

# JOHN M. COYNE RECREATION CENTER

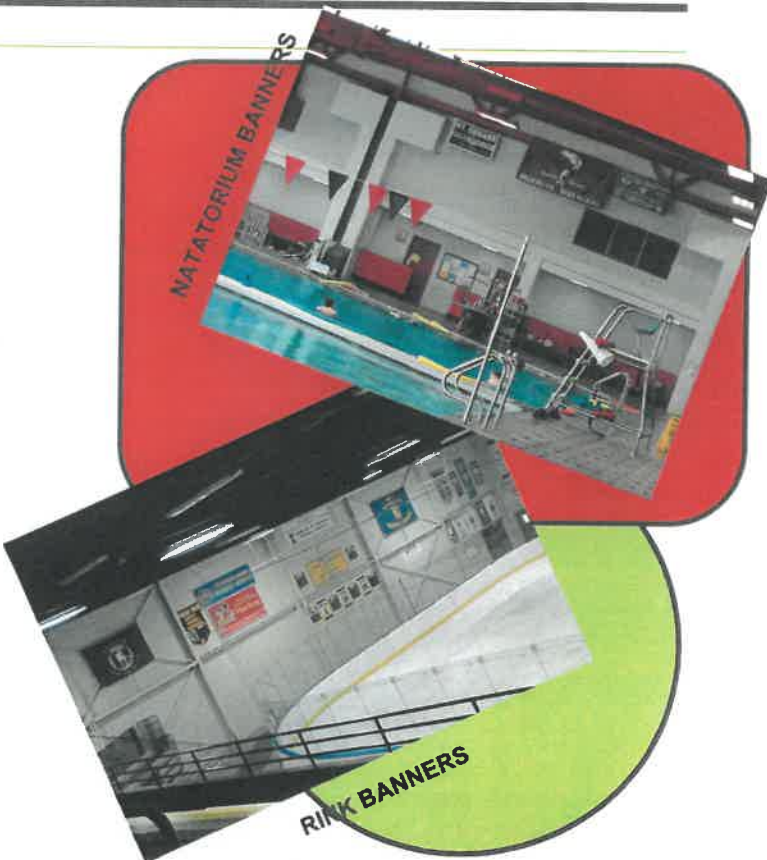
## Advertising and Sponsorship Opportunities and Signage Options

The John M. Coyne Recreation Center is operated by the City of Brooklyn. Between public skating, 4 Greater Cleveland High School Hockey Teams, Hockey Tournaments, Figure Skating, 2 High School Swim Teams, Exercise Classes, Youth Programs and Open Swimming, **MORE THAN 50,000 PEOPLE VISIT THE FACILITY EACH YEAR.**

We are open 7 days a week, Monday through Friday for 16 hours a day, and Saturday and Sunday 10-14 hours a day. Year round!!!

### WHY SHOULD YOU ADVERTISE?

It is a cost effective option to market your company or message in front of a large number of participants and spectators who visit the facility on a regular basis.



### ADVERTISING OPTIONS

All banners must be provided by the advertiser and approved by the Recreation Department management before being hung  
All pricing shown is for the full term of the commitment

**ZAMBONI WRAP:** \$2500.00 (1 year commitment)

#### RINK WALL BANNERS:

- 10x12 banner \$250.00 (6 month commitment)
- 10x12 banner \$500.00 (1 year commitment)
- 12x24 banner \$500.00 (6 month commitment)
- 12x24 banner \$1000.00 (1 year commitment)

#### POOL BANNERS:

- 3X6 banner \$100.00 (6 month commitment)
- 3x6 banner \$200.00 (1 year commitment)

#### BASEBALL FIELD:

- 4x8 banner \$150.00 (6 month commitment)

# The City of Brooklyn Advertising Application

Business Name: \_\_\_\_\_ Date: \_\_\_\_\_  
 Owner(s) and/or Contact Name(s): \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Primary Phone: \_\_\_\_\_ Alternate Phone: \_\_\_\_\_  
 E-mail: \_\_\_\_\_ Business Website: \_\_\_\_\_  
 Fax: \_\_\_\_\_ Preferred Method of Contact: \*Phone \*E-mail  
 Preferred Time to Contact: \*A.M. \*P.M. Check # \_\_\_\_\_ Date Banner Hung: \_\_\_\_\_

## ADVERTISING OPTIONS

All banners must be provided by the advertiser and approved by the recreation department management before being hung

### 1. ZAMBONI WRAP:

- \_\_\_\_\_ \$2500.00 (1 year commitment)

### 2. RINK WALL BANNERS:

- \_\_\_\_\_ 10x12 banner \$250.00 (6 month commitment)
- \_\_\_\_\_ 10x12 banner \$500.00 (1 year commitment)
- \_\_\_\_\_ 12x24 banner \$500.00 (6 month commitment)
- \_\_\_\_\_ 12x24 banner \$1000.00 (1 year commitment)

### 3. POOL BANNERS:

- \_\_\_\_\_ 3X6 banner \$100.00 (6 month commitment)
- \_\_\_\_\_ 3x6 banner \$200.00 (1 year commitment)

### 4. BASEBALL FIELD:

- \_\_\_\_\_ 4x8 banner \$150.00 (6 month commitment)



**Read Thoroughly:** By signing this application, the applicant acknowledges that it has **received and read** a copy of the City of Brooklyn Recreation Center Advertising Policy and agrees to abide by those policies if this application is approved, for as long as the applicant maintains advertising in the City facility.

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Approved by the City of Brooklyn:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Mayor Katherine A. Gallagher**



## CITY OF BROOKLYN RECREATION CENTER ADVERTISING POLICY

1. **Purpose and Intent.** It is the purpose of this document to establish a policy pertaining to advertising space at the City of Brooklyn Recreation Center. The primary intent of this policy is to provide clear standards as to what types of advertising are prohibited on the inside of the recreation center.
  
