

Northwestern Lehigh Stadium Advertising Program
Guidelines & Requirements

Applications for Advertising:

1. Applications to advertise will be received on a first come, first serve basis.
2. All sign advertisements must be approved by the Director of Athletics & Student Activities.
3. The ordering of the signs will be facilitated by the District through either "Dennis Hawk Signs" or "Mertz Signs".
4. Payment for the sign, along with the advertising fee, must accompany the application.

Signs:

1. Constructed signs will be owned by the advertiser and control of its location on the stadium fence will be at the discretion of the District.
2. Any sign damaged due to no fault of the District will remain the responsibility of the owner for repair or replacement as determined by the Director of Athletics & Student Activities.
3. No personal signs will be permitted. All signs must be facilitated through the District and the Director of Athletics & Student Activities, and shall conform to the specifications set forth by the District.
4. All signs shall be developed with a 4' X 8' econolite, cpa core with aluminum laminate panels. The aluminum panels are pre-painted and this color can be selected from the available colors offered by "Dennis Hawk Signs" or "Mertz Signs"
5. The Director of Athletics & Student Activities and Maintenance Department will be solely responsible for the erection of the sign in the stadium along with its location.
6. All lettering, bordering, and colors are included in the price of \$350.00.

Advertisement Standards:

No advertising will be permitted which:

1. promotes hostility, disorder, or violence
2. attacks ethnic, racial, or religious groups
3. is libelous
4. invades the rights of others
5. inhibits the functioning of the school
6. promotes, favors, or opposes the candidacy of any candidate for election, or any public question submitted at any general, county, municipal, or school election
7. promotes the use of drugs, alcohol, tobacco, or firearms.

Proceeds:

All revenues collected through this advertising initiative will go towards extracurricular facility improvement projects related to the District Athletic Complex.

NORTHWESTERN LEHIGH STADIUM ADVERTISING PROGRAM

Businesses and organizations of the greater Northwestern Lehigh School District area may purchase advertising space on 4' X 8' sign(s), facilitated through the District, on a yearly or multi-year basis for promotional display in the stadium on the inside of the fence surrounding the playing area.

Signs are laminated, pre-painted, aluminum signs that can be personally designed and purchased through the District at \$350.00, which includes all printing, colors, & graphics. Only signs ordered through the District may be used. All advertising is subject to certain restrictions in keeping with contemporary standards of good taste and should seek to model and promote positive values for our school, staff, students, and community.

Annual Advertising Fee: \$200.00 for one year (July 1 to June 30)

Multi-year Advertising Fee (3 years):

*****Total of \$570.00 paid in full at time of application or renewal***

(\$200.00 for year #1, \$190.00 for year #2, \$180.00 for year #3)

Placement of signs will remain the sole discretion of the District.

Advertisers wishing to display two or more signs will be assured placement on opposite sides of the stadium field for optimal viewing by spectators on both sets of bleachers.