



SPONSORSHIP SIGNAGE WITHIN RECREATION FACILITIES POLICY

DATE ADOPTED: 23 JUNE 2015

VERSION: 1

POLICY OBJECTIVES

The objective of this policy is to:

- Establish a framework for the approval and installation of sponsorship signage by clubs and organisations on Council owned or managed recreation facilities;
- Ensure a consistent decision making approach to requests for sponsorship signage from sporting clubs;
- Streamline existing signs within recreation facilities so these conform with criteria outlined within this policy; and
- To provide an avenue for sporting clubs to promote their sponsors to participants and spectators inside the Council owned or managed open space area.

POLICY SCOPE

This policy applies to all Council owned or managed recreation facilities and infrastructure located within these including sportsgrounds, tennis and netball courts, buildings and other minor infrastructure (e.g. scoreboards, players enclosures, goal posts and fencing etc).

Sponsorship signage means all permanent and temporary board, notice, structure, banner or similar device. Sponsorship signage includes sponsorship and promotional signs but does not include signage that Council is responsible for installing and maintaining e.g. ordinance signage.

POLICY STATEMENT

Council supports the principle of sports clubs and community groups erecting sponsorship signs at Council owned or managed recreation facilities.

This policy will be implemented in conjunction with Facility User Hirer Agreements. Sponsorship signage will be permitted within Council's recreation facilities when it conforms to the criteria set out in this policy in addition to any planning requirements (e.g. Maitland City Wide Development Control Plan 2011).

This policy does not cover naming rights for facilities. Sponsorship agreements between clubs and commercial entities for naming rights are not supported by Council and will not be considered within the confines of this policy.

GENERAL INFORMATION IN REGARDS TO SPONSORSHIP SIGNAGE

- This policy is to be read in conjunction with the Maitland City Wide Development Control Plan (2011)
- No sign will advertise gambling, drugs, tobacco or alcohol related products or trademarks, electoral/political material, adult entertainment material or other graphics/wording deemed offensive or discriminatory to others
- It is the clubs responsibility to maintain all sponsorship signage

1. CRITERIA FOR SPONSORSHIP SIGNAGE WITHIN COUNCIL OWNED OR MANAGED RECREATION FACILITIES

- Approval will be granted for the club's playing season only (i.e. a six or twelve month period commencing from the first day of the sporting club's hire period) and will be limited to the term of the club's licence/lease agreement or facility hire agreements for the sporting facility. Approval to display the signage outside of the club's playing season may be granted:
 - If an agreement is reached between all the occupants of the facility;
 - The club ensures that all signage remains covered by its own insurance policy outside of the club's playing season; and
 - Council considers that the display of more permanent signage does not affect the amenity or vista of the facility.
- To ensure the proposed signage does not have adverse impacts in relation to the overall amenity of the reserve, all signage must be professionally produced to a high standard.
- Sponsorship signage must not be principally aimed at people beyond the reserve, namely passing traffic. **One permanent sign promoting future fixture matches** may be placed at one entrance to a sporting facility. This sign must be no more than 3.5m² in size and is to have a maximum commercial sponsorship (including logos) of 20% of the total sign size. The location of any future fixture match signage must be approved by Council officers.
- Sponsorship signage placed on **scoreboards** will be permitted provided it is oriented towards the playing field and does not distract from the main purpose of the structure. Signage must not cover more than 50% of the surface of the scoreboard. Signage must not protrude from the width or depth of the surface on which it is fixed.
- Applications for **freestanding signs** may only be considered where there is no field fencing. The size of any freestanding signage is limited to 3.5m². Development consent may be required for freestanding signage on Council reserves. Freestanding signs must be installed by an approved contractor.
- Sponsorship signage may only be placed on field fencing, future fixture signage and scoreboards (facing inwards within the facility), however an application for advertising elsewhere within the site will be assessed on its merits
- Signage is generally prohibited from being attached to any other fixtures or structures within a sporting facility including; amenity buildings, storage sheds, boundary fencing, trees, safety rails, public toilets, retaining walls, on fences sited alongside or above retaining walls, seating and bollards. Signage must not be painted directly onto the walls or the roof of any facility, building or structure on the reserve.



