Sports Field Banner Advertising

Organization Name:

Address:

Contact Name:

Contact Telephone:

Contact Email:

INTRODUCTION

Non-profit sports organizations based in New Westminster can request to display sponsorship banners at select sports field locations. This program offers a year-round opportunity to raise funds through high-visibility banner advertising. Participating organizations will assume all expenses and responsibilities related to the advertisement, graphic artwork, sign fabrication, administration and installation of the sign.

BANNER GUIDELINES & RESTRICTIONS:

Size: Maximum of 32 square feet (8' width x 4' height).

Materials: Banners must be professionally produced to withstand weather and vandalism. They must include perforations for airflow and grommet holes spaced 12 inches apart on all sides for secure attachment to fencing.

Installation and Maintenance: Organizations are responsible for installing and removing banners at the end of each cycle, covering all associated costs. Damaged or vandalized banners must be repaired, cleaned, or removed by the organization immediately.

Placement Limits: The City determines the number of banners allowed per location to ensure clear sightlines and manage wind loads.

Eligibility: Banners may only display sponsors of New Westminster-based non-profit sports organizations. Previously approved banners are grandfathered into this policy. All new banners must adhere to the current standards.

Compliance: Advertisements must comply with the **Parks and Recreation Department Code of Conduct**.

Payments: All payments must be received in full and approved by the City before banner installation.

REQUEST

Sign Location(s):

- ☐ Queen's Park East Field (South side, parallel to McBride Boulevard)
- ☐ Mercer Stadium Field (Inside end zone)
- ☐ Moody Park #1 Diamond (Outfield fence between foul lines)
- ☐ Justin Morneau Ball Diamond (Outfield fence between foul lines)

$25.00 Fee Per Cycle

Sports Field Cycle(s):

☐	Winter	January 1 to March 31	☐	Summer	July 1 to September 30
☐	Spring	April 1 to June 30	☐	Fall	October 1 to December 31

Signature:

Position:

NOTE: Signs that do not meet this guideline or lack prior approval from the Parks and Recreation Department will be removed and disposed of without notice. A $50.00 removal fee may apply.

Please submit all requests to **active@newwestcity.ca**.