



Advertising Policy for Recreation Facilities

POLICY NUMBER: 200-AD-16

Approval Date: November 22, 2016

Revise Date: June 11, 2024

Motion Number: CM20161122.1008

Repeal Date:

Supersedes:

Review Date:

1.0 Policy Intent

The City of Cold Lake is committed to maximizing advertising dollars generated through the sale of advertising in recreation facilities. The City acknowledges a need to regulate advertising opportunities at City of Cold Lake recreation facilities. As such, the City will set parameters around permissible advertising content and placement of advertisements at City recreation facilities. The City acknowledges that available space must be offered in an open and transparent manner without compromising the City of Cold Lake or public's safety and health.

2.0 Purpose

The purpose of this policy is to:

- 2.1. Set the portions of Cold Lake recreation facilities where advertising space may be made available.
- 2.2. Define guidelines for purchasing advertising space, acceptable advertising content and selection of advertisers and space at recreation facilities.
- 2.3. Establish a central manager for the sale of advertising space, the review of advertising content, and the installation and removal of advertisements.

3.0 Policy Statement

- 3.1. The City of Cold Lake is committed to providing an open and transparent process for available advertising space at recreation facilities.
- 3.2. The City of Cold Lake acknowledges that advertising space in recreation facilities has value to advertisers in reaching the public without compromising the City of Cold Lake or the public's interest, provided that advertising does not:
 - 3.2.1. Discourage the use of Cold Lake recreation facilities;
 - 3.2.2. Interfere with the safe and comfortable operation of Cold Lake recreation facilities;
 - 3.2.3. Diminish the reputation of the City of Cold Lake or Cold Lake recreation facilities.
- 3.3. The City of Cold Lake acknowledges that clarifying who is responsible for review of advertising content, scheduling of advertising space rental, installation and

removal of advertisements on behalf of the City supports transparent, timely, and effective implementation. As such, the Chief Administrative Officer or designate will manage the advertising at the City of Cold Lake recreation facilities.

4.0 Managerial Guidelines

4.1. Definitions

- 4.1.1. “Cold Lake Recreation Facilities” includes the Imperial Oil Place Arena, Cenovus Energy Arena, Reid Field House and other areas owned by the City of Cold Lake, and the Cold Lake Golf and Winter Club.
- 4.1.2. “Advertisement” shall include any sign, graphic, video, picture, notice or announcement promoting a service, property, product, event, idea or job vacancy.

4.2. Advertising Locations

- 4.2.1. The City of Cold Lake shall determine what spaces may be made available for advertising.
- 4.2.2. The City of Cold Lake maintains the ability to reserve any portion of its advertising space to advertise the City, one of its services, programs, functions, open houses, or projects.

4.3. Advertisement Content Guidelines

- 4.3.1. All advertisements will be forwarded in draft form to the Chief Administrative Officer or designate for acceptance prior to printing or manufacturing.
- 4.3.2. Advertisements shall not:
 - 4.3.2.1. Advertise tobacco or tobacco-related products;
 - 4.3.2.2. Advertise alcohol or alcohol-related products;
 - 4.3.2.3. Advertise adult products, services or entertainment directed to sexual stimulation;
 - 4.3.2.4. Advertise illegal drugs or drug paraphernalia;
 - 4.3.2.5. Portray or incite violence or illegal activity of any kind;
 - 4.3.2.6. Be political in nature;
 - 4.3.2.7. Bare content that is profane, libelous, discriminatory, derogatory, negative or personally attacks individuals, groups or organizations;
 - 4.3.2.8. Contain language or images which are damaging to the City of Cold Lake or one of the City’s programs, services or projects;
 - 4.3.2.9. Contain language or images which are deemed inappropriate by the Chief Administrative Officer or designate.
 - 4.3.2.10. Refer the public to a website, phone number or location which does any of the above;
- 4.3.3. All advertisements will comply with federal and provincial statutes, the bylaws of the City of Cold Lake and the standards set out by the Ad Standards (Advertising Standards Canada).

4.4. Advertisement Materials Installation and Removal

- 4.4.1. Advertising materials must conform to the standards for quantity, size, material, weight and other characteristics as set by the City of Cold Lake or assigned contractor.
- 4.4.2. Advertising materials shall be arranged for and provided at the advertiser's expense.
- 4.4.3. Advertising materials must be delivered in good quality to the City of Cold Lake or assigned contractor.
- 4.4.4. Advertisers will pay for the installation and removal of advertising material, with the cost to be set by the City of Cold Lake or assigned contractor.
- 4.4.5. The City of Cold Lake reserves the right to not allow advertising materials to be installed if the advertising materials do not conform with this policy.

