

Bell Park Digital Board Advertising Policy

Policy Statement

The Bell Park Digital Billboard (board) will be available for the use of promoting community events occurring in the City of Greater Sudbury.

Scope

The Bell Park Digital Billboard is administered and managed by the Leisure Services Division of the City of Greater Sudbury. For the purpose of corporate consistency, this policy shall apply to all City of Greater Sudbury departments and Committees of Council.

Policy Details

- Groups booking the board are to be a not-for-profit or charitable in nature.
- Personal or commercial messages will not be permitted.
- Fees for renting of the board will coincide with the City of Greater Sudbury User Fee By-law.
- Significant City of Greater Sudbury and or community events take precedent.
- To encourage booking of the Grace Hartman Amphitheatre, events renting the amphitheatre will be provided use of the electronic board, and costs will be included with the rental fee of the facility.
- Sudbury Community Arena box office and Grace Hartman Amphitheatre events will be advertised on the electronic board, to generate additional revenue for the City and encourage tourism and future event bookings.
- Community Development initiatives, programs and events are promoted when space is not pre-booked.

Limitations of Board

- Messages may be booked for the following periods:
 - Two (2) day periods
 - Three (3) day periods
 - One (1) week periods
 - One (1) month periods
- Ad production and associated costs are the responsibility of the organization or department booking the board.
- It is the responsibility of the organization or department booking the board to submit ads with the correct format, resolution, etc.

Application Form

- A completed facility agreement must be submitted to Leisure Services along with appropriate payment prior to any messaging or images appearing on the board.

Policy Guidelines

- Respect and comply with City of Greater Sudbury policies, by-laws and plans.
- Consistent with the City of Greater Sudbury Visual Identity Program.
- Not in contravention of the City of Greater Sudbury's vision and mission.
- Will not convey a negative message that might be deemed prejudicial to any religious groups or belief.
- Will not promote tobacco, alcohol and other addictive substances at venues geared toward children.
- Will not promote the sale of tobacco, pornography or support of, or the involvement in the production, distribution, and sale of weapons and other life threatening products.
- Will not present discriminatory, demeaning or derogatory portrayal of individuals or groups or contain anything which, in light of generally prevailing community standards, is likely to cause deep or widespread offence.
- Will not be used to promote any political endorsements or events that are deemed politicking.

The City of Greater Sudbury reserves the right to remove or not allow any messages or images to appear on the board.