**City of Stoughton**
**Policy for Parks and Recreation Advertising**
**Adopted by Council 5/25/10**

1. Advertising within the parameters and constraints of this policy is supported by the City of Stoughton. The term advertising means any public notice, announcement, printed material, picture or signage designed to promote an activity, product or business.

2. Advertising in parks shall be in keeping with the contemporary standards of good taste and shall seek to model and promote positive values. The sale of advertising space would be limited to purveyors of goods and services. The City Council shall be the final authority, if necessary, in determining whether or not an advertisement contains the prohibitions in Paragraph 3 (below). The Parks and Recreation Department will administer the requests has well as direct any appeals to the Council. Advertising opportunities will be created and offered by the Parks and Recreation Department.

3. Advertising prohibitions include, but are not limited to, the following:
    a. Promoting hostility, disorder, violence or attacks on any person or group of persons;
    b. Promoting discrimination including, but not limited to, demeaning, harassing, or ridiculing any person or group based on race, color, national orgin, religion, sex, age, disability, ancestry, creed, or sexual orientation;
    c. Libelous statements or information;
    d. Promoting, favoring or opposing the candidacy of any candidate for election or public question;
    e. Being obscene or pornographic as defined by prevailing community standards;
    f. Promoting the use of alcohol, tobacco or firearms or weapons of any kind.
    g. Contains any of the following words or phrases, either in plural or singular form:
        i. ~~Spirit, Liquor, Shot, Beer, Wine, Cocktail, Booze, Alcohol, Whiskey, Ale, Margarita, Hard Cider or~~ any ~~other~~ name or synonym for an alcoholic beverage or a type of beverage containing alcohol.
        ii. ~~Tobacco, Cigarette, Cigar, Smoke, Stogie, Chew, or~~ any ~~other~~ name or synonym for a smoke able or chewable tobacco product or a type of product that contains tobacco
        iii. ~~Guns, Rifles, Shotguns, Pistols, Arms, Ammunition, Revolver, Knives, Swords, Blades, Bomb, Weapon, Missile or~~ any ~~other~~ name or synonym for a firearm or weapon.
    h. Any graphical image or logo that depicts or suggests prohibited advertising listed in this section.

4. Opportunities for advertising/marketing activities include but are not limited to:
    a. Fixed signage ~~in accordance with the following:~~
        ~~i. Signs may be a max height of 4 feet x a max length 6 feet.~~
        ~~ii. Sign material may only consist of corrugated plastic, Dibond, or a similar material.~~
        ~~iii. Signs must be uniform in shape and size per park location.~~
        ~~iv. Signs may only be placed on the inside of the outfield fence.~~
        ~~v. Signs may be placed between April 1 and August 31~~
    b. T-shirts
    c. Expanded use of facilities (concerts, rallies, etc.)

d. Advertisement on Recreation Department web pages and newsletters.

5. Proceeds generated from advertising will be placed in the appropriate revenue fund unless another approved agreement has been made between the City and the advertiser.

Name: _____

Business or Group _____

Mailing Address: _____

City: _____

Day Time Phone: _____

Evening Phone: _____

Email address: _____

Run period of advertisement: _____

Description of ad(s) (include graphics)

_____

Signature of Requestor

o Approved by:

_____ _____

Signature of Parks and Recreation Director Date

o Approved by (if necessary):

_____ _____

Signature of Zoning Administrator (if necessary) Date

o Rejected

Reason: