



# CITY OF KIRKLAND ATHLETIC FIELD ADVERTISING PROGRAM PERMIT GUIDELINES

## ATHLETIC FIELD ADVERTISING PROGRAM

The City of Kirkland Parks and Community Services Department has established the Athletic Field Advertising program to implement standard procedures concerning advertising and signage on outdoor athletic field fences (softball/baseball/multipurpose) in City parks. The purpose of this program is to allow selected youth sports organizations using City parks the ability to display sponsor banners on identified park fences. A permit must be obtained prior to hanging a banner in any City park.

The City of Kirkland encourages funds generated by these sponsorships to be used to provide “scholarships” to participants who may not otherwise be able to participate with that organization.

This program does not guarantee a right or entitlement for any user group to place a banner advertisement in any city park facility.

### Applicant Requirements

Applicant must meet the following criteria:

- A Kirkland based organization
- Must provide youth sports programming

### Locations Available

Outfield fences at:

- Everest Park: Fields 1, 2, 3, 4
- Juanita Beach Park: Fields 1, 2
- Crestwoods Park: Field 4
- 132<sup>nd</sup> Square Park: Field 1

### General Information

- **Application:** The application period shall open on the first business day in January each year. Permits will be issued by the first business day in February.

Priority/preference shall be given to applicants which meet the following criteria:

- Applicant has been allocated field space at the requested field/park
- Applicant will be a primary field user during the upcoming season at the requested field/park
- Applicant's program primarily serves Kirkland based youth

- **Fees:**

- 2023: a non-refundable \$50 Application Fee is due at the time of application. Field permit fees will be waived.
- 2024: a non-refundable \$50 Application Fee is due at the time of application. A permit fee of \$250 per field will be due upon approval of permit.

Checks should be made payable to City of Kirkland. Credit card payments are accepted in person at the cashier's desk with advance notice.

- **Installation:** Permit Holder may only install banner(s) on the specified park fences. Banners shall be secured with plastic zip ties – no other implements or devices may be used.
- **Duration:** Banners may be installed March 1<sup>st</sup> – October 31<sup>st</sup>.

The City may require removal of sponsor banners for tournaments or special events. The city shall provide 30 days' notice to Permit Holder in the event sponsor banners need to be removed. Banners not removed by the specified date/time will be removed by the City and Permit Holder will be subject to the removal fee.

- **Removal:** Permit Holder shall remove banner(s) no later than noon on or before the specified removal date.

Any banner that has not been removed by the specified date/time will be removed by the City. The Permit Holder will be billed \$85.00 per banner. Banners not retrieved from the city within five (5) business days will be disposed of without further notice.

- **Sponsor Restrictions:** The City maintains the right to deny a sponsor banner if said sponsor does not align with the mission, values, and policies of the City. This includes but is not limited to, political campaigns or political issues, religious messages or religious faith or other belief, tobacco firms or marketers; groups advocating hate or violence; firms or groups advocating illegal or inappropriate use of drugs or other illegal activities; businesses or entities promoting adult materials or services or with sexual associations such as escort services or establishments featuring, for show or sale, X-rated or pornographic movies or materials; false, misleading or deceptive sponsorships/underwriters; businesses or entities whose materials, services or products are harmful to children.

The City will inform the Permit Holder if any banners must be removed via email. The Permit Holder shall have two (2) business days of “notification to remove” to comply. Banners not removed within this timeframe will be removed by the City and Permit Holder will be subject to the removal fee.

A second violation will result in a \$500 penalty and the organization will be ineligible to participate in the program for the following two years.

The City’s pre-approval of sponsors and/or banner designs is not required. However, applicants may request a City review at their discretion.

- **Penalty for Violations:** It is unlawful for the applicant/permit holder to violate the terms and conditions of the permit. If a violation occurs the applicant/permit holder may be subject to a fine of not more than five hundred dollars (\$500) per violation.

**Banner Specifications**

Banners shall meet the following criteria:

- Constructed of a good grade of canvas or similar material that will not stretch or distort out of shape.
- Have a professional appearance and quality and are encouraged to be manufactured or produced by a banner company rather than being “homemade”.
- Have wind load slots.
- Have no less than 3 grommets both on top and bottom placed 1/2” - 3/4” from center of grommet to finished edge. All four corner grommets must be reinforced so as not to rip.

The City of Kirkland is not responsible for damage or loss of banners caused by weather, graffiti, theft, vandalism, etc. The City reserves the right to reject banners that are not consistent with these requirements.

<b>Complete and submit the application online. Mail or deliver the fees to:</b>	<b>For more information contact:</b>
City of Kirkland Special Event Services 123 Fifth Avenue Kirkland, WA 98033	Parks & Community Services Sudie Elkayssi, Special Projects Coordinator (425) 587-3347 <a href="mailto:selkayssi@kirklandwa.gov">selkayssi@kirklandwa.gov</a> <a href="http://www.kirklandwa.gov/specialevents">www.kirklandwa.gov/specialevents</a>
<b>Alternate Formats:</b> Persons with disabilities may request materials in alternative formats. Persons with hearing impairments may access the Washington State Telecommunications Relay Service at 711.	
<b>Title VI:</b> It is the City of Kirkland’s policy to ensure full compliance with Title VI of the Civil Rights Act of 1964 by prohibiting discrimination against any person on the basis of race, color, national origin or sex in the provision of benefits and services resulting from programs and activities. Any person who believes his/her Title VI protection has been violated, may file a complaint with the City of Kirkland. For questions regarding Kirkland’s Title VI Program, or to file a complaint with the City of Kirkland contact the City’s Title VI Coordinator at 425-587-3011 or <a href="mailto:TitleVICoordinator@kirklandwa.gov">TitleVICoordinator@kirklandwa.gov</a> .	