- Sponsorship signage placed on **field fencing** must not cover more than 75% of the perimeter of the fence. Signage fixed to field fencing must not cover any gates or access points and must be oriented towards the playing field. Signage fixed to field fencing must not extend above or below the fence.
- All fixed sponsorship signs to be removed at the expiration of the sponsorship agreement
- Signage must not be stored within facilities between playing seasons (i.e. if signage is required to be removed at the end of the club's respective playing season, it must be stored off site).
- Temporary signage (generally erected for the duration of an event), must be located within the property boundaries of the sporting facility and must not cause an obstruction (e.g. not located on footpaths etc). Temporary signage must be removed if wind velocity exceeds 30km/hr. All temporary sponsorship signage should be inward facing although each application will be assessed by Council on its merits.
- Signage in the form of stickers is not permitted on any infrastructure within the facility.
- Clubs must not display any signage on or connected to a trailer or other vehicle which is on or can be seen from the road or other public place.
- All joints associated with signage shall be neat, tight and snug fitting, and finished to a high standard of workmanship. All structures shall be installed plumb and true. All construction work shall be left free of protrusions. Nuts and bolt ends, spikes, screws and other fixing devices shall not protrude. Ends of pipe shall be permanently plugged or capped. The exposed edges of all posts and timbers with which the user can come into contact shall be eased or chamfered (rounded) to remove sharp edges.
- Any income derived from the advertising of signs will be retained by the sporting user group. It is encouraged that consideration be given to utilising funding received from sponsorship toward improvements to the open space area.
- Should an application for sponsorship signage be received for a site in which there is no user group (e.g. a skatepark), funds received for signage will be redirected into the site or surrounding area.
- It is the sole responsibility of the Club to be fully informed of the location of utility services and mains and to take all necessary precautions to avoid disruption and damage to the utility services and mains when installing signage. The Club shall be held responsible for all costs of making good any damage to existing services and mains.
- Clubs are expected to maintain all sponsorship signage in an acceptable and safe condition at all times and at their cost. This includes the immediate removal of graffiti, damaged and broken signs.
- Clubs must ensure that the interests of Council are noted within any insurances associated with installed signage.
- Any costs associated with the removal or reinstallation of sponsorship signage will be charged to the club. Council cannot and will not be held liable for any claim made by an aggrieved sponsor where sponsorship signage considered by Council to be in breach of this policy has been removed.
- Should a club erect permanent signage without Council approval, the signs will be impounded by Council Officers and a release fee will be imposed for the return of each sign. This fee will be reviewed annually by Council.



2. APPROVAL PROCESS FOR SPONSORSHIP SIGNAGE

Clubs/hirer's are required to contact Council's Community and Recreation Services Department prior to installing any form of sponsorship signage at a Council owned or managed recreation facility to ensure that the proposed sign meets the conditions outlined in this policy.

An Application for Sponsorship Signage on Council's Recreation Facilities form will then need to be completed and submitted to Council's Community and Recreation Services department as part of the approval process. The application is to include the documented sponsorship agreement, graphics/design, materials and method of fixing specifications.

Council's Community and Recreation Services Department will respond in writing to all signage requests within 14 days of receipt.

3. EXISTING SIGNAGE WITHIN RECREATION FACILITIES

Clubs are expected to meet the conditions outlined in this policy for all signage installed after the date of adoption.

Clubs will be provided with a period of one year from receiving this advice, to ensure that all existing sponsorship signage complies with the conditions outlined in this policy. After one year, Council will commence removing any existing sponsorship signage that does not meet the conditions outlined in this policy.

Existing sponsorship signage may be removed immediately by Council where the signage is deemed by Council to be dangerous. Any costs associated with the removal or reinstallation of existing sponsorship signage will be charged to the club.

Signage deemed not to comply with this policy that is removed by sporting clubs must not be stored on site (e.g. within amenity buildings, storage sheds or other areas within the facility).



POLICY DEFINITIONS

Sponsorship	Means any agreement where a business provides funds, resources or services to a club in return for some rights that may help the business. Sponsorship is not philanthropic as a sponsor expects to receive a reciprocal benefit beyond a modest acknowledgement.
Temporary Signs	Temporary signs are those that are not attached to a building or other fixed structure and relate directly to an event or activity. Temporary signs can only be erected for the duration of the event or activity for a maximum of 12 hours (unless negotiated with Maitland City Council Officers).
Permanent Signs	Permanent signs are those that are attached to a structure (e.g. fence) for an extended period of time.
Recreation Facility	Any council owned or managed open space area including Sportsgrounds, parks, tennis/netball courts, skate facilities

POLICY ADMINISTRATION

BUSINESS GROUP:	Planning Environment and Lifestyle
RESPONSIBLE OFFICER:	Group Manager Planning Environment & Lifestyle
COUNCIL REFERENCE:	Ordinary Council Meeting 23 June 2015 – Item 10.1
POLICY REVIEW DATE:	Three (3) years from date of adoption
FILE NUMBER:	129/1
RELEVANT LEGISLATION	<ul style="list-style-type: none"> • SEPP 64 Advertising and Signage • Local Government Act 1993 (NSW) • Local Government (General) Regulation 2005 (NSW)
RELATED POLICIES / PROCEDURES / PROTOCOLS	<ul style="list-style-type: none"> • Sponsorship Policy 35/1

POLICY HISTORY

VERSION	DATE APPROVED	DESCRIPTION OF CHANGES
1	23/06/15	New policy adopted

