

<b>TANTRAMAR POLICY NUMBER:</b> 2024-15	<b>Pages:</b> 6
<b>Administered by:</b> Chief Administrative Officer	<b>Subject:</b> Tantramar Veterans Memorial Civic Centre Sign Rental
<b>Effective Date:</b> July 9, 2024	

## 1. POLICY

To establish procedures for rental of the Electronic Sign Board and Rink Boards at the Tantramar Veterans Memorial Civic Centre (TVMCC).

## 2. PURPOSE

To provide an opportunity for residents to rent the Electronic Sign Board and for residents or businesses to purchase advertising spots on the rink surface boards at the Tantramar Veteran's Memorial Civic Centre.

## 3. SCOPE

This policy applies to the Electronic Sign Board and the Rink Boards at the Tantramar Veterans' Memorial Civic Centre, owned and operated by the Municipality of Tantramar.

## 4. PROCEDURE

### 4.1 Electronic Sign Board – TVMCC

The Electronic Sign Board at the TVMCC is available to rent in accordance with Schedule 'A' to residents for the purpose of personal greetings (ex: birthday and/or anniversary wishes), and to community groups for community events (ex: craft sales). Rentals must be pre-paid unless the renter currently has a charge account established with the Municipality of Tantramar.

Messaging must be approved by the Municipality of Tantramar prior to it being posted on the Electronic Sign Board. Availability is based on first come first serve. Municipality of Tantramar promotions, Civic Centre Activities and Emergency Measures information take priority over private rentals of the board and rentals may be delayed or cancelled as a result.

The Electronic Sign Board at the TVMCC is available to TVMCC renters/user groups and local community-based sporting organizations at no charge to promote events such as games, registrations, and annual general meetings. Availability is upon request and Tantramar promotions, Civic Centre Activities and Emergency Measures information take priority.

Displays on the Electronic Sign Board are limited to a maximum of four (4) lines and thirteen (13) characters per line.

Rentals are available for half days (3 a.m. – 3 p.m. or 3 p.m. – 3 a.m.) and/or full days in accordance with schedule 'A'. At any time two rotating slides will be available for rentals/outside use and will continue to rotate on a 5-10 second interval.

#### **4.2      Arena Board Signs – TVMCC**

Arena Board Signs are available to any individual or business to rent a Four (4) foot by Eight (8) foot advertising spot in the TVMCC. The cost of advertising is per year with automatic renewal unless the Municipality of Tantramar is notified of cancellation. The cost of preparing and installing the sign is in addition to the rental cost and is at the advertiser's expense. Billing of the arena board signs will be on January 1<sup>st</sup> of each calendar year and will be pro-rated for the first-year rental.

#### **4.3      Zamboni Signage – TVMCC**

The Zamboni Signage is per contract, with a contract term of ten (10) years. The cost of advertising on the Zamboni is a yearly cost and subject to change. The cost of the design and wrap installation for the Zamboni is in addition to the advertising cost and is at the advertiser's expense. The existing Zamboni advertiser at the time of contract renewal will have first right of refusal for the new rental term.

#### **4.4      LED Signage – TVMCC**

The TVMCC has Lit Signage Boards available for advertisements. These are negotiated on a yearly basis by the Manager of Parks & Recreation Facilities.

**SCHEDULE 'A'**

**FEES FOR SIGN RENTALS AT TANTRAMAR VETERANS MEMORIAL CIVIC CENTRE**

**FEES FOR ELECTRONIC BOARD SIGN**

<b>Rental Slot</b>	<b>Cost</b>
Half Day	\$ 30.00 *
Full Day	\$ 50.00 *

\*Tax Included

\*Rentals of three (3) or more consecutive full days shall be provided a 20% discount

**FEES FOR ARENA BOARD SIGNS**

<b>Size</b>	<b>Cost</b>
4' x 8'	\$ 600.00 *
Per Lineal Foot	\$ 75.00 *

\*Tax Included / Yearly Fee

\*Does not include design and installation

**ZAMBONI WRAP**

Per Year	\$1,725.00 *
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\*Tax included/Yearly Fee

\*Does not include design and installation

**APPENDIX 'A'**



**ARENA BOARD SIGN AGREEMENT**

I hereby agree to purchase an advertising space in the Tantramar Veterans Memorial Civic Centre (TVMCC) to be installed on a location as determined by the Municipality at a rate of \$75.00 HST included per linear foot. (\$600 for a standard 4' X 8' sign)

I understand that rates may increase on an annual basis as determined by Municipality based on Consumer Price Index in the province of New Brunswick.

