents may be offensive.

TOWN OF BRUDERHEIM

Per:

Date: _____

ADVERTISER

Per:

Date: _____

Sketch / sample of sign below. (If requested by the Town).

SCHEDULE "B"

Town of Bruderheim Karol Maschmeyer Arena Advertising Agreement

Company Name: _____

Contact Name: _____

Mailing Address: _____ Postal Code _____

Phone: _____ Cell: _____ Fax: _____

Email: _____

Signature: _____ Date: _____

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

2. Supply
The Advertiser shall supply the sign.
2. Initial Charges
The Advertiser shall be responsible for the cost of making the new sign including lexon coverage of sign.
3. Rental Placement Rates:
Rental charges are in accordance with Council resolution and are as follows:
 - Placement 1 (P1) – Rink Board
 - Six placements available
 - Maximum size: 3'h x 8'l x 1/8" w
 - Waterproof paper or Foam Board
4. Installation
The Sign will be installed by the Towns Public Works staff within two weeks of agreement execution and sign readiness, pending no emergencies.
5. Annual Renewal
Annually the advertising on the rink board will be renewed.
6. Title
Title to the Sign shall at all times remain the sole property of the Business.
7. Maintenance:
The Business owner shall, at its own expense, maintain and service the Signage.

The Town reserves the right to refuse to place signs that in the opinion of the Town or its agents may be offensive.

TOWN OF BRUDERHEIM

ADVERTISER

Per:

Per:

Date: _____

Date: _____

Sketch / sample of sign below. (If requested by the Town).