

**2024 BANNER ADVERTISING OPPORTUNITY**

Advertising Banners will be hung on fences along the East side of the Complex entrance, leading into the Parks & Rec fields used for youth softball and baseball games. See below for more details about this program:

**Banner Replacement**

* Each year, the Parks & Rec Dept. will hang the banners on fences by temporary attachment no later than the following dates during the contract period: EXISTING BANNERS – April 29th & NEW BANNERS – May 10th
* Banners will be displayed for all home games, including any in-season tournaments held at the Complex.
* The Syracuse Parks & Rec Department will remove the banners for indoor, off-season storage no earlier than
September 30th of each year during the contract period.

**Banner Materials of Construction**

* Size of Standard Banner: 7 ft. wide x 2 ½ ft. high
	+ Multiple banner panels may be purchased to comprise a longer overall banner length; cost of banner advertising will multiply accordingly.
* Banner Material: 13 oz. reinforced vinyl with hemmed, finished edges
* Imprint: 1-sided with full-color process printing
* Hanging Materials: Zip ties will be fed through the grommets built into the banner to attach to fences.
* Banner content, design, and production shall be coordinated between the advertiser and the Syracuse Parks & Rec selected vendor, Jeni Leefers of Writetime Communications. Each standard banner includes up to 1 hour of Jeni’s time*. If a more complex design or additional direction on artwork is desired, the advertiser can request extra design time (@ $75/hr.) and pay the add-on fees directly to Writetime.*

**Acceptable Banner Content**

* Commercial advertising that represents your company – text, company logo, high-resolution photo, etc.
* Messages that welcome sports fans or express positive support for sports teams.
* Display of text, logos, or brand-recognition symbols for tobacco or alcohol products will NOT be permissible.
* The Syracuse Parks & Rec Department reserves the right to review and approve all banner content.

**Cost**

* $400 per banner – includes standard design and production of one banner and a two-year display commitment. IF Parks & Rec determines your banner is still in good condition after the 2nd year, the advertiser may request for it be displayed a 3rd year at a discounted pick-up rate of $125.
* Banners will be kept in good condition. During the two-year contract period, Syracuse Parks & Rec will provide any maintenance, repair, or replacement necessary due to damage.

**Advertising Layout**

Logos or photos must be supplied electronically in a high resolution (300 dpi) format: ai or eps are BEST, and jpg, png or pdf files are typically acceptable if high res. Placement of client-provided high-res logos/photos is included in the banner cost; however, if logo cleanup or photo edits are required… additional charges may apply (advertiser informed in advance and have the chance to approve added cost before work is done). If you don’t have your logo in an electronic format, ask your local newspaper or print shop because they may have it on file. All layout and printing will be managed though the Syracuse Parks & Recreation Department with assistance from Writetime Communications.

**SPORTS COMPLEX BANNER ADVERTISING PROGRAM FORM**

**ADVERTISING OPTIONS:**

**Standard Banner (two-year contract) = $400**

**Pick-up Rate (keep existing banner & renew for one more year) = $125**

\*If additional panels are desired, multiply the cost accordingly.
\*\*Extra artwork assistance (if needed and pre-approved by advertiser) = $75/hr. payable to Writetime directly.

**ADVERTISING DEADLINE: Friday - April 15, 2024**

**This form *with payment* must be POST MARKED by the date above. ALL banners will be produced on the same timeline.**

**REQUEST FOR SYRACUSE SPORTS COMPLEX BANNER ADVERTISING**

**ADVERTSING OPTION CHOSEN:**

* New Standard Banner (covers two-year contract) = $400 X \_\_\_\_ qty. of banners = \_\_\_\_\_ total cost
* Pick-up Rate (use existing banner & renew for one more year) = $125 X \_\_\_\_ qty. of banners = \_\_\_\_\_ total cost

***Payment for banner is due at time of booking along with completed form, payable directly to the Syracuse Parks & Rec Department.*** *Basic artwork layout included, if additional design time is required – Writetime will bill for add-on time.*

Organization or Business Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Name (person to provide ad content & approve artwork) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business Phone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Cell Phone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Authorized Signature\*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*\*Faxed and scanned/emailed copies are considered originals.*

***Please mail payment & completed form to (must be postmarked by April 15, 2024):***

*Syracuse Parks & Rec Department*

*Attn: Sonni Graves*

*PO Box F*

*495 Midland St.*

*Syracuse, NE 68446*

***Questions? Just contact me.***

Sonni Graves, City of Syracuse Parks & Recreation Manager

Office: 402-269-2173 (M-F 8:00 am - 4:30 pm) | Cell: 402-269-0742 | parksandrec@syracusene.com