

WATSONVILLE PARKS AND COMMUNITY SERVICES DEPARTMENT



ADVERTISING SIGN OPPORTUNITIES

PURPOSE

The Watsonville Parks and Community Services Department is offering organizations the opportunity to place advertising signs at the Ramsay Parks soccer field as a means of raising funds for the Parks and Community Services Department Soccer Program.

STATEMENT OF POLICY

The Parks and Community Services Department places a high priority on promoting a healthy community for all residents. Signs placed within park areas should reflect his philosophy. Consistent with this commitment, the City of Watsonville will allow temporary signs within park areas, which meet the following conditions:

- Sign Program Details
 - Cost: \$500
 - Sign specifications: 1- 4' x 8' Aluminum Composite Substrate with your logo and contact information (*businesses may not provide their own sign*).
 - Multi-Colors available.
 - Logo must be presented in any of the following formats:
 - High Resolution – JPEG, TIFF, PDF or Vector format
 - Elaborate designs will incur additional cost (\$80+ varies)
 - Contracts are for a one-year term and must be paid in advance of the advertising period.
- Price does not cover damaged sign or replacement of sign.
- Signs will be installed and removed by Parks & Community Services Department.
- Signs shall be placed so that they face the playing field.
- If not renewed, signs will be removed no later than 15 days after the ending date of the approved use.
- At its sole discretion, the Parks and Community Services Department shall have the right to refuse renewal of contracts.
- The location of the placement of signs in the approved area shall be at the sole discretion of the Parks and Community Services.
- The Parks and Community Services Department shall have final approval of the sign content before a sign is created.
- Signs are designed and/or constructed in a manner, which ensures the safety of park users.

Main Street

Parking Lot

Ramsay Park Sotomayor Soccer Field

Field #1



Field #2



Sample



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- Renewal
 - Renewal Cost: \$350 if the sign is suitable to use another year.
 - Renewal contract shall be made 15 days prior to the expiration of the original contract.
- Sign Replacement
 - Replacement cost: \$500.
 - The Parks and Community Services Department shall have the sole authority to determine if a sign requires repair or replacement.
 - The signs are created with a clear coating and should withstand graffiti.
 - Graffiti cleanup and removal will be performed by Parks and Community Services Department staff as time allows while the sign is in contract.
 - Parks and Community Services Department staff will notify the organization if its sign requires repair or replacement. Additional cost for the repair or replacement of the sign is the sole responsibility of the organization. New signs will not be created until the replacement cost is paid in full.
- Sign Pick up
 - Organizations may contact the Parks and Community Services Department *Monday-Thursday* between *9am and 5pm* to make arrangements for sign pick up. The office is located on 231 Union Street, Watsonville, CA 95076 (831) 768-3240.
 - Signs will be stored for 30 days after contract expires for pick up. Signs not picked up within the 30 days will be reused, salvage or recycled by staff.

For additional information on Sign Advertising Opportunities, please contact Jaime Jimenez – Recreation Supervisor at 768-3263.

“WE MAKE WATSONVILLE AN IDEAL PLACE TO LIVE, WORK AND PLAY”

