



TOWN OF VAUXHALL ARENA ADVERTISING

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

Policy Statement:

1. All interested businesses and organizations shall have an equal opportunity to advertise in the Vauxhall Arena, on a first-come, first-serve basis.
2. The Arena Manager / Canadian Arena Services while under contract shall be responsible for seeking parties interested in advertising at the facility and receive a commission of 30%.
3. The Town shall retain 70% of advertising sales for Arena Improvements.
4. All advertising must be designed in a method not to offend or negatively affect all arena users.
5. All signage must be professionally made and all costs associated with design, painting, set-up fees and installation are the responsibility of the Advertiser.
6. The Arena Manager will manage routine signage maintenance and installation unless previously arranged between the Advertiser and Town.
7. The Town will not be responsible for damaged or stolen signage.
8. Advertising fees are due and payable on an annual basis upon installation. The Town will directly invoice the advertiser.
9. 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.



RECREATION
Policy No. 28-2017
RES: 25:186

TOWN OF VAUXHALL ARENA ADVERTISING

Schedule “A”

Advertising Fees

Banner	3' x 6'	\$250.00 per banner first 2 years \$150.00 per banner thereafter
--------	---------	--

Ice Logo

Neutral Zone	\$1,200.00 per ice season
--------------	---------------------------

Defensive Zone	\$750.00 per ice season
----------------	-------------------------

Puck Board - Single Panel Only

Neutral Zone	\$750.00 per panel per season
--------------	-------------------------------

Defensive Zone	\$500.00 per panel per season
----------------	-------------------------------

Goal Line to Goal Line	\$350.00 per panel per season
------------------------	-------------------------------

Bottom of Glass Banner	\$500.00 per defensive zone
-------------------------------	-----------------------------

NOTE: Centre Ice Logos 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 ensure 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:

WITNESS

WITNESS

TOWN OF VAUXHALL

Per: _____
Chief Administrative Officer

Per: _____
Advertiser

