

**Grand Traverse County Parks and Recreation Department
Civic Center Baseball Field Advertising Agreement**

This agreement is between the Grand Traverse County Parks and Recreation Department, hereinafter "GTCPR", and the Undersigned Business Advertiser, hereinafter "Undersigned".

The Civic Center has five junior baseball fields, each surrounded by a four-foot high fence. GTCPR and the Undersigned wish to enter into an agreement for the placing signage on a baseball field fence during baseball season, as agreed upon between the Undersigned and the GTCPR.

The GTCPR and the Undersigned agree, as follows.

1. Projected number of banners and scoreboard advertisement

Total Number of Banners: _____ Total Number of Scoreboard Advertisements: _____

Total Cost: _____

2. Banners. The Undersigned will furnish, at own expense, the sign, which shall be two (2) feet by five (5) feet, and made of lightweight, weather-resistant material, as follows;
 - 12-ounce vinyl windscreens with air vents (smiles), brass grommets in each corner and in the center of the banner, with sign borders having a sewn edge for durability
or
 - vinyl mesh windscreen material with brass grommets in each corner and in the center of the banner, with sign borders having a sewn edge for durability
3. Scoreboard. GTCPR will place the sign on the fence at the beginning of the baseball season, then remove and store the sign at the end of the season for the Undersigned. GTCPR will return all signs to the undersigned at the end of the term, as purchased by the Undersigned, and as indicated in this Agreement.
4. Removal. GTCPR may remove any sign that it determines to be in poor condition. The Undersigned shall be responsible for replacing of any sign so removed.
5. Location. GTCPR shall have the sole right to determine where a sign shall be placed on a field fence. GTCPR must approve the sign, its design, and message prior display. (Complete a "design approval form," attached, and return to GTCPR with this agreement.)
6. Damages. GTCPR is not responsible for any damage to an Undersigned's sign. Repairs or replacement of a sign due to damage from wear and tear, wind, vandalism, theft, or any other cause shall be the undersigned's sole expense.

Grand Traverse County Parks and Recreation:

Business Advertiser:

Kristine Erickson, Director

(Business Name)

Date: _____

Authorized by (Print Name/Title)

Signature

Date: _____

Grand Traverse County Civic Center Advertising Design Approval Form

Include all text, artwork, and logo plans for the sign, along with this form, to GTCPR. Sign may not be printed or placed until content approved by GTCPR.

Name of Business Advertiser: _____

Person Completing this Form: _____

Phone Number: _____

Banner Size: 2 feet by 5 feet

Scoreboard Advertisement: 4 feet by 4 feet

Description of Design and Message:

Return to: Grand Traverse County Parks and Recreation
1213 Civic Center Drive
Traverse City, Michigan 49686
or by e-mail to: rwalsh@grandtraverse.org

Grand Traverse County Parks and Recreation

Approved by: _____
Name/Title

Signature

Date

**GRAND TRAVERSE COUNTY
PARKS AND RECREATION
POLICY**

POLICY: **ADVERTISING**

DATE: March 3, 2016

REVIEWED DATE: March 3, 2016 CF

POLICY DESCRIPTION

Parks and Recreation may use sponsors to cover costs incurred for programs, supplies, newsletter advertising, etc. Listed below are criteria to be used for selecting sponsors.

- Sponsors must be in keeping with the mission of Parks and Recreation – to enhance community and quality of life through people, parks and programs.
- All sponsors will be reviewed and approved of the Grand Traverse County Parks and Recreation Management based on the criteria listed in this document.
- Sponsor fees will be billed per agreement. Payment is expected promptly. If a sponsor fails to provide agreed upon payment, future sponsorship opportunities may be terminated.
- In order to minimize chances of abuse, the appearance of favoritism, and the risk of imposing upon a captive audience, Parks and Recreation shall not allow the following content:
 - Political or political campaign advertising
 - Advertising promoting the sale of alcohol or tobacco
 - Advertising promoting religious beliefs
 - Advertising that is false, misleading or deceptive
 - Advertising that is clearly defamatory or likely to hold up to scorn or ridicule any person or group of persons
 - Advertising that is obscene or pornographic; or in advocacy of imminent lawlessness or unlawful violent action
 - Advertising that promotes use or sale of controlled substances or illegal activity under local, state or federal law
- Per County legal counsel, when advertising products and services of private vendors the following disclaimer should be used:

Disclaimer: The Parks and Recreation makes no warranties of any kind (express, implied, and statutory, including but not limited to the implied warranties of merchantability and fitness for a particular purpose) or representations as to the

above products and/or services. In no event shall Parks and Recreation, Grand Traverse County, or any of its officers, directors, agents, or employees be liable for any direct, indirect, special, incidental, punitive or consequential damages arising out of or related to the use, inability to use, performance, or nonperformance of the above products and/or services.