

# Ball Field Signs Marketing Plan

This is a marketing plan for businesses in the Utah Valley area to advertise their company through signs posted on the outfield fences of various ball fields in the city. These signs can expose your advertisements to thousands of people each week. This includes ball players and spectators that come to the leagues/ games during the week as well as various tournaments on Saturdays throughout the summer. These leagues and tournaments attract teams from around the state. The exposure of your sign will be extensive. There are a number of spots available on each of the outfield fences at the following locations:



<u>Park or Complex</u>	<u>Address</u>	<u>Number of Fields</u>	<u>Size of Sign</u>
Loafer View	600 E Canal Rd	Fields #2 & #3	4' X 5' Solid Board
Veterans Ball Park	60 N 100 E	3	4' X 5' Solid Board

## Price Options Available:

- Prices are as follows:
  - One Sign: \$250.00
  - Two Signs: \$500.00
  - Three Signs: \$700.00
  - Four Signs: \$850.00
- The signs will remain on the fence for the entire year (January to December).
- Sign location will be offered on a first come first serve basis.
- For renewal advertising for the next year, if the sign can be reused, the price will be reduced (\$50.00 less per sign).

## Limitations:

- Signs will be either 4' X 5' or 3' X 5'. Company logo or art work must be approved.
- Sign will be supplied by business/advertiser.

## General Stipulations:

1. Salem Parks & Recreation will sell advertising in the form of signs that will be attached to the outfield fences on the various fields mentioned above. Salem Parks and Recreation will conduct all advertising and promoting.
2. Salem Parks & Recreation will deal directly with the customer as to the design and development of the sign. Sign layout & appearance must be approved by Salem Recreation office.
3. Salem Parks & Recreation will install and remove the signs from the fences.
4. Salem Parks & recreation will maintain the signs, keeping them in a presentable condition in regards to wear and tear from weather and the elements.
5. Salem Parks & Recreation will remove the signs and have them available for you to pick up at the end of the rental agreement. We will leave the signs for the next season if the customer renews their contract.

# Advertising Banner Contract

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone # (work): \_\_\_\_\_ (cell): \_\_\_\_\_

## Program Options:

Check all that apply:

\_\_\_\_\_ One Sign - \$250.00  
\_\_\_\_\_ Two Signs - \$500.00  
\_\_\_\_\_ Three Signs - \$700.00  
\_\_\_\_\_ Four Signs - \$850.00

\_\_\_\_\_ Loafer View Park  
\_\_\_\_\_ Veterans Ball Park

## Stipulations:

In signing this contract, you, the above mentioned company, agree to the following stipulations:

1. The above-mentioned amount must be paid in full before the hanging of the sign.
2. The sign will be either 4' X 5' or 3' X 5' solid board.
3. The sign will contain no foul or aggressive language.
4. The sign will contain no questionable images.
5. The above named company must provide the sign to be installed.
6. The signs will be displayed on the outfield fences at the designated location(s). From the beginning of the year usage to December 31.
7. Salem Parks & Recreation will install and remove the signs from the fences.
8. Salem Parks & Recreation will maintain the signs during the season, keeping them in presentable condition in regards to wear and tear from weather and the elements.
9. Salem Parks & Recreation will not be held responsible for stolen or vandalized signs.

\_\_\_\_\_  
Signature - Company Representative

\_\_\_\_\_  
Signature - City Representative

