



Sponsorship Program for Youth Athletics: Banners and Team Jerseys

Policies and Guidelines

Purpose

- To allow businesses and organizations to support the City of Sunrise's youth athletic programs through financial sponsorship.
- To create an effective administrative process to manage the City of Sunrise's youth athletics sponsorship program.

Guidelines for Content

- Shall not be used to convey political messages or campaign or religious messages.
- Shall not contain any offensive, hateful and/or negative messages or graphics. The City at its sole discretion may refuse to display a banner/jersey containing any language or graphics of a questionable nature.
- Shall not promote the sale of firearms, ammunition or weapons.
- Shall not promote the sale of fireworks.
- Shall not promote alcohol and tobacco use.
- Shall not promote adult entertainment.

Banner Design and Types

- The banner size shall be 36" tall and 72" wide.
- The graphic design of the banners shall be developed by the City of Sunrise.
- The banners shall be printed on one side.
- Banners shall be made of 13-ounce vinyl with textured finish, with grommets.
- The sponsor shall provide its logo in digital format (JPG). Text or logo size shall be limited to two lines.

Team Jersey Design

- Letters shall be no taller than 2".
- Font style shall be block letters.
- Two lines of text maximum; no more than 20 characters/spaces per line recommended
- Sponsorship request must be received by program registration deadline.
- Jersey and letter color will be subject to availability.

Banner Location Choices

- Location choices for sponsorship banners shall be noted on the sponsorship application.
- Current sponsors will be given first choice for placement for the next youth athletic season.
- For all new sponsors, banner locations shall be on a first received, first placed basis.

Sponsorship Requirements and Expectations

- The fee for banner sponsorship reflects the cost of acquisition, installation, removal and storage.
- Sponsored banners shall be installed for one sport season, which usually lasts approximately three months.
- The City of Sunrise is not liable for any damage or loss to the sponsored banner due to vandalism, theft and extreme weather. The City of Sunrise will coordinate the replication and installation of missing or damaged signs should the sponsor choose to pay a \$75/sign replacement fee.
- The City reserves the right to remove a banner due to extreme weather conditions.
- Banners shall be considered the property of the City of Sunrise and shall not be returned to sponsoring agency, organization or individual for use anywhere else.
- Team jersey sponsorship is for one sport season.
- Total number of jerseys shall be 10-14, depending on the sport and the number of participants on a team.

City of Sunrise YOUTH ATHLETIC SPONSORSHIP APPLICATION

Business Name: _____
 Contact Name: _____
 Street Address: _____
 City: _____ State: _____ ZIP Code: _____
 E-mail Address: _____
 Primary Phone: _____ Alternate Phone: _____

For BANNER Only: Indicate Your 1st, 2nd and 3rd Choice of Location

Baseball (outfield fence):

- _____ Flamingo Junior
- _____ Flamingo Senior
- _____ JC Field / Dawson (City Park)
- _____ Oscar Wind Park
- _____ SAC Fields 1 or 2
- _____ Piper Field

Softball (outfield fence):

- _____ SAC Field 4
- _____ SAC Field 5

Soccer:

- _____ Flamingo Park (west fence)
- _____ Nob Hill #2 (between fields)
- _____ Piper Field (west fence)
- _____ SAC (canal fence)

Flag Football:

- _____ Flamingo Park (west fence)
- _____ Piper Field (west fence)

Basketball:

- _____ Civic Center Gymnasium
- _____ Village Multipurpose Gymnasium

For JERSEY Only: Indicate Your Choices

Sport: _____ Age Preference: _____ Gender Preference: _____
 Jersey Color Preference: 1. _____ 2. _____ 3. _____

Text for BANNER or JERSEY:
(Maximum Two SHORT Lines)

For BANNERS Only: You may provide a digital, one-color graphic instead of text. Call (954) 747-4600 for instructions.

BANNERS ONLY: Number of Banners Requested: _____ @ \$150.00 each **Banner Total Due:** _____
JERSEYS ONLY: Number of Teams Requested: _____ @ \$250.00 each **Jersey Total Due:** _____
GRAND TOTAL: _____

I have read the Sponsorship Program's Policies and Guidelines, and I agree with the terms. I understand that by signing below, the banner(s) and/or jerseys I ordered will remain in use for **one youth athletic season**.

Applicant Signature: _____ **Date:** _____

Payment Information: Mail completed application to: City of Sunrise ATHLETICS, 10610 W. Oakland Park Blvd., Sunrise, FL 33351. Enclose check or money order payable to City of Sunrise, or pay with Visa or MasterCard:

____ MasterCard ____ Visa Card Number: _____ Expires: _____

Signature as it appears on the card: _____

By signing, I agree to pay the above amount listed as a credit card charge according to my credit card user agreement.