



## Town of Portland, Connecticut

265 Main Street ▪ P.O. Box 71 ▪ Portland, CT 06480-0071  
Phone: (860) 342-6757 ▪ Fax: (860) 342-6763 ▪ Hotline (860) 262-7234

[www.portlandct.org](http://www.portlandct.org)

Equal Opportunity Provider and Employer  
**Office of Parks and Recreation**

### **Athletic Fields Advertising Program**

#### **Program Policy:**

The Town of Portland may approve permit applications submitted by Individual Businesses for the placement of advertisement signs in available locations at the Portland Recreational Complex baseball fields.

#### **Scope of Operations:**

Utilization of field fencing to promote appropriate beneficial sponsorships while raising revenue that may be used to enhance and develop the park/ball field facilities.

#### **Advertising Terms and Costs:**

Placement of Advertisement Sign for 1 Park Season\* = \$350

\*A Park Season is defined as April through November of any calendar year.

#### **General Procedures and Standards:**

Sponsorship signs shall be managed according to the following procedures and standards:

- No sign may promote or reference any product that is prohibited for use by or sale to minors.
- Format, text and other content must be pre-approved by the Town of Portland as set forth in greater detail below.
- No sign may unreasonably interfere with or detract from the general public's enjoyment of the public space.
- No sign may unreasonably interfere with or detract from the promotion of public health, welfare, safety or recreation.
- Signs may not create potential to incite violence, crime or disorderly conduct.
- Signs may not entail unusual, extraordinary or burdensome expense to the Town for police supervision.
- Signs may not interrupt an established schedule for Town-sponsored recreational activities or other uses that the facilities have been reserved for at the date and hour requested in the application.
- Signs may not damage the natural flora or fauna.

#### **Approval Procedure:**

An Athletic Fields Advertising Program Application including all wording, logos, color schemes and images for the proposed sign must be submitted for pre-approval by the Town of Portland through the Parks and Recreation Department by March 1 in order to ensure that the advertisement sign will be approved and placed for the full Park Season of April through November.

The Parks and Recreation Director or their designated representative shall be responsible for issuing the application.

If the Athletic Fields Advertising Program Application and other requirements are submitted to the Parks and Recreation Department after March 1, then it may take up to 45 days for the application to be approved.

**Sign Specifications:**

Size: 2.5 feet by 5 feet, Material: Vinyl with Grommets, Color: White Background

**Terms and Limits:**

The terms of the sign placement shall be April through November in a given year. The Town may limit the number of signs placed on any field/fence and shall solely determine where signs shall be placed. The Town will not be responsible for costs associated with damage to any signs, irrespective of the cause. All approved advertisers shall be required to execute a Sign Agreement setting forth the terms, duration and conditions of the advertising sign placement. Signs that are damaged, vandalized or deemed to be in poor condition will be removed immediately by the Town. The Town shall place/replace any removed sign for the remainder of the advertising term. Under no circumstances will any sign be capable of being read from any public roadway or otherwise be placed in a manner that conflicts with any state or local law or regulation.

**Funds:**

The Parks and Recreation Department will be responsible for collecting and accounting for any and all revenue collected and expenditures incurred pursuant to this Program. Program funds will be deposited into the Parks and Recreation Department's Property Rental Revenue Account. Expenditures may be capital improvement or operating budget projects. Signs shall be removed and stored by the Town at the end of every Park Season.