

**TITLE:** SIGN RENTAL POLICY  
**SECTION:** RECREATION  
**POLICY NO:** 72300-08

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**APPROVAL DATE:** June 23, 2025

**CAO Signature:** 

**PURPOSE:**

To provide an opportunity for the Stadium, non-profit groups and organizations to raise monies by selling advertising in the Amherst Stadium.

**POLICY STATEMENT:**

Cumberland County Minor Hockey Association, Amherst Skating Club, Amherst Jr. "A" Ramblers Hockey Team, the Amherst Senior Team, and any other using organizations will be allowed to sell advertising in the Amherst Stadium.

- **Dasher Boards (3 x 8 foot sign)**  
50% of the yearly rental shall be paid to the selling organization. The selling organization or advertiser must purchase sign kit material from an approved supplier to ensure that materials meet standards and safety requirements. Artwork will be the responsibility of the advertiser.  
  
The Town reserves the right to determine an acceptable condition of dasher board signs and when in need of replacement the advertiser will be contacted and given the opportunity to replace the sign at their cost or have the sign removed.
- **Ice Surface Advertising**  
50% of the yearly rental shall be paid to the selling organization. The selling organization or advertiser must have signage prepared prior to July 15<sup>th</sup>. This will allow for planning and installation of said advertising while the ice is placed in the Stadium. Signage to be made from either onion paper or stencils, to allow for proper paint and design. Signs will be placed by Stadium staff or an approved contractor.
- **Zamboni**  
50% of the yearly rental shall be paid to the selling organization. Only decals or magnetic signs are to be used. Cost of signage will be the responsibility of the advertiser and should be capable of withstanding 200° F water and cold rain, as the machine may be exposed to varying weather conditions when going outside the building or when being washed off with very hot water. Drilling of holes in the Zamboni to attach signage will not be permitted.
- **Other signs**  
50% of the yearly rental shall be paid to the selling organizations for all other signs. The selling organization or advertiser must purchase the sign from an approved supplier to ensure that materials meet standards and safety requirements. Artwork will be the responsibility of the advertiser.
- **Exclusions**  
Scoreboard signage and all backlit signage will be excluded from this policy and these signs will be marketed directly by the Town of Amherst.

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**TERMS AND CONDITIONS:**

- Any authorized agent who engages in the selling of advertising space within the Amherst Stadium must contact the Facility Manager to ensure space availability prior to confirmation of the rental agreement with the client.
- Once availability is confirmed with staff, the authorized agent will advise the Facility Manager, in writing, of the sales commitment and confirm installation dates and billing contact information.
- Town staff will arrange issuance of an invoice directly to the customer and collect payments.
- At the conclusion of each season, accounts will be reconciled, and commissions will be credited to each organization for new sales and renewals of existing commissioned accounts.
- All artwork will be the responsibility of the advertiser.
- All signs will be installed by Town of Amherst staff, or an approved contractor.
- The Town reserves the right to refuse or remove any advertising that it deems unfit and portrays a negative image of the Town of Amherst, residents or business. Removal will be at the cost of the advertiser or selling organization.
- Rates for signage will be set annually under User Fee Policy #03470-03.

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**ROLES AND RESPONSIBILITIES**

Title/Role	Responsibilities
Director of Operations	Responsible for ensuring that the policy is reviewed regularly for relevancy.

For Administrative Use Only:

**VERSION LOG**

Amendment Description	Policy Owner	Approved By	Approval Date
<ul style="list-style-type: none"> <li>• Moving the policy over to the new template and adding the roles and responsibilities section.</li> <li>• Reference to Department of Recreation changed to Facility Manager.</li> <li>• Sign kits are no longer sold by the Town, therefore changed language to, from an approved supplier.</li> <li>• Changed date for ice surface advertising from September 1<sup>st</sup> to July 15<sup>th</sup> as the ice is now installed in August.</li> <li>• Added language that gives staff the ability to have dasher board signs that are in poor condition removed or replaced with new at the cost of the advertiser.</li> <li>• Under other signs added similar language to dasher board signs in reference to sign materials and artwork.</li> </ul>	Director, Bourgeois	Council	June 23, 2025

Minutes Reference Date: November 24, 2003    April 18, 2008    October 27, 2014    June 23, 2025

