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**DEPARTMENT:** COMMUNITY & ECONOMIC DEVELOPMENT

**TITLE:** **SIGN RENTAL POLICY**

Minutes reference date: 24 November 2003  
Revised: 18 April 2008 27 October 2014

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**PURPOSE**

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

**POLICY**

Cumberland County Minor Hockey Association, Amherst Skating Club, Amherst Jr. "A" Ramblers Hockey 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, at cost, from the Stadium to ensure that materials meet standards and safety requirements. Art work will be the responsibility of the advertiser.

**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 September 1<sup>st</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.

**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.

**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.

**Terms and Conditions**

- Any authorized agent who engages in the selling of advertising space within the Amherst Stadium must contact the Department of Recreation 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 Department, in writing, of the sales commitment and confirm installation dates and billing contact information.
- Department of Recreation staff will arrange issuance an invoice directly to the customer and collect payments.
- At the conclusion of the each season, accounts will be reconciled and commissions will be credited to each organization for new sales and renewals of existing commissioned accounts.
- All art work will be the responsibility of the advertiser.
- All signs will be installed by Town of Amherst staff.
- The Town of Amherst staff reserve 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 number 03470.