

# BANNER SPACE Renewal



This **Banner Space Renewal**, 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 Banner Space Renewal 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 Banner Space Renewal or copy instructions when those conditions conflict with James City County advertising policies, terms, conditions or rates.

**Payment by cash, check or credit card must be received with this completed form to renew banner space.**

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

## BANNER INFORMATION

Location  Sanford B. Wanner Stadium, Warhill Sports Complex  Synthetic multiuse fields at Warhill Sports Complex  
Current Term \_\_\_\_\_ Renewal Term \_\_\_\_\_  
Banner condition:  Good  Fair—should be replaced within 6 months  Poor—requires immediate replacement  
Comments \_\_\_\_\_

## PAYMENT INFORMATION

Please pay by check (payable to **James City County Treasurer**), Visa, Mastercard, American Express, Discover, cash or money order. In the memo area of your check, please write **Stadium Banner**. **Please note, a 2.95% convenience fee is added to all credit/debit transactions.** The cost for one banner is \$500 a year.

Amount Due \$ \_\_\_\_\_  Cash  Check  Charge  
I authorize James City County to charge:  MasterCard  Visa  Discover  American Express  
Card Number \_\_\_\_\_ Security Code (3 digit) \_\_\_\_\_  
Cardholder Name (please print) \_\_\_\_\_ Expiration Date \_\_\_\_\_

I have read and understand the Banner Space Renewal 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 banner, withdrawal of a previously accepted banner, and loss of fees paid.

Signature \_\_\_\_\_ Date \_\_\_\_\_  
Advertiser/Company \_\_\_\_\_  
*Deliver or mail your payment & form to:* Kyle Loving  
James City County Parks & Recreation  
5340 Palmer Lane, Suite 1A  
Williamsburg, VA 23188  
Tel. 757-645-7095

**For Office Use: Date Received \_\_\_\_\_ Account/Client ID \_\_\_\_\_ Receipt # \_\_\_\_\_**

# General Policies, Terms, and Conditions

Advertising will be accepted on a first-come, first-serve basis until all space has been allocated.

Advertising for the following is prohibited:

- Political advertisements of any kind, including advertisements containing an endorsement by a political figure
- Advertising of alcoholic beverages or tobacco products
- X-rated movies, adult bookstores 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 entirely on the representation that the advertiser is properly authorized to publish the subject matter.

## Responsibilities of Advertiser

- Advertiser is responsible for the cost of designing and producing a banner, with the printer of their choice.
- Advertiser is responsible for delivering the banner to Parks & Recreation. You may drop the banner off at the Warhill Sports Complex (call ahead to 757-634-4515 to schedule your drop-off time) or mail your banner to Parks & Recreation, attn: Kyle Loving, 5340 Palmer Lane, Suite 1A, Williamsburg, VA 23188.
- 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.
- 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.
- Amount due must be paid in full prior to the banner being displayed. Cancellation requests must be received in writing not less than 30 days in advance of the scheduled display date.
- If the Department determines that a banner is in poor physical condition, the advertiser shall be responsible for replacing the banner.

## Responsibilities of James City County

- The Department will install the banner at the Warhill Sports Complex, either in Wanner Stadium or beside the synthetic multiuse fields (choose your location on page 1 of this document).
- Banners shall be displayed for a period of one year, with the right of first renewal.
- In the event that a banner includes a photograph or testimonial, the County reserves the right to require a release from the individual represented.
- The Department can terminate any banner advertisement at any time should the banner fail to comply with County policies. A warning letter shall be sent via certified mail to make the advertiser aware of the reason(s) for cancellation. The letter will specify a date by which the advertiser must comply with said issues in order to regain compliance and avoid cancellation. This may or may not require banner replacement.
- The Department and James City County are not responsible for theft of or damage to banners.

## Specifications for Warhill Sports Complex Banners

- Banners must be made of heavyweight vinyl suitable for outdoor use (minimum 13 oz weight). Warhill Sports Complex frequently experiences strong winds, so it is important that banners be sturdy.
- Banner size for Wanner Stadium is 3' high x 8' wide (36" x 96"). No other sizes will be permitted.
- Banner size for the synthetic turf fields is 3' high and 5' to 8' wide. 36" x 96" is recommended.
- Banners should have grommets to ensure secure attachment to fencing.
- All four sides must be hemmed (no raw edges) to avoid fraying.
- Banner content must comply with James City County advertising policies, terms and conditions.

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