# Everest Park

500 8th Street South

Kirkland, WA 98033

Maintained By: City of Kirkland

Scheduled By: City of Kirkland



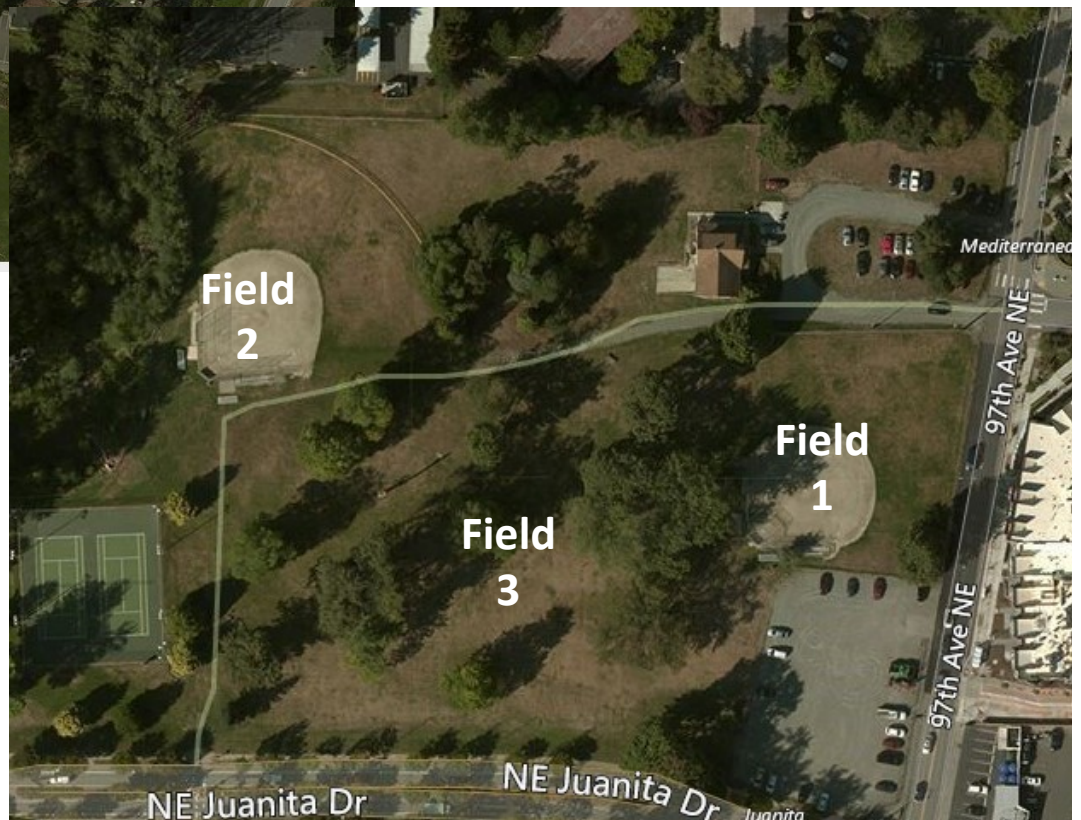
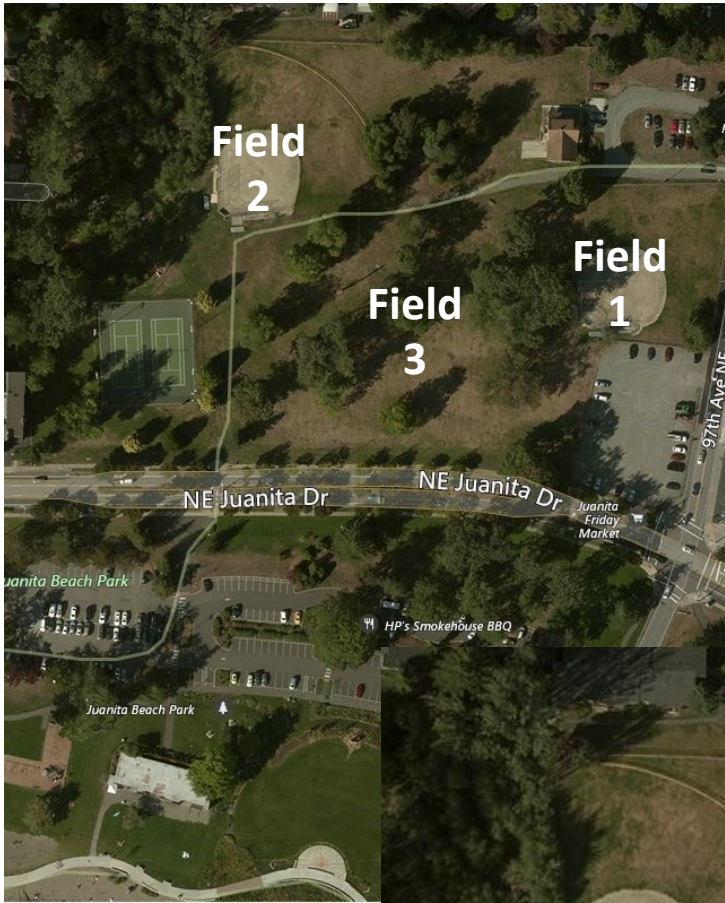


# Juanita Beach Park

Kirkland, WA 98033

Maintained By: City of Kirkland

Scheduled By: City of Kirkland





# Crestwoods Park

1818—6th Street

Kirkland, WA 98033

Maintained By: City of Kirkland

Scheduled By: City of Kirkland





# 132nd Square Park

13159—132nd Ave NE

Kirkland, WA 98033

Maintained By: City of Kirkland

Scheduled By: City of Kirkland

