

**CITY OF STOUGHTON**  
**POLICY FOR PARKS AND RECREATION ADVERTISING**

- I. Advertising within the parameters and constraints of this policy is allowed by the City of Stoughton. The term advertising means any public notice, announcement, printed material, picture or signage designed to promote an activity, product or business.
  
- II. Advertising in parks shall be in keeping with the contemporary standards of good taste and shall seek to model and promote positive values. The sale of advertising space would be limited to purveyors of goods and services. The City Council shall be the final authority, if necessary, in determining whether or not an advertisement contains the prohibitions in Paragraph 3 (below). The Parks and Recreation Department will administer the requests as well as direct any appeals to the Council. Advertising opportunities will be created and offered by the Parks and Recreation Department.
  
- III. Advertising prohibitions include, but are not limited to, the following:
  - A. Promoting hostility, disorder, violence or attacks on any person or group of persons;
  - B. Promoting discrimination including, but not limited to, demeaning, harassing, or ridiculing any person or group based on race, color, national origin, religion, sex, age, disability, ancestry, creed, or sexual orientation;
  - C. Libelous statements or information;
  - D. Promoting, favoring or opposing the candidacy of any candidate for election or public question;
  - E. Being obscene or pornographic as defined by prevailing community standards;
  - F. Promoting the use of alcohol, tobacco or firearms or weapons of any kind.
  - G. Contains any of the following words or phrases, either in plural or singular form:
    - 1. Any name or synonym for an alcoholic beverage or a type of beverage containing alcohol.
    - 2. Any name or synonym for a smokeable or chewable tobacco product or a type of product that contains tobacco
    - 3. Any name or synonym for a firearm or weapon.
    - 4. Any name or synonym for a bar or tavern.
  - H. Any graphical image or logo that depicts or suggests prohibited advertising listed in this section.
  
- II. Opportunities for advertising/marketing activities include but are not limited to:
  - A. Fixed signage
  - B. T-shirts
  - C. Expanded use of facilities (concerts, rallies, etc.)
  - D. Advertisement on Recreation Department web pages and newsletters.

III. Proceeds generated from advertising will be placed in the appropriate revenue fund unless another approved agreement has been made between the City and the advertiser.

**APPROVED BY THE COMMON COUNCIL: August 24, 2010**

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City of Stoughton  
Application for Park and Recreation Advertising

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

Business or Group \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_

Day Time Phone: \_\_\_\_\_

Evening Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

Run period of advertisement: \_\_\_\_\_

Description of ad(s) (include graphics)

\_\_\_\_\_  
Signature of Requestor

<input type="radio"/> Approved by:	
_____ Signature of Parks and Recreation Director	_____ Date

<input type="radio"/> Approved by (if necessary):	
_____ Signature of Zoning Administrator (if necessary)	_____ Date

Rejected

Reason: