

City of Campbell
Recreation & Community Services Department
COMMUNITY CENTER

ON-SITE PUBLICITY POLICY

Effective July, 2006

Purpose

The purpose of this policy is to establish guidelines for the placement of allowable publicity on the Community Center site, including, but not limited to use of the Reader Board, banners, posters, and flyers that will be both effective and attractive, while not being a nuisance or distraction or otherwise detract from the aesthetics of the Community Center.

Multimedia Reader Board Sign

The Reader Board sign is available to publicize the following activities:

1. City events and activities;
2. Public events occurring in the Heritage Theatre;
3. Major events occurring at the Community Center;
4. Notices of upcoming Campbell High School reunion activities;
5. Major community events that are co-sponsored (officially recognized, approved and/or subsidized) by the City;
6. If/when space permits, messages regarding youth sports league sign-ups;
7. When space permits, messages regarding other events occurring at the Community Center and open to the public;
8. The total number of separate messages appearing on the Reader Board shall not exceed 8 during any one cycle;
9. Messages may appear no more than 3 weeks in advance of the event date. Actual appearance time may be less if there are more message requests than allowed at any one time; or messages may be scheduled to appear on alternate days to avoid having too many active messages on the board at one time.
10. Messages from all outside agencies are subject to a minimum \$25 processing fee. Changes to a previously submitted message are subject to an additional \$15.

Banners & Signs

1. All signs and banners must be approved, in advance, by the Community Center Manager.

2. Signs and banners are allowed only on the day of the event to help guide patrons to the activity, and they are allowed only in the specific location(s) approved by the Community Center Manager. Banners may not be hung or attached to existing fences and signs. The only building that may be used to display banners is the Concession Stand building and only for events that are being held in the Stadium and/or Athletic Fields.
3. Signs must be hung in a manner that will cause no permanent damage. Nails and tape shall not be used to hang banners or signs. Penetrations in landscaped areas shall be approved, in advance, by the Community Center Manager so as to avoid irrigation and other underground piping. If City staff hangs signs or banners the organization is subject to a \$15 Banner Hanging Fee to cover the cost of putting it up and taking it down. If/when organization chooses to hang their own banner, a \$25 refundable deposit is required upon approval of sign/banner. This deposit will be held until the sign is removed and the area is inspected for damage. If any damage has resulted the deposit shall be forfeited to cover cost of repair; if cost of repair exceeds amount on deposit, sponsoring organization will be invoiced for the balance.
4. All banners must be professional vinyl banners with side sleeves for side posts or metal grommets for plastic ties or carabineers. The banner and all hanging devices must be completely removed immediately following the event (same day). The City is not responsible for banners left more than 10 days after the event.

Posters and Flyers

1. Posters or flyers advertising events/programs of general public interest relating to recreational, cultural, athletic, community education, or social services available, may be submitted from public agencies, non-profit organizations and Community Center tenants to be hung in the Community Center's display case at the west end of Building E. All posters/flyers are subject to the approval of the Community Center Manager and must be professional in appearance. Posters will be hung as space and time permit. Posters/flyers for activities and events sponsored by for-profit entities and held off-site, will not be posted.
2. Posters regarding events occurring in the Heritage Theatre or at the Community Center may be submitted for display in the (3) kiosk directory signs. Posters shall not exceed 12" wide x 17" length, must be professionally printed (not hand-written) and will not be returned to the provider.

3. Flyers regarding events provided by the City of Campbell or events occurring in the Heritage Theatre or at the Community Center may be submitted for display in the various (5) pedestrian kiosks on-site. These signs shall be laminated and finished size shall be exactly 8½" x 11". Flyers shall be delivered to the Community Center Manager at least one week in advance of desired posting date and no more than one month in advance of the event date.
4. Posters, flyers, and directional signs shall not be attached to the exterior of any building, post, wall, fence, sign, kiosk or other structure of any type. When they are found they will be immediately removed and any costs for repair of damage (paint removal) will be billed to the sponsoring agency.

Directional Signs

1. The signage program at the Community Center is sufficient to direct visitors to any room on campus, provided the visitor has the correct name or room number of their intended destination.
2. Informational and directional signs for events being held at the Community Center are allowed only when scheduled in advance with the Reservations Clerk and posted in/on the provided plastic A-frame signs. When customer provides the sign(s) there is no charge for this service. If we provide signs, cost is \$25 to cover staff time to prepare signs. Signs must be computer-generated and attractive; hand-printed signs will not be allowed.

Fees

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| Readerboard Messages | \$50/message/week |
| Modifications to Readerboard Messages | \$15/message |
| Banner Hanging | \$15/banner |
| Banner Hanging Refundable Deposit | \$25/banner |
| Directional Signs created by City staff | \$25/set |

All fees are payable, in advance, to the City of Campbell.

City of Campbell
Recreation & Community Services Department
READERBOARD MESSAGE REQUEST

TO: Linda Klemczak

DATE: _____

FROM: _____

PHONE: _____

Please place the following message

on the readerboard
Beginning:

_____ Ending: _____
(Date) (Date)

Messages need to be short and simple. I will
Size type as best I can to fit in the screen
MAXIMUM CHARACTERS/SCREEN = 40
Including spaces and punctuation

Answer the questions: Who, What, When, Where and
How to get more
info.

1st screen

2nd screen

3rd screen

4th screen

**When complete return by hand or fax (408-374-6965) to Linda Klemczak
at the Campbell Community Center office**

NOTE: All Readerboard messages are subject to a \$50/week display fee. The fee is payable by cash, check, VISA, MasterCard, Discover card, or guaranteed Money Order (payable to the City of Campbell),