

**City of Turlock**  
**Parks, Recreation & Public Facilities**  
**Advertising Initiative Guidelines**

**Purpose**

To generate revenue and promote businesses at Pedretti Sports Complex. This program is going to start with advertisement spaces along the inner fence of the five baseball/softball fields. Once established, the Department will look at expanding to other areas of Pedretti Sports Complex and other facilities, such as Turlock Regional Sports Complex. Staff will explore other advertisement opportunities in addition to fence signs. Advertisement opportunities may include, but are not limited to, banners, posts, electronic boards, social media, etc.

**Proceeds**

All revenues collected through the advertising initiative will go towards the ongoing cost of facility operations.

**Application Process**

The interested individual/business must fill out the Advertising Application and submit the logo/artwork for approval by the Director, or his or her designee. This may not be the final graphic. This will be used as a preliminary approval to ensure that the advertisement follows the guidelines. Once approved, payment must then be made for the advertisement. After payment is received, the Department will then coordinate communication with a sign vendor and the individual/business to ensure the sign meets the standards set forth in these guidelines. Once the sign vendor has the final proof, both the Director, or his or her designee, and the advertiser must agree before the sign is produced. Once the sign is completed, the Department will install the sign.

**Advertisement Period**

The advertisement period shall be one year from the date the advertisement is installed. For example, if an advertisement is stalled April 3, 2019, the advertisement period ends April 2, 2020. At the end of the advertisement period the advertiser will have the option to renew their advertisement. If they renew and the sign is in a satisfactory condition, the only expense is that which is associated with the advertisement for the year. If a sign is in an unsatisfactory condition that takes away from the presence/aesthetics of the area, a new sign may be required at the expense of the advertiser to continue their advertisement period. Signs will be inspected yearly at the end of the advertisement period and or as needed to ensure the advertisements are up to standard. All renewals will still need to fill out a new application for the new advertisement period.

## Fees

### *Initial Year*

Fields 1 & 3	Sign *cost may vary*	Advertisement	Total
Center Field Area (4x8 only)	\$400	\$1,000	\$1,400
Left and Right Field (4x8)	\$400	\$800	\$1,200
Left and Right Field (4x4)	\$250	\$500	\$750

Fields 2, 4 & 5	Sign *cost may vary*	Advertisement	Total
Center Field Area (4x8 only)	\$400	\$800	\$1,200
Left and Right Field (4x8)	\$400	\$640	\$1,040
Left and Right Field (4x4)	\$250	\$400	\$650

### *Renewal*

Fees for the renewal are the fees associated with the respective advertisement unless a new sign is required.

### **Limitations of Advertisement**

The Department shall not display or maintain any advertisement that include one or more of the following categories:

- *False, Misleading or Deceptive Commercial Speech.* The advertisement proposes a commercial transaction, and the advertisement or information contained in the advertisement is false, misleading or deceptive.
- *Libelous Speech, Copyright Infringement, etc.* The advertisement, or any material contained in it, is libelous or an infringement of copyright, or is otherwise unlawful or illegal or likely to subject City of Turlock to litigation.
- *Unlawful Goods or Services.* The advertisement or material contained in it, promotes unlawful or illegal goods, services, or activities.
- *Endorsement.* The advertisement or any material contained in it, implies or declares an endorsement by City of Turlock, its Directors, management or employees of any service, product or point of view without prior written authorization from City of Turlock.
- *Prurient Interest.* The advertisement contains material that describes, depicts or represents sexual activities, or aspects of the human anatomy in a way that the average adult, applying contemporary community standards, would find appeals to the prurient interest of minors or adults. For purposes of these guidelines, the term “minor” shall have the meaning contained in California Penal Code Section 313.

- *“Adult” – Oriented Goods or Services.* The advertisement promotes or encourages or appears to promote or encourage, a transaction related to, or uses brand names, trademarks, slogans or other materials which are identifiable with, films rated “X” or “NC – 17,” adult book stores, adult video stores, nude dance clubs, and other adult entertainment establishments, adult telephone services, adult internet sides, and escort services.
- *Obscenity or Nudity.* The advertisement contains obscene materials or images of nudity. For purposes of these Guidelines, the term “obscene matter” shall have the meaning set forth in the California Penal Code Section 311.
- *Unlawful and Detrimental Conduct.* The advertisement, or any material contained in it, promotes or encourages, or appears to promote or encourage, unlawful or illegal behavior or activities, and promotes behavior or activities which are detrimental to the maintenance and safe operations of City of Turlock.
- *Demeaning or Disparaging.* The advertisement contains images or information that demeans or disparages an individual or group of individuals on account of race, color, religion, national origin, ancestry, gender, age disability or sexual orientation.
- *Violence.* The advertisement either (a) contains images or descriptions of graphic violence, including, but not limited to, the depiction of weapons or other implements or devices used in the advertisement in an act or acts of violence or harm on a person or animal; or (b) the advertisement, or any material contained in it, incites or encourages, or appears to incite or encourage violence or violent behavior.
- *Firearms.* The advertisement either (a) contains an image of a firearm in the foreground of the main visual, or (b) contains image(s) of firearms that occupy 15% or more of the overall advertisement.
- *Profanity.* The advertisement contains words recognized by the community as vulgar indecent or profane for display in a public setting that includes minors.
- *Alcohol/Tobacco.* The advertisement promotes the use of alcohol and/or tobacco products.
- *Graffiti.* The advertisement contains graphics or language that promotes, resembles or otherwise encourages graffiti or vandalism.
- *Inappropriate Graphics.* The advertisement contains graphics recognized by the community as inappropriate, including, but not limited to, the depiction of human or animal bodies or body parts, or fetuses, in states of mutilation, dismemberment, decomposition, or disfigurement.
- *Political Information.* The advertisement contains political information or local or national controversial subject or subjects not in accordance with the Statutes, Ordinances and court decisions pertaining to the City of Turlock service area.

### **Advertisement Location Selection**

Advertisement location selection will be available on a first come first serve basis. The advertisement cost must be paid at the time of the application to select your advertisement location. Due to the variance in cost of signs with vendors, the cost of the sign will be paid directly to the vendor by the advertiser upon ordering the sign.

The number of advertisements spaces will vary depending on whether people advertise with a 4x8 sign or a 4x4 sign. All signs in the center field area are considered “prime” location and must be a 4x8 sign. Field 1 has advertisement space for nine 4x8 signs in the center field area. Field 2 has advertisement space for seven 4x8 signs in the center field area. Field 3 has advertisement space for nine 4x8 signs in the center field area. Field 4 has advertisement space for eleven 4x8 signs in the center field area. Field 5 has advertisement space for nine 4x8 signs in the center field area. The areas in left and right field can be occupied with either a 4x8 or 4x4 sign with no preference given.

### **Maintenance**

All advertisements are subject to normal wear and tear. Normal wear and tear include, but is not limited to, sun exposure, irrigation overspray, herbicide/pesticide/chemical overspray, being struck by an object. Maintenance staff will only remove graffiti from advertisements and occasional dirt accumulation if deemed an eyesore.

### **Color Restrictions**

There is a color restriction of optic yellow on all signs that sit at the middle of center field and two signs to the left and right of the middle advertisement. The middle five signs are the only ones with the optic yellow color restriction.