



RECREATION
Policy No. 28-2017
RES: 17:27

TOWN OF VAUXHALL ARENA SIGNAGE

Purpose: To establish and regulate yearly advertising in the Vauxhall Arena.

Policy Statement:

1. All interested businesses and organizations shall have equal opportunity to advertise in the Vauxhall Arena, on a first come, first serve basis.
2. The Town of Vauxhall must provide prior approval of all advertising in the Arena, including the location of same.
3. All signage must be professionally made and all costs associated with design, painting, set-up fees and installation are the responsibility of the Advertiser.
4. Maintenance and upkeep of the signage shall be the responsibility of the Advertiser unless previously arranged between the Advertiser and Town of Vauxhall.
5. The Town of Vauxhall will not be responsible for damaged or stolen signage.
6. Advertising fees are due and payable on an annual basis to retain the right to keep the signage posted. The Town will invoice in January of each year and rental will be payable net thirty (30 days) or a penalty will be imposed per the Town Rate Bylaw.
7. A signed Advertising Agreement must be in place prior to placement of the signage in the Arena. Fees are identified in Schedule "A". Advertising Agreement is identified as Schedule "B" of this policy unless another agreement is negotiated and mutually agreed upon.



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Schedule "A"

Advertising Fees

Banner	3' x 6'	\$250.00 per banner first 2 years \$150.00 per banner thereafter
Ice Logo		
	Centre Ice	\$750.00 per ice season
	Blue Line to Centre	\$500.00 per ice season
	Blue Line to Goal Line	\$350.00 per ice season
Puck Board - Single Panel Only		
	Centre ice to Blue line	\$500.00 per 3'x 8' panel per season
	Blue line to Goal line	\$350.00 per 3'x 8' panel per season

NOTE: Puck Boards will be negotiated as per Schedule "B" signed contract

Schedule "B"

AGREEMENT MADE THIS _____ DAY OF _____, 20__.

BETWEEN

**THE TOWN OF VAUXHALL
P.O. BOX 509
VAUXHALL, ALBERTA
T0K 2K0**

OF THE FIRST PART

- And -

(hereinafter referred to as the "Advertiser")

OF THE SECOND PART

NOW THEREFORE, the parties hereto agree as follows:

- 1.** The Town hereby leases to the Advertiser advertising space for the term of _____, and in the location as determined by the Town of Vauxhall and **Schedule "A"** attached hereto, and according to terms and conditions outlined herein.
- 2.** The Advertiser agrees to pay rental as outlined in Schedule "A", according to the terms and conditions outlined herein; to the Town of Vauxhall at P.O. Box 509, Vauxhall, Alberta. T0K 2K0
- 3.** The manufacturer of the advertisement(s) shall be professionally made and all costs associated with design and set-up for a single sided advertisement will be the sole responsibility of the Advertiser.
- 4.** Town of Vauxhall will be responsible for installation unless previously arranged between the Advertiser and the Town of Vauxhall.
- 5.** The Advertiser agrees the maintenance and upkeep of the signage shall be the Advertiser's responsibility and in the event the signage shows signs of wear, the Advertiser will immediately complete any necessary repairs or upgrades.
- 6.** The Advertiser agrees that they will permit the Town of Vauxhall to approve the contents of the advertisement and to reject any advertisement that is or becomes, in the absolute discretion of the Town, not suitable for display in the Ice Arena.
- 7.** The Town reserves the right to cancel this Agreement at any time, without notice or penalty or further liability to the Advertiser and agrees to refund to the Advertiser any

monies received from the Advertiser for the period of time affected by any said cancellation for which consideration the Advertiser agrees to waive all claims against the Town for any cause which may arise as a result of the said cancellation.

8. The Advertiser acknowledges that this Agreement does not give them any right to enter the Ice Arena for the purpose of viewing, altering or removing its advertisement(s) at any other time except during regular Arena operating hours.

9. The Advertiser accepts total responsibility for the accuracy of any claims made in its advertisement(s) and further to indemnify and save harmless the Town of Vauxhall and its elected officials and employees from any claims, costs and liabilities against the Town which may arise as a result of any advertisement(s) displayed by the Advertiser.

10. In the event of a breach by the Advertiser of any term or covenant herein contained, any unpaid rental of advertising space and the Town's costs in removing the advertisement(s) shall forthwith become due and payable and the Advertiser shall forthwith pay same.

11. The Agreement shall be governed by and interpreted under the Laws of the Province of Alberta.

Agreement shall inure to the benefit of and be binding upon the parties hereto and their respective successors and assigns.

Address of advertiser:

IN WITNESS WHEREOF the Advertiser has hereunto set their hand and seal, and the authorized officers of the Town have hereunto set their signatures.

SIGNED AND DELIVERED
in the presence of:

TOWN OF VAUXHALL

WITNESS

Per: _____
Chief Administrative Officer

WITNESS

Per: _____
Advertiser

