



Town of East Fishkill Recreation

Application for Parks Recreation Sponsorship Form EFR-114A

The Town of East Fishkill Recreation provides programs, events, and services that serve the growing and changing needs and wants of the community. Our town parks and programs enhance the quality of life for thousands of town residents and visitors each season. The Town offers sponsorship opportunities that generate revenue to subsidize the costs associated with the operation of recreation. Revenues collected through sponsorships are used to enhance the experience of park users, recreation programming, special events, and reduce costs of recreation facility maintenance. The Town desires to limit sponsorships only to those that will enhance the positive image of the Town of East Fishkill.

SPONSORSHIP CRITERIA AND APPROVAL

At a minimum, the following criteria shall be taken into consideration when determining sponsorship compatibility when evaluating a sponsorship proposal; in all cases the Town Board and/or Recreation Director, as outlined herein, will have the prerogative to accept or deny a potential sponsorship:

- a) Sponsors promoting alcohol, tobacco, and firearms are prohibited.
- b) Political advertisements, defined as those promoting a particular candidate, political affiliation, or political position regardless of the timing of a ballot, shall be expressly prohibited. This restriction shall not prohibit a person appointed or elected to office from promoting a business they may own or operate.
- c) The Town Board and/or Recreation Director, or his/her designee, will review the proposed sponsorship banner to confirm/determine whether the Sponsor meets the adopted restrictions, standards, and guidelines set forth in this policy.
- d) The Town intends to preserve its rights and discretion and exercise full editorial control over the placement, content, appearance, and wording of sponsorship affiliations and messages. The Town may make distinctions on the appropriateness of sponsors on the basis of subject matter of a potential sponsorship message. The Town will not deny sponsorship opportunities on the basis of the potential sponsor's viewpoint. Considerations will include, but not limited to:
 - 1) The potential sponsor's past record of involvement in community and community projects.
 - 2) The desirability of association – the image to youth audiences.



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Application for Parks Recreation Sponsorship PERMISSIBLE CONTENT

The following content will be deemed appropriate:

- a) The legally recognized name of the sponsorship organization.
- b) The sponsor's organizational slogan/tag line.
- c) The sponsor's product or service line, described in brief.
- d) The sponsor's phone number, address, website, or email.
- e) The sponsor's logo.

ADDITIONAL INFORMATION

- a) Under no circumstances may the Town's logo/seal be displayed on sponsorship banners or advertising without written approval from the Town Board.
- b) Adverse weather conditions and/or high winds may cause a delay in banner displays.
- c) The Town reserves all rights to remove banners at their discretion due to circumstances such as, but not limited to, safety, weather, and site distance.
- d) The Town reserves the right to make final determinations of all banner locations and methods of suspension as conditions of public safety and traffic may require.
- e) Banners not claimed two weeks after their removal will be disposed of at the Town's discretion.
- f) All sponsor supplied banners must be delivered to the Recreation Department at 5 Old Lime Kiln Rd.
- g) The Town will be directly responsible for banner installation and removal.
- h) Sponsorship fee is payable by either cash or check made payable to the Town of East Fishkill.
- i) All sponsorship fees are non-refundable and must be submitted with this application.
- j) No more than one (1) banner per applicant/Sponsor on each field.
- k) Town is not responsible for damaged, vandalized, or lost banners.



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Application for Parks Recreation Sponsorship SPONSOR SUPPLIED BANNER

Banner size cannot exceed 6' Length x 3' Height

Banner must have pre-installed grommets in each corner of the banner.

Banner must be made of 10 oz. or greater standard indoor/outdoor banner material.

Town will supply zip-ties for installation.

Banner will be displayed for designated time-period or life of the banner.

Banner Applicant has read and agrees to comply with all conditions and requirements noted on this application. **Applicant** will not hold Town responsible for damaged or lost banners.

Signature of Banner Applicant _____

Print Applicant Name _____

Date _____