Title: Recreation Facilities Advertising Policy	Internal/External
Department: Community Services and Recreation	Policy Number: CSR 0014
Approval Date: December 16, 2025	Implementation Date: December 16, 2025
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Policy Statement

Finding the financial resources to support the cost of operating recreational facilities. It is the policy of the Town of Happy Valley-Goose Bay to permit commercial advertising in municipal recreation facilities to enhance revenue opportunities.

Policy Background:

The Town of Happy Valley-Goose Bay Council and staff work to responsibly manage its recreational spaces in an equitable manner, meeting both current and future demands for organized and casual participants. In doing so, it is important to consider the needs of diverse populations, groups, and individuals while recognizing the tax-based contribution provided by residents toward the development and operation of community recreation assets.

Policy Goal:

It is the goal of this policy to create an affordable advertising package that encourages businesses to partner with the Town, in order to generate facility revenue.

This policy shall not apply to the Lawrence O'Brien Centre, the HV-GB Curling Club, and the Central Labrador YMCA.

Policy Objective:

The objective of this policy is to respond to our advertising customers by creating a flexible and attractive internal advertising system that meets both parties' needs. There are a variety of advertising options for the customer, depending on budget, facility, and size. Options may include an ice resurfacing machine, score clock, wall mounts, ice board, ice surface, ballfield dugouts, ballfield fencing, ballfield bleachers,

The second objective of the policy is to provide guidance for the in-kind advertising that is taking place in our facilities. The Town recognizes the importance of supporting the user groups that operate within our facility and wants them to be able to have a visual presence within our facilities.

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Guidance Principals:

To support the implementation of a sustainable advertising program, a number of principles that may be useful when considering potential sponsorship relationships and for the program as a whole:

1. The Town supports revenue generation from partnership arrangements when these arrangements directly benefit the community of Happy Valley-Goose Bay.
2. A corporate partner's values, products, customers, and promotional goals must be compatible with the Town of Happy Valley-Goose Bay's mission and goals.
3. The Town will value partners with a past record of responsible environmental stewardship and involvement in community projects.
4. As an Active Community, the Town of Happy Valley-Goose Bay is committed to encouraging individuals to be more physically active. When evaluating partnerships, we will work to leverage our assets to assist residents in building a healthy quality of life.
5. Agreements may not compromise the Town's or a Tenant's ability to carry out its functions fully and impartially.
6. The Town will endeavor, to the extent reasonably practicable, to balance its responsibility to maintain transparent processes and provide full disclosure to the public, with its responsibility to maintain confidentiality regarding third-party interests.
7. Sponsor visibility and advertising need to be thoughtfully integrated so the delivery of content is clear and doesn't negatively impact the audience experience. To ensure a rich and meaningful experience for participants, interruptive messaging and aggressive promotion of sponsored products will not be permitted.

In-kind advertising principles:

1. In-kind advertising shall only be allowed when space permits; therefore, it shall not take place from the most popular advertising opportunity (ex., ice board)
2. User groups shall pay a rental fee and have a user agreement in place to be eligible for In-kind advertising
3. Not-for-profit group shall pay for advertising for a minimum of three (3) years before being eligible for In-Kind advertising.
4. No commercial partner shall be present in any In-kind advertisement.

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5. The user group or non-profit group should be limited to one sign that shall not exceed 4 by 8 feet
    a. The policy would grandfather in one (1) of their current signs ("home of") for Lake Melville Soccer Club, Snowflake Figure Skating Club, and Lake Melville Extreme Hockey. Any additional sign shall pay as per the policy.
5. The Town recognizes the history behind the HV-GB cheer "Jiggy, Jiggy, Jiggy – Goose, Goose, Goose" and will install a banner under the Town color within the arena

Rates & Incentives:

The Director of Community Services and Recreation or their designate shall follow the fees stated by Policy F0002.

The CAO and the Director of CSR shall follow the guidance principles when approving in-kind advertising, and they shall not designate that responsibility.

IN WITNESS WHEREOF, this policy is sealed under the Common Seal of the Town of Happy Valley-Goose Bay.

W. Bert Pomeroy

Mayor, Bert Pomeroy

N MacAulay

CAO, Nadine MacAulay