

SYRACUSE Sports Complex

ADVERTISING GUIDELINES

The Syracuse Sports Complex is owned by the Syracuse Municipal Facilities Corporation and leased by the City of Syracuse.

Contact Information

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Scoreboard advertising - SOLD OUT!! NOT AVAILABLE UNTIL 2016!!!

2' X 6' panel located on the bottom of each scoreboard - This includes a 4" x 5" advertisement on restroom stall advertising for duration of contract. Di-bond signs – Full color digital output with satin laminate coating.

1 field for 5 years	\$3,500.00
2 fields for 5 years.....	\$6,500.00
3 fields for 5 years.....	\$9,500.00
4 fields for 5 years.....	\$12,500.00

Scoreboard advertising will include restroom stall advertising for duration of contract. After time is expired, contracts will be renewed or advertising panels will be removed. All maintenance of the panels within the five year time span will be done by the Syracuse Parks & Rec Department. Advertising panels are on a first come, first serve basis. Field A – Legion baseball and men’s baseball teams only. Field B & C – Parks & Recreation softball and youth baseball. Field D – Parks & Recreation softball, youth baseball, and Syracuse High School softball.



EXAMPLE OF NAMED FIELD ON TOP & ADVERTISEMENT ON BOTTOM

Restroom Stall Advertising

11" X 17" Acrylic Sign Holders will be placed on the inside of each restroom door. 2 – 8.5" X 11" sheets will be inserted into each holder.

1/8 page – 4" X 2.5", May 15- Oct. 15	\$300.00
1/4 page – 4" X 5", May 15- Oct. 15	\$500.00
1/2 page – 8" X 5", May 15- Oct. 15	\$800.00

(High X wide)



EXAMPLE OF 1/4 PAGE ADVERTISEMENTS

Banner Advertising

Advertising Banners will be placed on the back stops of each field at the Syracuse Sports Complex. The following guidelines provide the specifics of the program:

BANNER PLACEMENT

- Banners will be hung along the wood panels on the back stops through means of temporary attachment
- Banners will be displayed for all home games
- Banners will be put up, taken down, and stored by the Syracuse Parks & Recreation Department.

BANNER MATERIALS OF CONSTRUCTION

- 13 oz. reinforced vinyl
- Reinforcement webbing in top and bottom hem
- Grommets on 24” centers along edge
- “D” rings on all four corners

ACCEPTABLE BANNER CONTENT

- Commercial advertising
- Syracuse Softball/Baseball Program Support messages
- Display of text, logos, or brand-recognition symbols for tobacco or alcohol products will NOT be permissible

BANNER SIZE AND DESIGN

- Banners will be sold in 2 1/2’ feet by 7’ feet panel size basis
- Multiple banner panel lengths may be purchased to comprise a longer overall banner length
- Content and banner design shall be coordinated between the advertiser and the Syracuse Parks & Rec selected vendor

COST

- First year cost - \$200 (Includes the cost for creating the banner)
- Years 2 and 3 - \$150 per year (Minimum of two additional years commitment)
- Maintenance/Repair/Replacement necessary because of damage will be provided by the Syracuse Parks & Rec for the 3-Year Period

Advertising Layout

Logos must be supplied in the following: electronic format (.ai, .eps) or a high resolution (300 dpi) .jpeg, .bmp, .pdf, or .psd. Placement of high resolution artwork is included in the advertisement cost; however, if logo clean up is needed additional charges may apply to be pre-approved by the advertiser. .jpg or .gif tend to be poor quality, and may not print well. Your local newspaper or print shop may have your logo on file in electronic format. In addition to your logo, other wording can be placed on the panel. All layout will be through the Syracuse Parks and Recreation Department with assistance from Writetime Communications.

Payment

Payment for scoreboard advertising can be distributed evenly over 5 years (due October 1 of each year) or in one lump sum. Payment for restroom stall or banner advertising can be distributed evenly over 3 months (due May 1, June 1, and July 1) or in one lump sum. Banner advertising requires a 3-year commitment; year 1 - \$200, year 2 - \$150, year 3 - \$150.

Exceptions and additions will be made if necessary.

Organization or Business _____

Representative _____ Phone _____ E-mail _____

Advertisement FULL Scoreboard _____ Restroom Stall _____ Banner _____

Restroom Stall Advertisement Size _____ 1/8 page – 4” X 2.5” _____ 1/4 page – 4” X 5” _____ 1/2 page – 8” X 5”

Payment _____ Evenly distributed OR _____ Lump Sum

Signature _____

Faxes and scanned copies are considered originals.

Restroom Stall Advertisement Plan

Draw in concept of advertisement:

4" X 2.5" Advertisement	4" X 5" Advertisement

For 8" X 5" advertisement, please use another sheet.