

AGREEMENT FOR ADVERTISING

This Agreement is by and between the City of Stoughton ("City"), 381 E. Main Street, Stoughton, Wisconsin, 53589, and Stoughton Area Baseball Association ("SABA"), Stoughton, Wisconsin, 53589, a nonprofit organization.

The City of Stoughton and SABA agree as follows:

1. The City agrees to permit SABA to place signs on the inside of baseball outfield fences at Norse Park and Lowell Park for the purposes of generating funds for the program operation, maintenance of facilities and field improvement.¹⁰

2. SABA agrees to:
 - a. Follow the guidelines set forth in the Policy for Parks and Recreation advertising.
 - b. Solicit for advertisers.
 - c. Purchase and install signs.
 - d. Maintain the signs.
 - e. Remove the signs at the end of the usage period.
 - f. Use 80% of the profits for maintenance and field improvement.

2. SBA shall be permitted to advertise on the field side of outfield fences at Norse Park and Lowell Park during the usage periods. The City must approve the design, size and content before the signs are placed. The City is not responsible for the condition of the signs. The City may remove any sign that is in poor condition. Revenue produced by the signs will be used to upgrade baseball fields in the City.

3. This agreement may be terminated by either party giving written notice to the other party between the end of any City use period and the following April 1st.

Dated this ____ day of _____, 2010.

CITY OF STOUGHTON

STOUGHTON AREA BASEBALL
ASSOCIATION

Donna Olson, Mayor

Laurie Sullivan, Finance Director

Matthew Dregne, City Attorney