4.5. Rental of Advertising Space

- 4.5.1. Advertisers will pay the advertising fee in accordance with Schedule "A" to this bylaw.
- 4.5.2. The City reserves the right to discount advertising space based on the quantity of space rented and the duration of the rental(s).
- 4.5.3. Should an advertiser wish to renew a rental space the advertiser shall advise the City of Cold Lake as soon as possible.
- 4.5.4. Should the advertising space not be renewed 30 days prior to expiration of the rental agreement, the City of Cold Lake reserves the right to arrange removal of the advertising materials at the expiration of the contract and bill the advertiser for the cost of removal.

4.6. Selection of Advertiser

- 4.6.1. The Chief Administrative Officer or designate will maintain a waiting list for individuals, groups and businesses that wish to advertise at a City recreation facility.
- 4.6.2. The City of Cold Lake reserves the right to refuse any advertiser who is not in good standing with regards to debts owed the City of Cold Lake.
- 4.6.3. The Chief Administrative Officer or designate may from time to time, in the best interest of the City, package advertising.

5.0 References

6.0 Persons Affected

- All City Staff, Cold Lake Transit advertisers, and the general public are affected by this policy.

7.0 Revision/Review History


- Amended by Motion No. CRM20240611.1007 – Sections 1.0, 2.1., 2.2., 3.1., 3.3., 4.1.1., 4.2.1., 4.3.1., 1.3.2.9., 4.3.3., 4.6.1., 4.6.3., Schedule “A”.


June 24, 2024

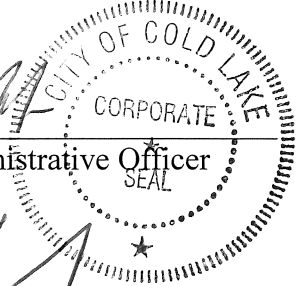
Date

June 26, 2024

Date


Chief Administrative Officer


Mayor

The seal is circular with a dotted border. Inside the border, the words "CITY OF COLD LAKE" are written in a semi-circle at the top, and "CORPORATE SEAL" is written in a semi-circle at the bottom. A five-pointed star is located in the center of the seal.

Schedule "A"
Advertising Fee for Recreation Facilities Schedule

Advertisement Fees

	Price per Year
Imperial Oil Place Arena and Cenovus Energy Arena (\$150/linear foot)	
4' x 3'	\$600.00
5' x 3'	\$750.00
6' x 3'	\$900.00
7' x 3'	\$1,050.00
8' x 3'	\$1,200.00
9' x 3'	\$1,350.00
Reid Field House & all Arenas (\$100/linear foot)	
8' x 4'	\$800.00
Curling and Cold Lake Golf and Winter Club	
16' x 8' sign above the sheet's scoreboard	\$500.00
4' x 8' sign on the north wall	\$300.00
4' x 8' sign on the east wall	\$150.00
Golf Course	
Hole Sponsorship – Annual Investment	\$1,300.00
Hole Sponsorship – Upgrade	\$2,300.00
Hole Sponsorship five (5) year term (\$2,150 per year)	\$10,750.00
Hole Sponsorship – Sign Creation	\$500.00
Golf Cart Sponsorship – Basic Package	\$400.00
Golf Cart Sponsorship – Standard Package	\$1,300.00
Golf Cart Sponsorship – Upgrade Package	\$2,300.00
Golf Cart Sponsorship – Sign Creation	\$60.00
Driving Range Sponsorship – Annual Investment	\$1,500.00
Driving Range Sponsorship – Upgrade Investment	\$2,000.00
Men's/Ladies' Night Season Sponsorship – Annual Investment	\$1,300.00
Men's/Ladies' Night Season Sponsorship – Sign Creation	\$60.00
Men's/Ladies' Night Weekly Sponsorship – Investment	\$400.00
Men's/Ladies' Night Weekly Sponsorship	\$60.00
Tournament/Event Sponsor – Title Sponsor	\$1,500.00
Tournament/Event Sponsor – Partner Sponsor	\$800.00
Tournament/Event Sponsor – Hole Sponsor	\$300.00

Tournament/Event Sponsor – Sign Creation	\$60.00 – 120.00
Bench Sponsor – Annual Investment	\$300.00
Bench Sponsor – Sign Creation	\$75.00

- * All costs for the advertisement and installation of the advertisement at the cost of the advertiser.
- ** The City will offer a 20% discount to non-profit organizations, subject to the availability of space.
- *** The City reserves the right to adjust advertising rates as required.

End of SCHEDULE “A” to ADVERTISING POLICY FOR RECREATION FACILITIES