

CHESHIRE PUBLIC SCHOOLS
APPLICATION FOR BANNER AND SIGNAGE DISPLAY

Organization _____ Date _____

Address _____

Contact Name _____ Phone _____ Email _____

Briefly describe request and expected banner durations, etc. If application is for a Banner Fundraising Campaign, please provide overview, the expected number of banner sales, etc.

Duration, Banner Size(s) and Monthly Pricing

Term of sign placement (not to exceed 12 months) _____

Monthly Advertising Fees:

(Banners can be between 36 and 96 inches long but must be 42 inches wide)

36" x 42" = \$37.50

48" x 42" = \$50.00

60" x 42" = \$62.50

72" x 42" = \$75.00

84" x 42" = \$87.50

96" x 42" = \$100.00

Important Note - Banner proofs must be submitted and approved prior to printing as part of application process. All Signage Regulations must be followed.

Submitted by: _____ Date _____

Athletic Director's Approval: _____ Date _____

Principal's Approval: _____ Date _____

CHESHIRE PUBLIC SCHOOLS

REGULATIONS FOR SIGNAGE: CHESHIRE HIGH SCHOOL ATHLETIC FIELDS

The Superintendent of Schools, School Administration designees and, as necessary, the Board of Education's Planning Committee, are responsible to ensure compliance, make all relevant decisions, and be the final authority related to these regulations.

The regulations apply to any banner sign that is displayed on the perimeter fencing along the exterior of the main game field and running track at Cheshire High School as well as to the banner signs or other signage displayed in any of the adjacent athletic field areas.

All signage placed by any school group, youth sports association, community organization, athletic organization, private organization, etc. must comply with all regulations and be submitted through the Cheshire Athletic Director's office prior to display. Failure to comply with these regulations may result in the removal of existing signs and revocation of future sign placement privileges.

Regulations for Permanent Signs

Permanent signs are those that will be displayed for a period greater than two weeks but not more than one year (may be renewable annually) and includes all signs that advertise school events, organizational events, local businesses, products, services, organizational events, etc.

- Signage must be professional in appearance, tasteful in message and appropriate for a school setting. Advertising of services or products that are illegal for sale to minors, such as alcohol and tobacco products will not be permitted. Political signs are not permitted.
- All sign advertising proofs must be submitted and approved prior to printing in order to complete the application process. The Cheshire Public Schools will not pay the cost and will not reimburse any entity for the cost of any sign printing or related costs under any circumstances.
- Banner signs must not be greater than 42 by 96 inches in size and must have reinforced metal or plastic grommets as needed in order to ensure that no portion of the banner will become detached from the fence. Signage must be of a sufficient grade of vinyl, plastic or fabric and constructed to withstand the elements. No paper, cardboard or other non-durable signage is allowed.
- If any sign is damaged and no longer complies with these regulations or in the opinion of the School Administration is no longer suitable for display said sign will be removed. The school district is not responsible for any damaged or unusable banners.
- It is understood that various sports and community organizations will be selling banners and conducting campaigns from time to time to sell banners. It is further understood and agreed that any organization that collects proceeds from sign sales will contribute a portion of their proceeds to benefit the Cheshire High School Turf Replacement Fund. The minimum portion will be set at 25% of collected proceeds but can go higher by mutual agreement. Signage approved for placement by such organizations shall not be permitted to be displayed beyond the athletic season or event to which they pertain or, as applicable, exceed the term of the sign placement and are to be promptly removed.
- Applications for placing banners and banner campaigns, priority for selling and placing banners, pricing, etc. will be coordinated through the Athletic Director's Office, approved

by both the Athletic Director and Principal of Cheshire High School and ultimately governed under the authority of the Superintendent of Schools.

- Proceeds collected by the Cheshire Public Schools from banner and signage sales shall be deposited into the Cheshire High School Turf Replacement Fund as directed by the Director of Management Services and in accordance with Board of Education policies.

Regulations for Temporary Signs

Temporary signs are those supporting a specific event, team or program that will be displayed for two weeks or less.

- Temporary signage must meet the general requirements of permanent signage noted above as to professionalism, appropriateness and size.
- All temporary sign must be reviewed and approved by the Athletic Director and Principal of Cheshire High School before being affixed to the fence.
- Temporary signage must be removed immediately after the event for which the signage is associated by the organization requesting the signage be displayed or by the end of the two week period, whichever comes first.