I understand that the cost of preparing and installing the sign is at the advertiser's expense.

I understand that all interior advertising at the TVMCC will be billed on January 1<sup>st</sup> of each calendar year and will be pro-rated for the first year of rental.

I understand that this agreement will automatically renew on January 1<sup>st</sup> of each calendar year unless the advertiser provides the TVMCC with a cancellation notice by December 1<sup>st</sup> of the proceeding year by contacting [bookings@tantramarNB.com](mailto:bookings@tantramarNB.com) or 506-364-4955.

I understand that if I fail to meet the total payment within 30 days of invoice; Tantramar will have the authority to remove the sign from the agreed site.

<b>Company Name:</b>		<b>Contact Name:</b>	
<b>Email Address:</b>		<b>Phone Number:</b>	
<b>Mailing Address:</b>			
<b>Authorized by:</b>		<b>Date:</b>	
<b>Witnessed by:</b>		<b>Date:</b>	
<b>Size of Sign:</b>		<b>Cost:</b>	
<b>Amount Paid:</b>		<b>In Full?</b>	<input type="checkbox"/> YES <input type="checkbox"/> NO

Municipality of Tantramar, PO Box 6191, Sackville, NB, Canada, E4L 1G6

**APPENDIX 'B'**



**ARENA LIT SIGN ADVERTISING AGREEMENT**

I hereby agree to purchase a lit advertising space in the Tantramar Veterans' Memorial Civic Centre (TVMCC) to be installed on a location as determined by the Municipality at the negotiated rate listed below.

I understand that rates may increase on an annual basis as determined by Municipality based on Consumer Price Index in the province of New Brunswick.

I understand that the cost of preparing and installing the sign is at the advertiser's expense.

I understand that all interior advertising at the TVMCC will be billed on January 1<sup>st</sup> of each calendar year and will be pro-rated for the first year of rental.

I understand that this agreement will automatically renew on January 1<sup>st</sup> of each calendar year unless the advertiser provides the TVMCC with a cancellation notice by December 1<sup>st</sup> of the proceeding year by contacting [bookings@tantramarNB.com](mailto:bookings@tantramarNB.com) or 506-364-4955.

I understand that if I fail to meet the total payment within 30 days of invoice; Tantramar will have the authority to remove the sign from the agreed site.

<b>Company Name:</b>		<b>Contact Name:</b>	
<b>Email Address:</b>		<b>Phone Number:</b>	
<b>Mailing Address:</b>			
<b>Authorized by:</b>		<b>Date:</b>	
<b>Witnessed by:</b>		<b>Date:</b>	
<b>Size of Sign:</b>		<b>Full Cost:</b>	
<b>Amount Paid:</b>		<b>Paid In Full?</b>	<input type="checkbox"/> YES <input type="checkbox"/> NO

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**APPENDIX 'C'**



**ZAMBONI WRAP ADVERTISING AGREEMENT**

I hereby agree to purchase the advertising space on the Tantramar Veterans' Memorial Civic Centre (TVMCC) Zamboni at a rate of \$1,725 HST included.

I understand that rates may increase on an annual basis as determined by Municipality based on Consumer Price Index in the province of New Brunswick.

I understand that the cost of preparing and installing the decals is at the advertiser's expense.

I understand that all interior advertising at the TVMCC will be billed on January 1<sup>st</sup> of each calendar year and will be pro-rated for the first year of rental.

I understand that this is a 10-year agreement beginning September 1, 2024 and ending August 31, 2034. Upon conclusion of the agreement, I will have first right of refusal to renew for an additional 10-year agreement.

I understand that if I fail to meet the total payment within 30 days of invoice; Tantramar will have the authority to remove the decals from the Zamboni and the contract will become void.

<b>Company Name:</b>		<b>Contact Name:</b>	
<b>Email Address:</b>		<b>Phone Number:</b>	
<b>Mailing Address:</b>			
<b>Authorized by:</b>		<b>Date:</b>	
<b>Witnessed by:</b>		<b>Date:</b>	
<b>Size of Sign:</b>		<b>Cost:</b>	
<b>Amount Paid:</b>		<b>In Full?</b>	<input type="checkbox"/> YES <input type="checkbox"/> NO

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