2. **Scope.** The city recreation center is engaged as a provider of recreation services to the citizens of Brooklyn, Ohio and to others. The advertising space located inside the recreation center constitutes part of this venture. To that end, the city, in managing this facility, has adopted this policy to further the following interests:
  - To maximize revenue generated through the sale of advertisements consistent with the provisions of this policy;
  - To maintain neutrality and avoid the appearance of favoritism;
  - To avoid imposing upon a captive audience;
  - To provide a reasonably safe and unobtrusive environment for recreation center users; and
  - To minimize chances of abuse.
  
3. **Definitions.** The following definitions apply within this policy:
  - “Commercial”: Advertisements selling one’s own products or services that propose a commercial transaction.
  - “Governmental”: Advertisements exclusively sponsored by the federal, state or local government and being advertised on the government’s own facility(ies) at the time a request is received for advertisement on the city’s facilities.
  - “Public issue”: Advertisements that are neither commercial nor governmental as defined herein.
  
4. **Standards.** The city’s Mayor, Director of Law, Director of Public Works, Recreation Commissioner, or Recreation Manager, or a designee of any of these persons, may only authorize an advertisement located inside the recreation center if the advertisement complies with the following standards:
  - The advertisement is commercial or governmental as defined herein.
  - The advertisement is not political or religious.

- The advertisement is not a public issue advertisement.
  - The advertisement is not false, misleading, libelous or deceptive.
  - The advertisement does not relate to an illegal activity or propose an action that is prohibited by federal, state or local law.
  - The advertisement does not contain offensive terms or pictures.
  - The advertisement does not depict or promote alcohol, liquor, tobacco or smoking products; does not depict or promote alcohol-, tobacco- or smoking-related activities; is not sponsored by alcohol, tobacco or smoking companies; does not contain the logos or brands of alcohol, tobacco or smoking companies. "Tobacco," as used herein, is meant to include but not be limited to smokeless tobacco. "Smoking," as used herein, is meant to include tobacco products, electronic cigarettes, electronic vaping devices, personal vaporizers, digital vapor devices and electronic nicotine delivery systems, whether containing nicotine or not.
  - The advertisement does not contain sexual or violent material, obscene material, profane language or obscene language.
  - The advertisement does not depict or promote a sexually-oriented business, service or product.
  - The advertisement is made pursuant to a written agreement with or with explicit permission from the city.
5. Websites. Websites identified in all advertisements will be reviewed in accordance with the above standards, must comply with the above standards, and will be subject to continued monitoring throughout the term of the contract for compliance with this policy.
  6. Priority. All applications for advertisements shall be on a first-come, first-serve basis with no guarantee of space availability.
  7. Cost. The cost to advertise shall be established by Brooklyn City Council.
  8. Reservation to City. The city reserves the right to remove any and all advertisement at any time should the advertisement come into conflict with this policy, or once the contract term has expired.
  9. Appeals. Any applicant whose advertisement has been denied or removed by the city based upon the fact that it is contrary to this policy may appeal the denial or removal to a committee consisting of the city's Chief of Police, Economic Development Director and Finance Director, or designees of any of these persons. The appeal must be in writing and submitted to the Mayor within five business days of the date of the written denial along with any supporting materials as to why the decision should be overturned. With or without hearing, the committee shall consider the appeal and render a written determination within 30 business days of receipt of the appeal.

If the applicant is dissatisfied with the committee's written decision, the applicant may appeal on the record to the city's Mayor within five business days of the committee's written decision. The Mayor shall consider the appeal and render a written determination within 30 business days of receipt of the appeal. The Mayor's determination shall be final.

# City of Brooklyn Recreation Department Sponsorship Program

**The Brooklyn Recreation Department is inviting local businesses to participate in the City of Brooklyn's Sponsorship Program.**

**For a small sponsorship fee of \$225.00 per activity or sport, the name of your business will be featured on a youth team/activity shirt or bag handed out at the Brooklyn Farmers Market**  
(Any company or business that Advertises by hanging a banner or Zamboni wrap will receive a \$25.00 discount on a sponsorship)

**This is great way to promote your business and support activities in our community.**

**It's as easy as writing a check, filling out the form below, and mailing it back to the  
 City of Brooklyn Recreation Department  
 7600 Memphis Avenue, Brooklyn, Ohio 44144.**

**Sports and activities available to choose from, please check all you would like to sponsor:**

- Youth Baseball -deadline is April 22, 2017 \_\_\_\_\_
- Day Camp- deadline is May 20, 2017 \_\_\_\_\_
- Spring Soccer -deadline is March 11, 2017 \_\_\_\_\_
- Buddy Programs- deadline is January 1, 2017 \_\_\_\_\_
- Farmers Market -deadline is April 1, 2017 \_\_\_\_\_
- TOTAL AMOUNT SPONSORED** \_\_\_\_\_

**Make checks payable to the Brooklyn Recreation Department. Please include Check # \_\_\_\_\_**

Mail form and sponsorship fee to:

Maria McGinty  
 c/o Brooklyn Recreation Center  
 7600 Memphis Avenue  
 Brooklyn, Ohio 44144  
 216-635-4284

**Political Advertisements  
 Prohibited  
 i.e.  
 Elect, Re-Elect, Vote For**

**Please Print All Information:**

Company Name: \_\_\_\_\_  
 Owner: \_\_\_\_\_  
 Company Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone Number:( ) \_\_\_\_\_  
 Contact Person \_\_\_\_\_

Name of Company/Business as it should appear on shirt:  
 \_\_\_\_\_