

# DOG STATION SPONSORSHIP Purchase Order



This **Dog Station Sponsorship Purchase Order**, along with the accompanying Policies, Terms and Conditions, is a legally binding contract between the Advertiser and James City County. The parties agree that the provisions are binding upon the parties, their employees, agents, heirs, successors and assigns.

The parties further agree that this replaces any previous agreements or understandings between the two parties. The provisions of the Dog Station Sponsorship Purchase Order and Advertising Policies, Terms and Conditions may only be changed by written agreement between all parties. James City County will not be bound by conditions, printed or otherwise, appearing on the Dog Station Sponsorship Purchase Order or copy instructions when those conditions conflict with County advertising policies, terms, conditions or rates.

**Payment by cash or check must be received with this completed form to reserve dog station.**

Advertiser/Company \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**STATION REQUEST**

(view interactive online map at <https://jamescitycountyva.gov/1345/Advertising-Sponsorships> to see available stations)

Park or trail \_\_\_\_\_ Station # \_\_\_\_\_  
Comments \_\_\_\_\_

**PAYMENT INFORMATION**

Please pay by check (made payable to **James City County Treasurer**). In the memo area of your check, please write **Dog Station Sponsorship**. The cost to sponsor one dog station for one year is \$250.

Amount Paid \$ \_\_\_\_\_  
 Check

Remit to: Joy Johnson, Parks & Recreation  
5320 Palmer Lane, Suite 2A  
Williamsburg, VA 23188

I have read and understand the Dog Station Sponsorship Purchase Order and the Advertising Policies, Terms and Conditions and agree to abide by these provisions. I understand that a breach of such provisions could result in the rejection of a proposed sign, withdrawal of a previously accepted sign, and loss of fees paid.

Signature \_\_\_\_\_ Date \_\_\_\_\_ Advertiser/Company \_\_\_\_\_

*Questions? Contact Joy at 757-259-5394 or [joy.johnson@jamescitycountyva.gov](mailto:joy.johnson@jamescitycountyva.gov)*

**For Office Use:** Date Received \_\_\_\_\_ Notes \_\_\_\_\_  
Sign Installation Date \_\_\_\_\_ Sign Expiration Date \_\_\_\_\_

# General Policies, Terms, and Conditions

Advertising will be accepted on a first-come, first-serve basis until all dog stations have been allocated.

Advertising for the following is prohibited:

- Political advertisements of any kind, including advertisements containing an endorsement by a political figure
- Advertising of any tobacco product
- Advertising of alcoholic beverages
- X-rated movies, adult book stores and other goods/businesses/services inappropriate for promotion to a family audience
- Entities that practice or promote activities in violation of federal, state or local laws
- Entities whose mission or goal is in conflict with James City County's mission or best interests

Advertising is accepted on the premise that the merchandise and services offered are accurately described and are available to customers at the advertised price. Deceptive advertising and advertising that does not conform to this standard will be rejected.

Advertisements are accepted for publication entirely on the representation that the advertiser is properly authorized to publish the subject matter.

## Responsibilities of Advertiser

- Advertiser must obtain all necessary permissions for use of logos, art, photos, etc.
- Advertisements for "900" numbers must include the cost per minute in large, bold print.
- Advertisers will be provided a proof before printing. James City County does not assume any responsibility for ad errors beyond the actual cost of the ad itself.
- It is understood that the Advertiser will fully indemnify and hold harmless James City County against any judgment, costs, expenses, or disbursements incurred by reason of claim or suits for libel, violation of privacy, plagiarism, or copyright infringement based on the content or subject matter of such advertisements.
- Advertiser must make payment in advance of the amount due pursuant to rates determined by James City County. Cancellation requests must be received in writing not less than 75 days in advance of the scheduled display date due to printing deadlines.

## Responsibilities of James City County

- In the event that an advertisement includes a photograph or testimonial, the County reserves the right to require a release from the individual represented.
- Efforts will be made to accommodate requests for a particular dog station; however, locations cannot be guaranteed. We recommend calling Joy at 757-259-5394 to reserve your preferred station before you mail your form and payment; we will place a hold on your station for one week to allow time for your payment to arrive.

## Ad Specifications for Dog Station Signs

- Dog station signs are printed in full color on vinyl. Ad space varies according to the model of the dog station; contact Joy at 757-259-5394 for specifications for your particular dog station.
- Please design your ad to the proper dimensions. If your ad does not meet the specified dimensions, it will be resized to float in the space or returned for re-design.
- If you would like design assistance (no additional charge), contact Joy at 757-259-5394.
- Electronic files may be emailed to [joy.johnson@jamescitycountyva.gov](mailto:joy.johnson@jamescitycountyva.gov)

**I understand and will abide by the policies, terms and conditions above. Initials: \_\_\_\_\_ Date: \_\_\_\_\_**